



News Release

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Three local REALTOR® associations provide Clarus™ *MarketMetrics™* and Clarus™ *Investor™* as member benefit

LOS ANGELES (Oct. 13) – Real Estate Business Services Inc. (REBS) today announced that the Fresno Association of REALTORS® (FAR), Merced County Association of REALTORS® (MCAR), and Victor Valley Association of REALTORS® (VVAR) have each signed agreements to provide both Clarus™ *MarketMetrics™* and Clarus™ *Investor™* as a free member benefit. Clarus™ *MarketMetrics™* and Clarus™ *Investor™*, together, retail for \$480 for an annual subscription.

The three associations, with a combined association/MLS membership of nearly 5,700, are among the growing number of REALTOR® associations nationwide providing their members with the competitive advantage they need in today's challenging marketplace through the Clarus™ suite of products.

"We are adding value to our REALTOR® membership by providing these market tools at no additional cost to our members," said Don Scordino, president of FAR. "Clarus™ *MarketMetrics™* and Clarus™ *Investor™* are the right fit for us at the right time." FAR serves approximately 2,400 REALTORS® in central California.

Clarus™ *MarketMetrics™* generates easy-to-understand market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients.

"Market trend information is critical for keeping our agents and their clients informed, especially in the present fluid market," said Dorothy Kielty, MCAR's president. "Our agents use this information for accurate pricing for both clients and to the community about the realities of the Merced real estate market." MCAR is offering Clarus™ *MarketMetrics™* and Clarus™ *Investor™* to its entire MLS membership of approximately 650.

Clarus™ *Investor* enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio.

"As the real estate market tightens, our members need education and tools to assist them in expanding their niche," said VVAR president Caroll Yule. "With interest rates and prices declining, the market continues to become more favorable for investors, and our members need to be ready." VVAR is a voluntary organization representing more than 2,600 members.

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.

Clarus™ *MarketMetrics™* and Clarus™ *Investor™* are two of the latest tools in the Clarus™ REsource product line provided by REBS.

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.

Memo

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.