



News Release

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

LOS ANGELES (March 9) – Real Estate Business Services® (REBS®) today announced that the Nevada County Association of REALTORS® has signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its more than 400 REALTOR® members.

“We’re excited to offer the new Clarus *MarketMetrics*® benefit this year,” said Kirk Pharis, Nevada County Association of REALTORS® president. “With data pulled daily from our MLS, our REALTORS® are empowered to have localized market trend and price point discussions with their clients and prospects.”

Clarus *MarketMetrics*® generates market and price-point analysis charts that can be an invaluable 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 Nevada County Association of REALTORS® was first organized by a group of local real estate agents in 1935 whose intent was to provide a resource and opportunity for real estate agents to work as a collective group of professionals with the goal of offering clients and their families the highest level of professional real estate service. Today the organization offers real estate agents and the community a wealth of real estate resources, including the provision of education, state of the art technology, tools and services to enable them to make sound decisions with regard to real estate investments.

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 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 more than 175,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.