



## REAL ESTATE BUSINESS SERVICES, INC.

*a subsidiary of the* CALIFORNIA ASSOCIATION OF REALTORS®

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### **Real Estate Business Services, Terradatum Partner to Provide Clarus™ MarketMetrics™ Nationwide**

LOS ANGELES (Jan. 6) – Real Estate Business Services Inc. (REBS) and Terradatum Inc. today announced that Clarus™ *MarketMetrics™*, the web-based real estate market analysis tool, will be available nationwide beginning January 2009. Clarus™ *MarketMetrics™* is currently available to real estate professionals in Arizona, California and Texas to more than 60,000 users as a free member benefit. This new agreement gives an additional 150+ associations and MLS nationwide the potential to utilize Clarus™ *MarketMetrics™* through Terradatum's existing data share agreements.

"REBS has a solid track record of providing high-quality and market-relevant real estate technology products," said 2009 REBS Board of Director Chairman Liz Fitzgerald. "Our successful implementation of Clarus™ *MarketMetrics™* in an initial four-state area in 2008 provided us with the necessary experience to ensure a uniform positive user experience as we expand availability to all MLS areas where Terradatum has appropriate data access agreements in place."

Clarus™ *MarketMetrics™* generates easy-to-understand market and price-point analysis charts and reports derived from MLS data for real estate agents to share with their clients. These reports can be invaluable as a prospecting tool, such as an e-newsletter; an aid to setting seller pricing expectations; or as a companion set of data to justify a buyer's offer.

"In today's market, it is extremely important for REALTORS®, brokers, and sales agents to have access to cutting-edge technology and tools that allow them to effectively communicate market trends and data to consumers," said Bob Hale, president and CEO for the Houston Association of REALTORS® (HAR). "Clarus™ *MarketMetrics™* provides consumer-friendly charts and graphs, which will allow our members to manage client expectations about the market." Hale recently was named Inman's Innovator of the Year for 2008.

"I knew a little about what Clarus™ *MarketMetrics™* could be, but had no idea of its breadth and depth, and how valuable a tool it can be for so many different types of clients," said REALTOR® Brian Kurtz of Lee Properties in Austin, Texas.

There are 14 local associations and MLS's currently providing Clarus™ *MarketMetrics™* as a member benefit. Many others are offering special pricing through customized marketing agreements.

"We've had great success with our BrokerMetrics® and BrokerMetrics® Web Tools," said Joshua Rymer, CEO of Terradatum. "With our expanded marketing partnership with REBS, our Agent Metrics® Online, now exclusively known as Clarus™ *MarketMetrics™*, will have wider reach and significance."

Real Estate Business Services Inc. (REBS) is a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® and is the leading provider of real estate products and services to practitioners in California. Through its zipLogix joint venture with the NATIONAL ASSOCIATION OF REALTORS® (NAR), REBS develops and distributes the ZipForm® and WINForms® electronic forms software, available to more than 1,055,000 REALTORS® nationwide. For more information on Clarus™ *MarketMetrics™* go to [www.clarusresource.com/mm](http://www.clarusresource.com/mm).

Clarus™ *MarketMetrics™* is powered by Terradatum Inc., a provider of real estate technology products based in Sonoma, Calif. All agreements regarding the MLS data are between Terradatum and local Licensor organizations. 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 including BrokerMetrics® and BrokerMetrics® Web Tools and more details are available at [www.terradatum.com](http://www.terradatum.com).