



News Release

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For release: Monday, Dec. 1, 2008

East San Diego County Association of REALTORS® Provides Clarus™ MarketMetrics™ and Clarus™ Investor as Member Benefits

LOS ANGELES (Dec. 1) – Real Estate Business Services Inc. (REBS) and the East San Diego County Association of REALTORS® today announced that the East San Diego County Association of REALTORS® (ESDCAR) has signed an agreement to provide both Clarus™ *MarketMetrics™* and Clarus™ *Investor™* as a free member benefit. Clarus™ *MarketMetrics™* and Clarus™ *Investor™*, together, retail for \$480 for an annual subscription.

The East San Diego County Association of REALTORS®, with more than 1,000 REALTOR® members, is among the growing number of REALTOR® associations nationwide providing their members with the competitive advantage they need in today's challenging marketplace through the suite of Clarus™ products.

"The Clarus™ products strengthen our members' position as the experts of the San Diego real estate market," said Share Smithwick, executive officer of ESDCAR. "These products differentiate our members by enabling them to more effectively communicate market insights to their clients."

Clarus™ *MarketMetrics™* generates easy-to-understand 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™*, ESDCAR members now have access to the most current, relevant local market data that even the savviest client will value.

Clarus™ *Investor* enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio.

"Our members want to expand their niche in this challenging market," said ESDCAR 2009 President Candace Waldon. "Clarus™ *Investor™* allows the residential REALTOR® an opportunity to showcase the investment potential in our area."

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.

Clarus™ *MarketMetrics* and Clarus™ *Investor* are two of the latest tools in the Clarus™ REsource product line provided by REBS.

The East San Diego County Association of REALTORS® (ESDCAR) is a professional trade association whose origins date to the 1950s.

Real Estate Business Services Inc. (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 RE FormsNet (REFN) subsidiary, REBS is the creator of ZipForm® and WINForms® electronic forms software, available to more than 1,055,000 REALTORS® nationwide.

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.