

# Printable: Commercial Reports



## COMMERCIAL PROPERTY REPORT

A comprehensive look at an individual property, including detailed property information, photos, property history and listing activity, and trade area information such as traffic counts.



## TRADE AREA REPORT

A summary of the demographics, economics and tapestry segments for the trade area the user has defined.



## TRADE AREA ANALYSIS

Allows you to identify the optimal location to search for properties based on the user selected attributes that will drive the success of a business.

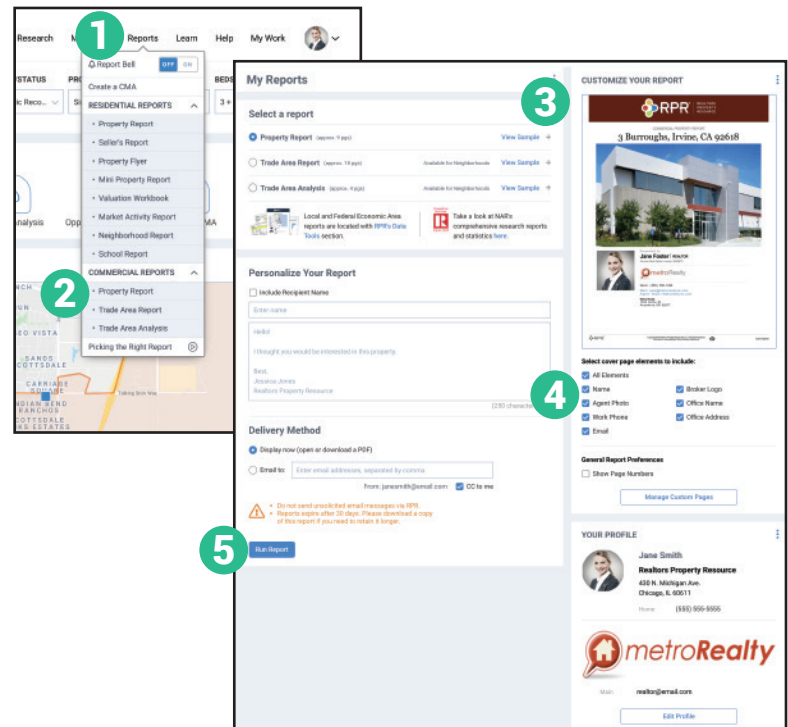


## PRO TIP

In addition to these three core reports, you have access to Valuate® which allows you to create an investment analysis and export a corresponding investment analysis report.

## How do I create a Commercial Property Report?

- 1 Select *Reports* from the top navigation menu or *Create Report* from any property details summary page.
- 2 Choose the type of report: *Commercial - Property Report*.
- 3 Select the plus sign 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, choose a delivery method, and press *Run Report*.



# How do I create a Trade Area Report?

- 1 Select *Reports* from the top navigation menu or *Create Report* from a Trade Area Details page or from the search results list or photo grid view.
- 2 Choose the type of report: *Trade Area Report*.
- 3 Select the plus sign to choose the elements to include or omit in the report.
- Choose the report's cover elements and whether to show or hide page numbers.
- Personalize the report, choose a delivery method, and press *Run Report*.

The screenshot shows the RPR interface for creating a Trade Area Report. It starts with a search results page for 'Paradise Valley, AZ 85253'. A 'CREATE REPORT' button is highlighted with a green circle '1'. The next screen shows the 'Attribute Summary' and 'Demographic Facts and Stats' for the area. A 'CREATE REPORT' button is again highlighted with a green circle '1'. The 'My Reports' section shows 'Trade Area Report' selected, with a plus sign highlighted by a green circle '3'. The 'CUSTOMIZE YOUR REPORT' section shows a preview of the report cover with a green circle '3' over the plus sign.



## PRO TIP

We also provide a link to the NAR research reports which you can add to any RPR report via our custom PDF option.

The screenshot shows the RPR 'Commercial Site Selection' page for Kansas City, Kansas. A green circle '4' highlights the 'Research' link in the top navigation. A green circle '5' highlights the 'Run Analysis' button. A green circle '6' highlights the 'Get Trade Area Analysis Report' link in the 'Analysis Results' table.

Address	Area	Population	Median Household Income
Central Industrial District in Kansas City, MO	4.73	\$1,217	
1455 West Business City in Kansas City, MO	2.82	\$2,361	
Woods in Kansas City, MO	2.61	\$1,395	
Shawnee Hills in Kansas City, MO	3.67	\$1,753	
Proble - Paper Mills in Kansas City, MO	2.52	\$2,372	
Shiloh Hills in Kansas City, MO	3.41	\$1,487	
Barne Park Industrial in Kansas City, MO	2.08	-	
Turner in Kansas City, MO	2.01	\$1,634	
Wesley Hills in Kansas City, MO	2.64	\$1,770	

# How do I create a Trade Area Analysis?

- 4 Select *Research* and *Commercial Site Selection*.
- 5 Run a *Site Selection* analysis.
- 6 From your results page, choose *Get Trade Area Analysis Report*.
- Choose the report's cover elements and whether to show or hide page numbers.
- Personalize the report, choose a delivery method, and press *Run Report*.