



News Release

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San Mateo County Association of REALTORS® Offers Clarus MarketMetrics® as a Member Benefit

LOS ANGELES (April 7) – Real Estate Business Services Inc. (REBS) today announced that the San Mateo County Association of REALTORS® (SAMCAR) signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its 2,700 REALTOR® members.

“Clarus *MarketMetrics*® strengthens our members’ position as experts on the San Mateo real estate market by providing them with instant access to market trends and pricing analysis using MLS data,” said Olivia Edwards, SAMCAR president. MLSListings Inc. is the multiple listing service provider to SAMCAR members.

Clarus *MarketMetrics*® generates 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*®, REALTOR® members now have access to the most current, relevant local market data that even the savviest client will value.

“It’s important to give our members access to relevant technology products,” said SAMCAR Association Executive Philip Tedesco. “REALTORS® are constantly asked the state of our local real estate market and Clarus *MarketMetrics*® provides them with the answer to that question.”

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.

The San Mateo County Association of REALTORS® (SAMCAR) is a professional trade organization representing REALTORS® and affiliate members engaged in the real estate business on the Peninsula. SAMCAR promotes the highest ethical standards of real estate practice, serves as an advocate for homeownership and homeowners, and represents the interests of property owners in San Mateo County.

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 Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®.

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 email clarus@car.org.

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.