



News Release

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Arcadia Association of REALTORS® offers Clarus MarketMetrics® as a member benefit

LOS ANGELES (Aug 17) – Real Estate Business Services Inc. (REBS®) today announced that the Arcadia Association of REALTORS® (AAR) has signed an agreement to provide Clarus *MarketMetrics®* as a member benefit to its more than 1,700 REALTOR® members. AAR is the tenth REALTOR® association that uses MRMLS as its multiple listing provider to provide Clarus *MarketMetrics®* as a member benefit.

“Informing consumers about the state of our local market using data from our MLS is an invaluable tool for a REALTOR®,” said AAR President Andy Bencosme. “Clarus *MarketMetrics®* gives our members this information in a quick and easy-to-interpret format while at the same time differentiating them from the competition.”

Clarus *MarketMetrics®* generates market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports are invaluable as a prospecting tool, an aid to setting seller expectations, or as a companion set of data to justify a buyer’s offer.

“If you want to fully engage consumers in today’s market, REALTORS® have been given a great tool in the Clarus *MarketMetrics®* product,” said Art Carter, MRMLS CEO. Multi Regional Multiple Listings Service (MRMLS) is the MLS provider for AAR members. “With data pulled daily from our MLS, REALTORS® are empowered with localized market trend and price-point discussions with their clients and prospects.”

Clarus *MarketMetrics®* is powered by Terradatum Inc., a provider of real estate technology products based in Glen Ellen, Calif. All agreements regarding the MLS data are between Terradatum and the participating MLS. Terradatum has been generating real estate technology solutions since 1994. In addition to Clarus *MarketMetrics®*, Terradatum has several other bold and exciting real estate technology products: BrokerMetrics® and BrokerMetrics® Web Tools.

The purpose of the Arcadia Association of REALTORS® is to serve its membership in developing and promoting programs and services that will enhance the members’ freedom and ability to conduct their individual businesses successfully with integrity, professionalism and competency, and through collective action, to better serve the public and promote the preservation of real property rights. AAR provides services to the jurisdiction covering the areas of Sierra Madre, Monrovia, Duarte and Bradbury and surrounding cities in the San Gabriel Valley.

Representing nearly 30,000 MLS subscribers, MRMLS is governed by the brokerage community, and owned by Inland Valleys, Tri-Counties, Palos Verdes Peninsula, Arcadia, Citrus Valley, East Valley, Inglewood, Montebello, South Bay, Southwest Riverside County, The Inland Gateway, and West San Gabriel Valley associations of REALTORS®.

REBS® is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) and is the leading provider of real estate products and services to practitioners in California. For more information on providing Clarus *MarketMetrics®* as a member benefit call (213) 739-8214 or e-mail clarus@car.org.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® (www.car.org) is one of the largest state trade organizations in the United States, with more than 163,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.