



# News Release

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## **Six associations of REALTORS® belonging to MRMLS offer Clarus *MarketMetrics*® as a member benefit**

LOS ANGELES (May 4) – Real Estate Business Services Inc. (REBS®) today announced that four more local association of REALTORS® that use Multi Regional Multiple Listings Service (MRMLS) signed agreements to provide Clarus *MarketMetrics*® as a member benefit to their approximately 13,000 REALTOR® members. The following Associations are joining Inland Valley and Tri-Counties in this offering: Montebello, Palos Verdes Peninsula, South Bay, and Southwest Riverside.

“By arming REALTORS® with relevant market data, generated by Clarus *MarketMetrics*®, we are providing members with tools necessary to enhance their expertise and differentiate themselves from competitors,” said South Bay Association of REALTORS®’ member and C.A.R. President-Elect, Steve Goddard.

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.

“Many times statistics can be overwhelming,” said Art Carter, CEO of Multi Regional Multiple Listings Service (MRMLS). “Clarus *MarketMetrics*® makes it easy to interpret our MLS trends in a very visual and easily accessible way. From listing presentations to price-point discussions, this tool can be an asset to all of our members.”

“We’re extremely happy that these associations chose to join the other associations nationwide that are now offering Clarus *MarketMetrics*® as a member benefit, bringing the total to 37,” said REBS Chairman Liz Fitzgerald. Clarus *MarketMetrics*® also is available on an individual basis through more than 75 associations and MLSs nationally.

Clarus *MarketMetrics*® is powered by Terradatum Inc., a provider of real estate technology products based in Glen Ellen, California. 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 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 email [clarus@car.org](mailto:clarus@car.org).

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® ([www.car.org](http://www.car.org)) is one of the largest state trade organizations in the United States, with more than 155,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.