

# Printable: Pricing a Property

## What is the RVM®?

The RVM® stands for Realtor Valuation Model®. The analytic is a great starting point for pricing discussions with clients. RPR's RVM® incorporates listing and sales data into the equation.

- 1 From the Residential Property Details Summary page, locate the RVM®.
- 2 View the RVM® Confidence Score.
- 3 A 5 indicates that different automated valuation models yield similar estimates for this property.

**Property Summary**

● New Active / For Sale • New UCB (Under Contract-Backups) 2/27/2021

LIST PRICE	<b>1</b> RVM®	REFINED VALUE	COMP ANALYSIS VALUE
\$535,000	\$561,320	Change the RVM® estimate for this property.	No Comp Analysis value available.

Active Date: 2/27/2021 | Listing ID: 6200324 | RVM® Updated: 2/10/2021

[Refine Value](#) [Create CMA](#)

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**BASIC FACTS**

3 bd	2 ba	1,843 sqft	5,314 sqft
Type: Single Family	Owner	RVM® Estimated R: \$511K - \$612K	
Price by sq ft: \$290	Last Sold Price: \$335,000 on 6/23/2014	RVM® Month Change: ↑\$16,270	RVM® Confidence: 5 stars
Days in RPR: 3 days	RVM® Article: Using the RVM® in Pricing Discussions →	RVM® Year Change: ↑36.12%	RVM® Year Change: ↑36.12%

**MORE ON RVM®**

2 RVM® Confidence: 5 stars

**RPR** Home Q Research Marketing Reports Learn Help My Work

Home > Property Search > 6020 N 81st St

6020 N 81st St, Scottsdale, AZ 85250

**3** SUMMARY HISTORY CHARTS **REFINED VALUE** CMA NEIGHBORHOOD

**4** Refine Value by adjusting Basic Facts

Residence: Single Family | Total Rooms: 6 | Floors: 1

Bedrooms: 4 | Living Area (sq ft): 1,900 | Year Built: 1985

Full Bath: 2 | Partial Bath: 1 | Lot Size: 5,320 sq ft

Value change from refining basic facts: +\$17,101

**5** Refine Value by Home Improvements

Home Improvement Category: Roofing Replacement (Midrange) | Date Completed: February, 2017 | Value: +\$5,352

Value change from home improvements: +\$5,352

**6** Refine Value by Needed Improvements

Needed Improvement Category: Painting Exterior House | Total Cost: \$5,000

Value change from needed improvements: -\$5,000

**7** Refine Value by Market and Home Conditions

Local Market Conditions: Slow to Hot (Average)

Home Exterior Condition: Inferior to Superior (Average)

Home Interior Condition: Inferior to Superior (Average)

Lot Size: Inferior to Superior (Average)

View: Inferior to Superior (Average)

Privacy: Inferior to Superior (Average)

Value change from market and home conditions: +\$5,613

**8** **REFINED VALUE**

Original Estimate: \$561,320

Refined Changes: +\$23,066

Refined Estimate: \$584,386

**9** Reset Values

**HOW THIS ZIP COMPARES**

Scottsdale, AZ 85250

Median Estimated Home Value

85250	\$466,536
Maricopa	\$347,598
Arizona	\$337,539

12 mo. Change in Median Estimated Home Value

85250	18.0%
Maricopa	12.0%
Arizona	12.5%

Median Listing Sales Price

85250	\$412,000
Maricopa	\$256,000
Arizona	\$330,000

Median Public Sales Price

85250	\$414,500
Maricopa	\$298,000
Arizona	\$325,000

Median Listing Price

85250	\$402,500
Maricopa	\$265,000
Arizona	\$325,000

12 mo. Change in Median Listing Price

85250	20.0%
Maricopa	10.0%
Arizona	10.5%

Median Days in RPR

85250	40
Maricopa	45
Arizona	55

12 mo. Change in Median Days in RPR

85250	5.0%
Maricopa	20.0%
Arizona	-26.0%

## How do I refine the value of a property?

- 3 From the Residential Property Details page, select the tab marked *Refined Value*.
- 4 Confirm and adjust the property's basic facts. Select *Apply*.
- 5 Add any home improvements completed, including date completed and total cost. Select *Add*.
- 6 Add any needed home improvements including estimated total cost. Select *Add*.
- 7 Adjust sliders based on local market conditions and how the subject property stacks up against comparable properties.
- 8 View adjustments on the upper right column.
- 9 Make a mistake? Select *Reset Values*.

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## How do I run a CMA?

- 1 From the *Residential Property Details* page, select the tab marked *CMA*.
- 2 Choose *Comparative Analysis* or the more advanced *Sales Comparison Analysis*.
- 3 Confirm the home's basic characteristics.
- 4 Search for comps using the search tools or add a known property.
- 5 Make adjustments to the comp selection.
- 6 Review your result. Adjust the recommended price or range if needed.
- 7 Select *Create Report*.



### PRO TIP

The *Seller's Report* can span over 80 pages. Omit any sections you don't think your client would be interested in at this time to make the report more digestible.

## How do I create a *Seller's Report*?

- 1 Select *Create Report* from step 5 of creating your *CMA*, or the *Create Report* button found on most pages.
- 2 Choose the type of report: *Seller's Report*.
- 3 Click the plus symbol to choose the elements to include or omit in the report.
- 4 Choose the report's cover elements and whether to show or hide page numbers.
- 5 Personalize the report cover with a message, choose a delivery method, and press *Run Report*.