



MOBILE RPR AI CMA

RPR's latest innovation, the AI CMA in RPR Mobile™, is now live in beta. The mobile-first workflow matches how agents actually work – in the field during property tours and appointments. The new tool helps REALTORS® explain pricing strategy, using Artificial Intelligence to score comps based on similarity, and provides plain-language insights that support smart pricing conversations.

The AI CMA feature has two modes:

- **Seller AI CMA** – for listing price recommendations
- **Buyer AI CMA** – for offer strategy guidance

The AI CMA is only available in the RPR Mobile™ app, not on the RPR website. The AI CMA is currently in beta and includes a direct feedback link within the tool.