

YOUR NEW WAY TO **WOW**

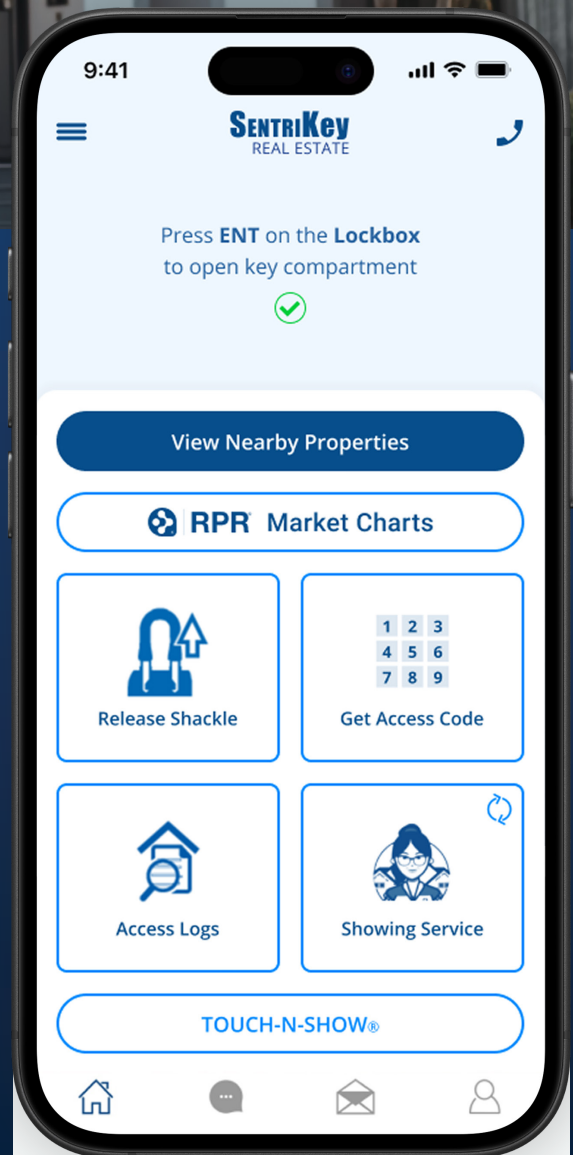
Empower every showing with data-driven confidence for smarter, faster decisions.

Put the Power of RPR at Your Fingertips

SentriKey® is the **first** and **only** app that gives you real-time access to the powerful insights and information of the RPR (Realtors Property Resource) in one place. And with access to market data without leaving the app, you're always ready to win the moments that matter most for your clients and your career.

SENTRIKEY® NOW WITH RPR

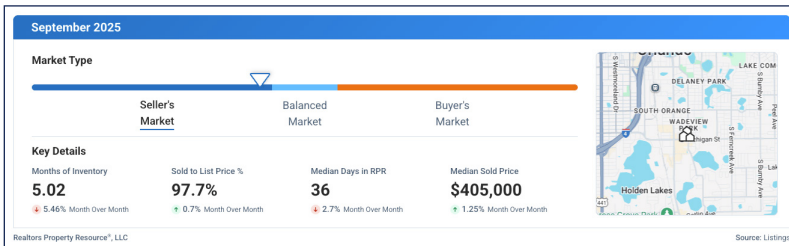
- + National Property Database
- + Market Trends
- + Median Housing Prices
- + New Listings
- + Comparable Sales
- + Property Value Estimates



Learn how
SentriKey® with
RPR can help
you get to **wow**
and **download**
the app now.

THE NEW WAY TO CHART YOUR SUCCESS

Here's a chart-by-chart quickguide to how SentiKey® with RPR helps you find your way to **wow**.



1 MARKET TYPE (SOLD LISTINGS SNAPSHOT)

A quick read on whether conditions favor sellers, buyers or are balanced; driven by Months of Inventory.

How to read it:

- Seller's market: $\approx \leq 5.5$ months of inventory
- Balanced: ≈ 5.6 – 6.5 months
- Buyer's market: $\approx \geq 6.6$ months

Why it matters: Instantly frames pricing power and urgency.

2 NEW LISTINGS

Fresh supply entering the market this month.

Data Points and Charts Included:

- Median list price, number of properties, median \$/sqft, total \$ volume, median living area sqft

Why it matters: Gauges listing velocity and price setting right now.

3 ACTIVE LISTINGS (END-OF-MONTH SNAPSHOT)

Inventory on the last day of the month.

Data Points and Charts Included:

- Median list price, number of properties, median days in RPR, median \$/sqft, total \$ volume, median living area sqft

Why it matters: Sets current competition and typical time on market.

4 NEW PENDING LISTINGS (END-OF-MONTH SNAPSHOT)

Listings that went pending this month.

Data Points and Charts Included:

- Median list price, number of properties, median days in RPR, median \$/sqft, total \$ volume, median living area sqft

Why it matters: Absorption pulse, what price ranges buyers are acting on right now.

5 PENDING LISTINGS (END-OF-MONTH SNAPSHOT)

Pipeline waiting to close at month-end; price points and timing.

Data Points and Charts Included:

- Median sold price, number of properties, sold-to-list price %, median days in RPR, median \$/sqft, total \$ volume

Why it matters: Forecasts near-term closings and highlights contract-level momentum.

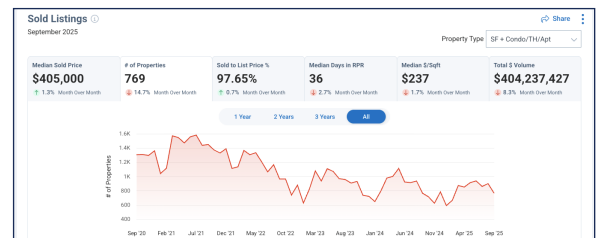
6 SOLD LISTINGS

Closed sales each month.

Data Points and Charts Included:

- Median sold price, number of properties, median \$/sqft, median living area sqft, total \$ volume

Why it matters: Reality check on over/under asking and market velocity.



7 MONTHS SUPPLY OF INVENTORY

Supply vs. demand trend over time (with monthly and 12-month deltas).

Why it matters: The fastest way to label market type and anticipate pricing pressure.

8 MEDIAN ESTIMATED PROPERTY VALUE

A model-based estimate for the market and, when selected, a subject property.

Why it matters: Sets expectation ranges and talking points before comps.

Note: Not an appraisal. For orientation, not valuation advice.