



News Release

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Inglewood Board of REALTORS® offers Clarus *MarketMetrics*® as a member benefit

LOS ANGELES (Sept 8) – Real Estate Business Services® (REBS®) today announced that the Inglewood Board of REALTORS® has signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its more than 300 REALTOR® and Multiple Listing Service (MLS) members. Inglewood Board of REALTORS® uses Multi Regional Multiple Listings Service (MRMLS) as its multiple listing provider.

“Clarus *MarketMetrics*® is one of the most powerful tools available to REALTORS® and is essential for every real estate professional,” said Francis Toliver, Inglewood Board of REALTORS® president. “In this market we feel every one of our members should be equipped with a tool like Clarus *MarketMetrics*® to succeed.”

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.

“REALTORS® have been given a great tool in the Clarus *MarketMetrics*® product to fully engage consumers in today’s market,” said Art Carter, MRMLS CEO. “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 Inglewood Board of REALTORS®, is located in Inglewood, Calif. and is part of the Los Angeles-Riverside-Orange County metro area serving more than 300 REALTOR® and MLS members. More information about the services offered can be found at <http://www.inglewoodbor.net>.

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.