



# News Release

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## **Three MLSs Offer Clarus™ MarketMetrics™ as a Member Benefit in Northern California**

LOS ANGELES (Feb. 17) – Real Estate Business Services Inc. (REBS) today announced that the Bay East AOR/MLS, the Contra Costa AOR/MLS (CCAR), and East Bay Regional Data (EBRD) signed an agreement to provide their approximately 14,000 MLS members Clarus™ *MarketMetrics™* as a member benefit.

“This new benefit gives our members access to invaluable market trend reports that they can use in client presentations. It will help them meet their client’s expectations about the market and allow them to provide a higher level of service,” said Pat Huffman, president of the Bay East Association of REALTORS®.

“We’re very happy that our MLS subscribers will have access to relevant market trend reports to share with their clients,” said Steve Reiser, 2009 CCAR President. “The fact that the data is pulled directly from our MLS gives us even more incentive to partner with 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.

“As a regional MLS, we understand the differences in local market trends,” said Becky Tobin, president and CEO of EBRDI. “A mobile application such as Clarus™ *MarketMetrics™* gets our users fast and significant statistics for each neighborhood or subdivision.”

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.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® ([www.car.org](http://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.

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.

EBRDI is comprised of five shareholder partners: Alameda Association of REALTORS®, Berkeley Association of REALTORS®, Delta Association of REALTORS®, Oakland Association of REALTORS® and West Contra Costa Association of REALTORS® and services over 4,400 real estate professionals throughout Alameda and Contra Costa counties. EBRDI was incorporated in 1991 as a means to provide brokers and agents with a centralized and online source for real estate data.

The Bay East Association of REALTORS® is a professional trade association serving over 5,900 real estate

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professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence.

The Contra Costa Association of REALTORS®, located in Central Contra Costa County, has been serving its members since 1921. The Association and its MLS are dedicated to providing the most innovative and highest quality services, programs, and products to positively impact the success of its members and MLS subscribers who provide real estate brokerage services to clients throughout the East Bay and beyond.

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