



News Release

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Chico Association of REALTORS® offers Clarus *MarketMetrics*® as a member benefit

LOS ANGELES (April 2) – Real Estate Business Services® (REBS®) today announced that the Chico Association of REALTORS® has signed an agreement to provide Clarus MarketMetrics® as a member benefit to its nearly 400 REALTOR® members. Chico AOR joins the Merced County Association of REALTORS®, both part of the calREDD™ MLS system, in offering this REALTOR® benefit.

“Our members want the localized market data that is offered through Clarus MarketMetrics®,” said Chico AOR President Janet Piacentine. “It allows REALTORS® to set the parameters for information in which consumers base the home buying and selling decision, rather than what they’ve heard from the media.”

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®, REALTOR® members 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 Chico Association of REALTORS® provides services to more than 400 real estate professionals in Butte County and neighboring Glenn County. The Chico Association of REALTORS® provides ongoing education, training, information and support services to help members succeed. In partnership with its business affiliates, the association adds value to the community by advocating private property rights, providing community services and promoting quality of life. The Chico Association of REALTORS® is dedicated to the highest standards of ethics and professionalism.

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) 739-8213 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.