



# News Release

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## **Clarus *MarketMetrics*® is available for free to members of six Northern California AORs**

LOS ANGELES (July 7) – Real Estate Business Services Inc. (REBS®) today announced that more than 15,000 members of six local associations of REALTORS® in Northern California now have access to Clarus *MarketMetrics*® as a free member benefit. Members of the Coastal Mendocino, Marin, North Bay, Northern Solano County, San Francisco, and Solano associations of REALTORS® join the more than 100,000 California real estate professionals who have member benefit access. Bay Area Real Estate Information Services (BAREIS) and the San Francisco MLS (SFARMLS) are the multiple listing providers to members of the aforementioned local associations.

“Giving our members a competitive edge in the marketplace is what we’re all about,” said SFAR CEO James Fabris. “The reports in Clarus *MarketMetrics*® enable our REALTORS® to post instant market statistics to their Web sites, social media sites and in their traditional marketing pieces. We’re thrilled to add this member benefit to our portfolio of services.”

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.

“The successful adoption of Clarus *MarketMetrics*® is attributed to its ease of use and relevance in the real estate community,” said REBS Chairwoman Liz Fitzgerald. Clarus *MarketMetrics*® also is available on an individual basis through more than 118 associations and MLS nationally.

Members in the Bay Area have an excellent opportunity to best utilize Clarus *MarketMetrics*® at a special session in conjunction with Inman Real Estate Connect San Francisco 2009. Join us to “Gain the EDUTIZING Edge: How to build your business by giving today’s buyers and sellers what they really value—local market insight.” Visit our site at <http://www.car.org/tools/330771/> for seminar details. C.A.R. members receive a discounted rate.

The San Francisco Association of REALTORS® is a professional association offering business services and legislative representation to real estate practitioners and affiliated service providers in San Francisco and surrounding areas.

Bay Area Real Estate Information Services (BAREIS) was created on October 22, 1997. The founding organizations were the Marin Association of REALTORS®, Napa Association of REALTORS®, Northern Solano Association of REALTORS®, Solano Association of REALTORS®, and the Sonoma County Multiple Listing Service. BAREIS now serves more than 10,000 members in five counties: Marin, Mendocino, Napa, Solano, and Sonoma.

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. For more information on providing Clarus *MarketMetrics*® as a member benefit call (213)739-8214 or e-mail [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.