



# News Release

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## **Simi Valley-Moorpark Provides Clarus MarketMetrics® and Clarus™ Investor™ as a Member Benefit**

LOS ANGELES (April 9) – Real Estate Business Services Inc. (REBS) today announced that the Simi Valley-Moorpark Association of REALTORS® (SVMAR) signed an agreement to provide Clarus *MarketMetrics*® and Clarus™ *Investor*™ as member benefits. This association rounds out the trio belonging to the Ventura County Regional Data Share, which also includes Conjeo Valley and Ventura County Coastal Association of REALTORS®, current Clarus *MarketMetrics*® and Clarus™ *Investor*™ subscribers.

“We’re extremely excited that all of our MLS members in the Simi Valley-Moorpark area will have access to essential market trend reports to share with their communities,” said Nelson Carrillo, president of SVMAR. “Not many other market statistic resources can claim that their data comes directly from the MLS.”

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.

“We found Clarus™ *Investor*™ to be an added value to our members looking to expand their market niche,” said Frank Lessing, executive officer of SVMAR. “All of our member benefits are incorporated based on what is best and most relevant for our membership.”

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

The Simi Valley-Moorpark Association of REALTORS®, which serves the Simi Valley and Moorpark communities, is offering the new Clarus *MarketMetrics*® and Clarus™ *Investor*™ services through the Simi Valley-Moorpark Multiple Listing Service to its more than 850 participants and subscribers. The SVMAR always strives to protect and preserve the rights of real property owners.

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](mailto:anam@car.org).

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 more than 175,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.