



REAL ESTATE BUSINESS SERVICES, INC.

a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS®

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For release: June 19, 2009

Heartland Multiple Listing Service/Kansas City Regional AOR provides access to Clarus MarketMetrics®

LOS ANGELES (June 19) - Real Estate Business Services Inc. (REBS) and the Heartland Multiple Listing Service (MLS) today announced that Heartland MLS has signed an agreement to provide its members access to Clarus *MarketMetrics*®.

Heartland MLS, with nearly 8,000 members, is among the growing number of multiple listing services nationwide providing their members with the competitive advantage they need in today's challenging marketplace through Clarus *MarketMetrics*®.

"We are pleased to partner with Clarus *MarketMetrics*®, which enables our members to access localized market trends in a timely fashion and be more competitive," said Chris Collins, president of the Kansas City Regional Association of REALTORS®, the holder of Heartland MLS.

Clarus *MarketMetrics*® is designed to enhance a REALTOR®'s or listing agent's real estate market knowledge using market-oriented, comprehensive Web-based tools. Heartland MLS members now have access to the most current, relevant local market data that even the savviest client will value. Heartland MLS members may purchase a Clarus *MarketMetrics*® account at www.clarusresource.com/mm. Accounts are available on a monthly or annual subscription basis.

"We're pleased that Heartland MLS has recognized the value Clarus *MarketMetrics*® provides and has decided to join the more than 75 associations and MLSs nationally that offer these essential real estate market reports," said REBS Chairwoman Liz Fitzgerald

Since its inception in 1993, Heartland Multiple Listing Service has strategically pursued the goal of providing the most complete and accurate source of real estate information in the Greater Kansas City Metropolitan area. Currently, Heartland MLS aggressively caters to more than 8,000 active members working in both Kansas and Missouri.

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. Through its ZipLogix subsidiary, REBS is the creator of ZipForm® and WINForms® electronic forms software, available to more than 1,055,000 REALTORS® nationwide. For more information on how you can offer Clarus *MarketMetrics*® contact Ana Montoya at (213)739-8214 or anam@car.org.