



News Release

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Inglewood Board of REALTORS® renews Clarus *MarketMetrics*® member benefit for another year

LOS ANGELES (June 30) – Real Estate Business Services® Inc. (REBS®) today announced that the Inglewood Board of REALTORS® (IBOR) has signed a renewal agreement to provide Clarus *MarketMetrics*® as a member benefit to its more than 300 REALTOR® members. The Inglewood Board of REALTORS® uses Multi Regional Multiple Listings Service (MRMLS) as its multiple listing provider.

“Clarus *MarketMetrics*® continues to meet the local-market statistic needs of our membership,” said IBOR President Frank Oti. “Whether using it for a broker price opinion or to help set realistic client expectations, the MLS data in this format is important for our REALTORS® to have and to be able to share with clients.”

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. IBOR members can quickly and efficiently bring their clients up to market speed by readily conveying the relationships between price, activity level, and sales rates for any market segment they define.

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, affordable, reliable, and convenient listing technology services, and provides products and services that support REALTORS® in maximizing the 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 nearly 160,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.