



News Release

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May 5, 2009

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For release: May 5, 2009

Santa Clara County Association of REALTORS® provides Clarus MarketMetrics® as a member benefit

LOS ANGELES (May 5) – Real Estate Business Services Inc. (REBS) today announced that the Santa Clara County Association of REALTORS® (SCCAOR) signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its approximately 5,500 REALTORS®. SCCAOR joins Silicon Valley and San Mateo County associations of REALTORS®, all of which utilize MLSListings Inc. as their multiple listing service (MLS) provider.

“Market trend information based on our MLS data is an absolute necessity in this marketplace,” said SCCAOR President Quincy Virgilio. “We’re pleased to offer this additional resource through the Web-based Clarus *MarketMetrics*® as a free member benefit.”

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.

“Whether it’s setting realistic client expectations, or providing real-time market information to out-of-area principals, Clarus *MarketMetrics*® provides our members with the visual aids needed to comfortably navigate the situation,” said Gene Binsbacher, Association Executive for SCCAOR.

The Santa Clara County Association of REALTORS® exists to meet the business, professional and political needs of its members and to promote and protect home ownership and private property rights. SCCAOR offers leadership, educational, political and networking opportunities.

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®.

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 how you can offer Clarus *MarketMetrics*® and Clarus™ *Investor*™ contact Ana Montoya at (213)739-8214 or anam@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 nearly 155,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.