



Comprehensive cutting edge property database available

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The Multiple Listing Service (MLS) of the Bronx-Manhattan North Association (BMAR) has launched a new database of comprehensive property information developed by the Realtors Property Resource, LLC, a company owned by the National Association of Realtors.

The exciting comprehensive new service was officially launched by BMAR on October 18 and is currently available to all active MLS participants.

According to Matthew Schmelzer, 2012 BMAR president, "We're among the first associations in the country to bring this tool to our members. We decided to partner with RPR because we believe that now, more than ever, consumers need Realtors to help them navigate all the many sources of information and get expert advice on real estate property values and trends in this volatile market."

The system is a compilation of many sets of data, and creates analytics and statistics from that data, available for use only by the Realtors, according to RPR CEO, Dale Ross.

"Home ownership continues to be, and will always be, an American dream, and Realtors in the New York City area are now the best informed and educated about the complexities of their local market through BMAR. That makes them even more valuable resources for homebuyers and sellers," said Ross.

"Real estate consumers need the most accurate real estate information and analysis available, and they need it in real time. That is why it is so exciting that Realtors now have access to the most comprehensive information available anywhere, through the Realtors Property Resource (RPR). Having information - including an automated valuation - on all 147 million individual properties in the United States at our fingertips will empower Realtors to provide the absolute best analysis for their clients," says Ron Phipps NAR president and Principal Broker, Phipps Realty in Warwick, R.I.

Schmelzer said, "This exciting new property record service is available to Realtor members at no additional cost. The amount of data and reports on individual properties including multi-dwellings available through RPR is awesome: aerial views, mapping, median estimated value, 12 month change in value, zoning, tax information and assessments, nearby schools, property history, charts and graphs, comps, nearby distressed properties, neighborhood census data, and customized or branded broker reports."

NAR granted access to MLS participants at this time. Non-participating MLS Realtors can join MLS to access RPR. Cost for MLS is probably cheaper than Property Shark or StreetEasy. RPR provides customized or branding with the members company name and logo on the reports for buyers or sellers.

"RPR is an NAR prime member benefit available to Realtors only to keep NAR members and Multiple Listing Services at the cutting edge of real estate. MLSs, commercial information exchanges

and real estate brokerages business models are able to support the Realtors community through a wholly owned subsidiary of NAR instead of having to purchase data aggregated by third parties," said Dale Stinton, CEO of NAR.

BMAR membership is composed of licensed real estate brokers and agents; multi-dwelling property owners; building service vendors and suppliers; unlicensed property managers; attorneys; appraisers; banks; mortgage companies; fuel service and energy companies; title and abstract companies; insurance companies and insurance brokers; contractors and other companies servicing the real estate industry.

Founded in 1924, BMAR is the local chapter for the New York State Association of Realtors (NYSAR) and the National Association of Realtors, Inc. (NAR).

BMAR has a rich history with an extraordinary culture of inclusiveness, camaraderie, successful and dynamic business professionals. This fact is very evident since many of our members are 3rd or 4th generation of active companies in the organization.

For more information on RPR, membership or MLS, contact Grace Rivera at (212) 242-4343; (718) 892-3000 or email: G.Rivera@bmar.org.

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