



News Release

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The MLS®/CLAW™ provides Clarus™ *MarketMetrics* as member benefit

LOS ANGELES (July 8) – Real Estate Business Services Inc. (REBS) today announced that the Combined L.A./Westside Multiple Listing Service Inc. (The MLS®/CLAW™) has signed an agreement to provide Clarus™ *MarketMetrics* as a free member benefit. Clarus™ *MarketMetrics* retails for \$360 for an annual subscription.

The MLS®/CLAW™, with nearly 14,000 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.

Clarus™ *MarketMetrics* is designed to enhance a REALTOR®'s real estate market knowledge using market-oriented, comprehensive Web-based tools. Launched April 1, Clarus™ *MarketMetrics* positions the REALTOR® as the consumer's trusted advisor by providing up-to-date, relevant local market data that even the savviest client will value.

"We are continuously looking for new ways to meet the needs of CLAW™ members, especially in today's challenging market," said Annie Ives, CEO of The MLS®/CLAW™. "We're especially interested in identifying and then securing access to innovative, cutting-edge technology tools that will enable our members to remain competitive while enhancing their value to consumers."

"The easy-to-read visual reports in Clarus™ *MarketMetrics* make it simple for our members to set realistic market expectations with their clients right from the start," said The MLS®/CLAW™ President John Winther. "It's difficult to recover from an overpriced listing that sits on the market."

Clarus™ *MarketMetrics* is one of the latest tools in the Clarus™ REsource product line provided by REBS.

The MLS®/CLAW™ is a regional multiple listing service serving the Beverly Hills/Greater Los Angeles Association of REALTORS®, the Malibu Association of REALTORS®, and the Southwest Los Angeles Association of REALTORS®. The MLS®/CLAW™ serves real estate agents and brokers throughout Los Angeles County, including the area from downtown Los Angeles to the Pacific Ocean and Malibu; the San Fernando and Conejo valleys; and from Burbank, Pasadena, Glendale and adjacent areas to Palos Verdes and San Pedro. Clarus™ *Market Metrics* 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.

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) 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.