



# News Release

[www.car.org](http://www.car.org)

September 2, 2008

**Executive Office:**  
525 South Virgil Ave.  
Los Angeles, CA 90020  
213.739.8200

**Legislative Office:**  
980 Ninth St., Ste. 1430  
Sacramento, CA 95814  
916.492.5200

Media contact:  
Mark Giberson (213) 739-8304  
E-mail: [markg@car.org](mailto:markg@car.org)

For release: Sept. 2, 2008

## Bakersfield Association of REALTORS® MLS Provides Clarus™ MarketMetrics and Clarus™ Investor as Member Benefits

LOS ANGELES (Sept. 2) – Real Estate Business Services Inc. (REBS) and the Bakersfield Association of REALTORS® today announced that the Bakersfield Association of REALTORS® MLS has signed an agreement to provide both Clarus™ *MarketMetrics* and Clarus™ *Investor* as a free member benefit. Clarus™ *MarketMetrics* and Clarus™ *Investor*, together, retail for \$480 for an annual subscription.

The Bakersfield Association of REALTORS®, with nearly 2,000 Association/MLS members, is among the growing number of REALTOR® associations nationwide providing their members with the competitive advantage they need in today's challenging marketplace through the suite of Clarus™ products.

Clarus™ *MarketMetrics* generates easy-to-understand market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports can be invaluable as a prospecting tool, an aid to setting seller expectations, or as a companion set of data to justify a buyer's offer. With Clarus™ *MarketMetrics*, Bakersfield Association of REALTORS® members now have access to the most current, relevant local market data that even the savviest client will value.

Clarus™ *Investor* enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio.

"In today's market, it is extremely important for REALTORS®, brokers, and sales agents to have access to cutting-edge technology and tools that allow them to effectively communicate market trends and data to consumers," said Warren Peterson, president of the Bakersfield Association of REALTORS® MLS.

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.

Clarus™ *MarketMetrics* and Clarus™ *Investor* are two of the latest tools in the Clarus™ REsource product line provided by REBS.

Real Estate Business Services Inc. (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. Through its RE FormsNet (REFN) subsidiary, REBS is the creator of ZipForm® and WINForms® electronic forms software, available to more than 1,055,000 REALTORS® nationwide.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® ([www.car.org](http://www.car.org)) is one of the largest state trade organizations in the United States, with nearly 175,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

The Bakersfield Association of REALTORS® MLS is a non-profit, voluntary organization representing more than 1,800 licensed REALTORS®, proudly serving California's Central Valley for more than 100 years.