



# News Release

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## **Monterey County and Santa Cruz AORs offers Clarus *MarketMetrics*® as a member benefit**

LOS ANGELES (July 2) – Real Estate Business Services Inc. (REBS®) today announced that the Monterey County Association of REALTORS® (MCAR) and Santa Cruz Association of REALTORS® (SCAR) signed agreements to provide Clarus *MarketMetrics*® as a member benefit to more than 2,600 REALTOR® members. MCAR and SCAR join three other local associations in the area: Santa Clara County, Silicon Valley and San Mateo County associations of REALTORS®, all of which utilize MLSListings Inc. as their multiple listing service (MLS) provider, in providing Clarus *MarketMetrics*® as a member benefit. SCAR also is providing Clarus *Investor*®.

"Market trends and pricing analysis are key to the transaction process," said Kimberly DiBenedetto, president of MCAR. "Clarus *MarketMetrics*® provides these much-needed features in an easily attainable way for our members."

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. Clarus *MarketMetrics*® is available as a member benefit to more than 212,700 real estate professionals of 41 associations/MLS.

"Clarus *MarketMetrics*® assists our members by positioning them as local market experts," said SCAOR President Lela Willet. "We're excited to offer a tool that can be used in traditional marketing venues as well as with non-traditional electronic media such as social networking sites."

Clarus *Investor*® enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio. The online application will give a quick picture of a property's value and profit potential by generating a seven-page report that can be saved or printed.

The Monterey County Association of REALTORS® (MCAR) promotes professionalism, property rights, and home ownership while upholding the following values: high ethical standards, professionalism, integrity, competency, industry, cooperation, and community focus.

The Santa Cruz Association of REALTORS® (SCAOR) is a trade organization representing all facets of the real estate industry in Santa Cruz County. Its objectives are to unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the professional and related interests.

Launched in 2007, MLSListings is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Representing nearly 20,000 MLS subscribers, MLSListings is governed by the brokerage community, and owned by Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®.

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.

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).

## Memo

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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.