



News Release

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CARETS data now available in Clarus MarketMetrics®

LOS ANGELES (March 22) – Real Estate Business Services Inc. (REBS®) today announced that more than 106,000 members of CARETS now can utilize the Clarus *MarketMetrics*® database on either an individual subscription or member benefit basis. CARETS provides an all-inclusive database of properties for sale covering six counties in Southern California. Current participating CARETS MLSs include: CRISnet, i-Tech MLS, MRMLS, SoCALMLS, and The MLS®/CLAW. VCRDS and California Desert data are coming on board soon.

“Having the ability to access timely market statistics for an entire region without using different log-in credentials is a huge time saver for our users,” said REBS® Chairman Robert Bailey. “As an added bonus, members who have Clarus *MarketMetrics*® as a member benefit now can take advantage of the CARETS relationship to convey regional market expertise.”

To date, 15 MLSs and local associations of REALTORS® in the CARETS system offer Clarus *MarketMetrics* as a free member benefit: The Arcadia Association of REALTORS®, Burbank Association of REALTORS®, The MLS®/CLAW, Conejo Simi Valley Association of REALTORS®, East Valley Association of REALTORS®, Inglewood Board of REALTORS®, Inland Valleys Association of REALTORS®, Montebello District Board of REALTORS®, Orange County Association of REALTORS®, Palos Verdes Peninsula Association of REALTORS®, Southland Regional Association of REALTORS®, Southwest Riverside County Association of REALTORS®, The Inland Gateway Association of REALTORS®, Tri-Counties Association of REALTORS®, and Ventura County Coastal Association of REALTORS®.

Individual subscribers of the remaining CARETS' associations and MLSs also can take advantage of this site-wide implementation by purchasing an account at www.clarusresource.com.

California Real Estate Technology Services, Inc. (CARETS) is a not-for-profit corporation that aggregates Multiple Listing Services data for sharing throughout the Southern California Region. CARETS represents approximately 100,000 real estate professionals and 30 REALTOR® associations throughout the Southland, which account for approximately one-third of the MLS users in California. CARETS provides those professionals an all inclusive database of properties for sale of approximately 80,000 active listings covering six counties in Southern California. For more information, visit www.ca-rets.com.

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.

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.

Memo

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 nearly 150,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.