



# News Release

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Orange County Association of REALTORS® Provides Clarus™ MarketMetrics™ and Clarus™ Investor as Member Benefits

LOS ANGELES (Nov. 24) – Real Estate Business Services Inc. (REBS) and the Orange County Association of REALTORS® today announced that the Orange County Association of REALTORS® (OCAR) 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 Orange County Association of REALTORS®, with nearly 11,000 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.

"We're committed to adding value to the OCAR membership in 2009," said OCAR 2009 President Mary Jane Cambria. "The Clarus™ products were a perfect fit for us."

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™*, OCAR members now have access to the most current, relevant local market data that even the savviest client will value.

"Market trends vary greatly across the state. What's happening to California as a whole isn't as relevant to our clients as to what's happening across the street," said OCAR 2008 President Don Readinger. "Our members will be positioned to discuss these local market trends by utilizing Clarus™ *MarketMetrics™* at no additional cost to the individual member."

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

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 Orange County Association of REALTORS® is among the largest real estate Associations in California, serving more than 13,000 REALTORS®, affiliates and other Orange County real estate professionals.

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](http://www.car.org)) is one of the largest state trade organizations in the United States, with nearly 180,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.