



News Release

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Burbank, Santa Barbara and Southland Regional Associations of REALTORS® Provide Clarus™ MarketMetrics™ and Clarus™ Investor™ as Member Benefits

LOS ANGELES (Jan. 12) – Real Estate Business Services Inc. (REBS) today announced that the Burbank (BAOR), Santa Barbara (SBAOR) and Southland Regional (SRAR) associations of REALTORS® have signed agreements to provide both Clarus™ *MarketMetrics™* and Clarus™ *Investor™* as free member benefits. Clarus™ *MarketMetrics™* and Clarus™ *Investor™*, together, retail for \$480 for an annual individual user subscription.

The three local associations, with a combined total of more than 12,700 REALTOR® members, are among the growing number of REALTOR® associations nationwide providing their members with the competitive advantage they need in today's challenging marketplace through the Clarus™ suite of products.

"Providing additional member benefits from SRAR will help to elevate our members' value to their clients in 2009," said Ana Maria Colon, president of SRAR. "The Web-based Clarus™ products are timely and relevant to our marketplace, allowing our members to work from anywhere."

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.

"Our county's median home price has dramatically decreased over the last year due to the enormous increase in sales of the lower-priced regions," said John Chufar, president of SBAOR. "Clarus™ *MarketMetrics™* helps our agents explain this localized trend to their clients in an easy-to-follow format."

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

"Our members look for new buyers around every corner," said Edward Sanchez, president of BAOR. "With Clarus™ *Investor™*, they're able to generate a very professional and cohesive property report that will nudge a potential investor off the fence and into escrow."

Clarus™ *MarketMetrics™* and Clarus™ *Investor™* are two of the latest tools in the Clarus™ REsource product line provided by Real Estate Business Services Inc. (REBS). 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.

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.

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.