



News Release

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April 16, 2010

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For release: April 16, 2010

Clarus *MarketMetrics*® enters Canadian market; offered as member benefit to Centris®

LOS ANGELES (April 16) – Real Estate Business Services Inc.® (REBS®) today announced that Centris®, a division of the Greater Montreal Real Estate board and technology arm of the Quebec Federation of Real Estate Boards (QFREB), has signed a 3-year agreement to provide Clarus *MarketMetrics*® as a member benefit to QFREB's approximately 15,000 members. Centris® is the first entry into the Canadian market by Clarus *MarketMetrics*®.

"We're very excited to be the first MLS in Canada to offer our members access to Clarus *MarketMetrics*®," said GMREB and QFREB CEO Michel Beauséjour. "The Québec real estate market is unique, making it essential to have localized and timely market analysis information for our real estate professionals to use with consumers. Our three-year agreement demonstrates our ongoing level of commitment to providing relevant benefits to our members."

"In order to better serve our Canadian clientele, we'll be translating Clarus *MarketMetrics*® into French," said REBS® Chairman Robert Bailey. "Centris® members will be able to search and filter MLS data in either language, paving the way for future bilingual development within the program."

Clarus *MarketMetrics*® generates market and price-point analysis charts that can be an invaluable prospecting tool, an aid to setting seller expectations, or a companion set of data to justify a buyer's offer. With Clarus *MarketMetrics*®, real estate professionals now have access to the most current, relevant local market data that even the savviest client will value.

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 Québec Federation of Real Estate Boards is a non-profit organization composed of Québec's 12 real estate boards as associate members and the 15,000 real estate agents and brokers as affiliated members. Its mission is to promote and protect the interests of Québec's real estate industry so that the boards and their members can successfully meet their business objectives.

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 (888) 9CLARUS (888-925-2787) 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 150,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.