



## REAL ESTATE BUSINESS SERVICES, INC.

*a subsidiary of the* CALIFORNIA ASSOCIATION OF REALTORS®

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For release: August 3, 2009

### **North Texas Real Estate Information Systems provides Clarus MarketMetrics® as a member benefit**

LOS ANGELES (Aug. 3) – Real Estate Business Services Inc. (REBS) today announced that the North Texas Real Estate Information Systems (NTREIS) will offer Clarus *MarketMetrics*® as a member benefit to its more than 22,000 MLS members beginning in late August 2009.

“A pricing analysis tool like Clarus *MarketMetrics*® is invaluable to our members to express the difference between a competitive price and the downward spiral that can come from overpricing,” said John Holley, CEO of NTREIS. “The colorful reports also allow members to share more general MLS market trends with prospects and the community as a whole.”

Clarus *MarketMetrics*® generates market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports can be invaluable as a prospecting tool, an aid to setting seller expectations, or as a companion set of data to justify a buyer's offer. With Clarus *MarketMetrics*®, real estate professionals now have access to the most current, relevant local market data that even the savviest client will value.

“Clarus *MarketMetrics*® puts market data analysis back in the hands of the agent,” said Holley. “Whether they want to focus on a city or drill down to a specific neighborhood, it's all available in an instant.

“Since it's integrated right into the MLS, participants and subscribers can use the areas and neighborhood names they are already familiar with.”

NTREIS is a real estate information and technology solutions provider serving the real estate community in a coverage area exceeding 48,000 square miles in North Texas, including the Dallas-Fort Worth Metropolitan Area. NTREIS provides information management services to more than 22,000 MLS subscribers of its 15 Shareholder REALTOR® Associations, including more than 5,000 real estate offices.

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*®, call (213)739-8214 or e-mail [clarus@car.org](mailto:clarus@car.org).