



News Release

www.car.org

April 30, 2009

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

Legislative Office:
980 Ninth St., Ste. 1430
Sacramento, CA 95814
916.492.5200

Media contact:
Mark Giberson (213) 739-8304
E-mail: markg@car.org

For release: April 30, 2009

Tri-Counties and Inland Valleys associations of REALTORS® offer Clarus *MarketMetrics*®, Clarus *Investor*® and Real Estate Profit Navigator™ as member benefits

LOS ANGELES (April 30) – Real Estate Business Services Inc. (REBS®) today announced that the Tri-Counties Association of REALTORS® (TRICO) and Inland Valleys Association of REALTORS® (IVAR) signed an agreement to provide Clarus *MarketMetrics*®, Clarus *Investor*®, and Real Estate Profit Navigator™ as member benefits to their more than 5,700 REALTOR® members.

“We feel that this will be an incredible resource that will bring professionalism to the next level for our members,” said Kurt Allan, 2009 president of TRICO. “We’re especially excited to provide a tool specifically for brokers via Real Estate Profit Navigator™.”

Real Estate Profit Navigator™ is a powerful Web-based tool designed to help brokers and managers plan the survival of their brokerage. Brokers can quickly and easily create multiple “what if” scenarios to instantly forecast strategies to improve their bottom line. Real Estate Profit Navigator™ also is seamlessly integrated with Steve Murray’s Real *Trends* performance data, enabling brokers to compare how they’re performing regionally or by office size.

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, Multi Regional Multiple Listings Service (MRMLS) CEO. MRMLS is the MLS provider for TRICO and IVAR 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 *Investor*® enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio. The online application will give a quick picture of a property’s value and profit potential by generating a 7-page report that can be saved or printed.

“Clarus *MarketMetrics*®, Clarus *Investor*® and Real Estate Profit Navigator™ will be a great addition to our World Class Member Savings Programs currently being offered to our members,” said Joe Cusumano, 2009 president of IVAR.

Clarus *MarketMetrics*® is powered by Terradatum Inc., a provider of real estate technology products based in Glen Ellen, California. 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 Inland Valleys Association of REALTORS® Inc. is a non-profit mutual benefit corporation. It is the result of a number of mergers between Associations in the region within two counties and nineteen cities. Inland Valleys Association of REALTOR® members’ governing documents have been approved by the NATIONAL ASSOCIATION OF REALTORS®, and is fully compliant with both national and state requirements.

The Tri-Counties Association of REALTORS® is a local chapter of the NATIONAL ASSOCIATION OF REALTORS®. Established in 1987 through the merger of several Southern California real estate associations, the organization is dedicated to enhancing the professionalism and productivity of its members. Tri-Counties REALTOR® members subscribe to a strict Code of Ethics that underscores the integrity and competency they provide their clients.

The MRMLS delivers, through local member associations, the most affordable, reliable, and convenient listing technology service available, and provides 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®.

REBOS is a partnership between Real Estate Business Services (REBS), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), and Real Estate Business Resources (REBR), a subsidiary of the Kansas Association of REALTORS® (KAR). For more information on Real Estate Profit Navigator™ go to www.rebos.com.

REBS® is the leading provider of real estate products and services to practitioners in California. For more information on providing Clarus *MarketMetrics*®, Clarus *Investor*®, and Real Estate Profit Navigator™ as a member benefit call (213)739-8214 or email 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 155,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

###