



News Release

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Lake County Association of REALTORS® offers Clarus *MarketMetrics*® as a member benefit

LOS ANGELES (May 6) – Real Estate Business Services® (REBS®) today announced that the Lake County Association of REALTORS® has signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its more than 350 REALTOR® and MLS members. Lake County Association of REALTORS® joins the Chico, Merced County, and Oroville Associations of REALTORS®, all part of the calREDD® MLS system, in offering this member benefit.

“Giving our members tools to differentiate themselves in this real estate market is a top priority for the association,” said Lake County Association of REALTORS® President Anita McKee. “Whether they are taking these reports to a listing presentation or using them during price discussions with buyers, they are an invaluable companion to their local market knowledge.”

Clarus *MarketMetrics*® generates market and price-point analysis charts that can be a valuable prospecting tool, an aid to setting seller expectations, or 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.

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 mission of the Lake County Association of REALTORS® is to provide programs and services to members that enhance the ability to conduct their businesses successfully and ethically, and to promote collective action for the preservation of real property rights. More information is available at www.lcaor.com.

calREDD®, an acronym for California Real Estate Dynamic Data, embodies the long-term vision of creating one database for all California real property, with advanced technology that goes beyond current MLS systems. calREDD® is a service of California MLS Inc. (CALMLS), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.). Owned and operated as a non-profit mutual benefit corporation, calREDD®’s board of directors is made up of a dedicated group of individuals committed to success.

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) 739-8213 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.