CENTURY 21 Alliance

HOW TO BUILD A STRONG CMA IN RPR

Step-by-step workflow, what matters, what doesn't, and what to do when there are no perfect comps.

1 START WITH THE SUBJECT PROPERTY

- Open the property in RPR and verify public-record data, ownership, tax record, lot size, square footage, legal description, map position, prior transfers, mortgage history, and special features.

Reason: RPR is powerful, but data still must be verified.

2 STEP 1: BUILD THE COMP SEARCH

- Start with solds first, then review pendings, actives, and expireds.
- Refine by distance, sale date, property type, style, size, age, bed/bath count, lot size, condition, and special features.

Why: Tighter matching produces stronger pricing guidance.

3 STEP 2: REVIEW PHOTOS AND REMARKS

- Inspect every comp visually — upgrades, quality, layout appeal, basement finish, garage setup, lot usability, views, and condition are often hidden behind the numbers.

Why: Numbers alone never tell the whole story.

4 STEP 3: USE RPR REPORTS WISELY

- Build a seller-friendly CMA report that shows the price range, strongest comps, market activity, neighborhood context, and pricing strategy.

⚠ *Caution: AVMs and automated values are conversation starters, not the answer.*

Why: Reports frame the story and build credibility.

5 STEP 4: RECONCILE THE PRICE

- Show a recommended range, a likely list strategy, and what the market response may be if priced aggressively, at market, or above market.

Why: The market responds to price and value perception.

WHAT MATTERS MOST IN ANY CMA

- Sold comps first
- Local market knowledge
- Competing inventory
- Condition and updates
- Buyer appeal
- Price trend direction
- Your narrative explanation

WHAT MATTERS LESS THAN AGENTS THINK

- Exact bedroom count when function is similar
- Tiny square-foot differences
- Emotional value
- Cost of improvements as automatic value
- AVM/Zestimate
- County assessment

WHAT TO DO WHEN THERE ARE NO PERFECT COMPS

1. Expand time before geography if the market is stable.
2. Expand geography carefully to similar competing neighborhoods.
3. Bracket the property with one slightly inferior comp and one slightly superior comp.
4. Use older sales together with current pendings and actives to read market direction.
5. Use paired-sales logic when possible.
6. For unique homes — luxury, waterfront, acreage, historic, mixed-use, tear-down, or heavily upgraded homes — explain the wider range and the uncertainty.
7. Talk in ranges, not false precision.
8. Set a market-review date in 10–14 days if pricing is harder to pin down.



WHEN COMPS DON'T MATCH

Focus on buyer competition, salability, and likely market reaction more than exact formulas.

- What will buyers pay for this property?
- How easy will it be to sell?
- What's the most likely reaction at different price points?

A CMA IS A PRICING TOOL, NOT AN APPRAISAL.

Use professional judgment, current market data, and clear communication to guide your recommendation.

RPR QUICK WORKFLOW

Verify subject → Search solds → Check pendings/actives → Review photos/remarks → Reconcile range → Build report → Recommend strategy

Bob Latigona | Broker Associate & South Jersey Regional Trainer | 609-876-7689