



News Release

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July 24, 2009

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

Legislative Office:
980 Ninth St., Ste. 1430
Sacramento, CA 95814
916.492.5200

Media contact:

Mark Giberson (213) 739-8304

E-mail: markg@car.org

For release: July 24, 2009

San Benito County Association of REALTORS® offers Clarus MarketMetrics® and Clarus Investor® as member benefits

LOS ANGELES (July 24) – Real Estate Business Services Inc. (REBS®) today announced that the San Benito County Association of REALTORS® (SBCAOR) has signed an agreement to provide Clarus MarketMetrics® and Clarus Investor® as a member benefit to its 200 REALTOR® members. SBCAOR joins five other local associations in the area: Monterey County, Santa Clara County, Santa Cruz, Silicon Valley, and San Mateo County associations of REALTORS®, all of which utilize MLSListings Inc. as their multiple listing service (MLS) provider, in providing Clarus MarketMetrics® as a member benefit.

“San Benito is a unique pocket of the market,” said SBCAOR President Steve Becerra. “Clarus MarketMetrics® allows our members to share their localized expertise with the rest of the community.”

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.

“Clarus Investor® will empower our members with additional property profile information in a comprehensive and attractive format to really take that property investor to a new level,” said Maricela Ramirez, association executive for SBCAOR.

Clarus Investor® enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio. The online application will give a quick picture of a property’s value and profit potential by generating a seven-page report that can be saved or printed.

The mission of San Benito County Association of REALTORS® is to serve its members by providing the resources necessary for their pursuit of sales and marketing of real estate, reflecting the rules and regulations of the California Dept. of Real Estate, the CALIFORNIA ASSOCIATION OF REALTORS® and the NATIONAL ASSOCIATION OF REALTORS® promoting professionalism with strict adherence to the Code of Ethics.

Launched in 2007, MLSListings is designed to more effectively meet the current and future MLS needs of the region’s real estate professionals. Representing nearly 20,000 MLS subscribers, MLSListings is governed by the brokerage community, and owned by the Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito, and Central Valley associations of REALTORS®.

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.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF

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REALTORS® (www.car.org) is one of the largest state trade organizations in the United States, with more than 163,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.