



News Release

www.car.org

April 8, 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 8, 2009

Conejo Valley Association of REALTORS® provides Clarus MarketMetrics® and Clarus™ Investor™ as member benefits

LOS ANGELES (April 8) – Real Estate Business Services Inc. (REBS) today announced that the Conejo Valley Association of REALTORS® (CVAR) signed an agreement to provide Clarus *MarketMetrics*® and Clarus™ *Investor*™ as member benefits. CVAR, along with the Simi Valley – Moorpark Association of REALTORS® and the Ventura County Coastal Association of REALTORS®, rounds out the trio belonging to the Ventura County Regional Data Share.

“What’s happening in the Ventura County real estate market can be vastly different from what’s happening in the neighboring Los Angeles County market,” said CVAR President Connie Reed. “Our members needed a tool that was dynamic and engaging enough to serve their local market needs. We found that in Clarus *MarketMetrics*®.”

Clarus *MarketMetrics*® generates market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports can be invaluable as a prospecting tool, an aid to setting seller expectations, or as 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™ *Investor*™ enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio. The online application provides a quick snapshot of a property’s value and profit potential by generating a seven-page report that can be saved or printed.

The Conejo Valley Association of REALTORS® is committed to furthering the interests of home and other real property ownership, is involved in public service and consumer protection, and addresses political issues that impact development in the area. It serves the communities of Agoura Hills, Westlake Village, Newbury Park and Thousand Oaks.

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.

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 how you can offer Clarus *MarketMetrics*® and Clarus™ *Investor*™ contact (213)739-8214 or 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 175,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.