



News Release

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East Valley Association of REALTORS® Offers Clarus MarketMetrics® as a Member Benefit

LOS ANGELES (July 27) – Real Estate Business Services Inc. (REBS®) today announced that the East Valley Association of REALTORS® has signed an agreement to provide Clarus MarketMetrics® as a member benefit to its more than 850 REALTOR® members. East Valley AOR is the ninth REALTOR® association that uses MRMLS as its multiple listing provider to provide Clarus MarketMetrics® as a member benefit.

“Now is the time for REALTORS® to focus on the positive aspects of our market,” said East Valley Association of REALTORS® President JR Allgower. “This can be accomplished through sharing localized market reports in Clarus MarketMetrics® with their clients.”

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.

“If you want to fully engage consumers in today's market, REALTORS® have been given a great tool in the Clarus MarketMetrics® product,” said Art Carter, MRMLS CEO. Multi Regional Multiple Listings Service (MRMLS) is the MLS provider for MDBOR members. “With data pulled daily from our MLS, REALTORS® are empowered to have localized market trend and price point discussions with their clients and prospects.”

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 East Valley Association of REALTORS®, with a corporate office in Redlands, Calif., serves more than 850 REALTOR® members. More information about the services offered can be found at www.eastvalleyaor.org. The MRMLS delivers, through local member associations, the most affordable, reliable, and convenient listing technology service available, and to provide products and services that support REALTORS® in maximizing use of property data to achieve business goals.

Representing nearly 30,000 MLS subscribers, MRMLS is governed by the brokerage community, and owned by Inland Valleys, Tri-Counties, Palos Verdes Peninsula, Arcadia, Citrus Valley, East Valley, Inglewood, Montebello, South Bay, Southwest Riverside County, The Inland Gateway, and West San Gabriel Valley associations of REALTORS®.

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 more than 163,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.