



News Release

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Tucson Association of REALTORS® offers REALTOR® mobile application through customized My AOR app

LOS ANGELES (Nov 30) — Real Estate Business Services (REBS®), a subsidiary of the [CALIFORNIA ASSOCIATION OF REALTORS®](http://www.car.org), and the Tucson Association of REALTORS® (TAR) today announced the launch of My TAR, the customizable version of My AOR, the first native iPhone® application developed for REALTOR® associations nationwide. This mobile application is available at no charge for members of TAR. Designed for the iPhone®/iTouch®, Android™ and BlackBerry®, My TAR features: current loan information, association resources, and the ability to search for education courses, market statistics, affiliates, a special Inman News feed, and more.

“TAR is excited to provide our REALTORS® with another way to stay connected to the Association and all it has to offer,” said TAR President Jill Knox. “My TAR gives them access to education, news, and market data at their fingertips.”

My TAR can be downloaded directly from the Apple iTunes® store for free. Simply search for the keywords “TAR” in the Applications section. TAR members can acquire a members-only access code by visiting the Association web site at www.tucsonrealtors.org. The access code is then entered in the “ACCESS CODE” field on the application’s user profile page, providing additional application functionality. Application updates are distributed through iTunes®. iPhones® and iTouches® will automatically notify users when such updates are available for installation.

Android™ and BlackBerry® users can get installation instructions at <http://grabtheapp.com/grab/mytar>.

“Giving REALTORS® access to hot industry information which they can relay to their clients is the main objective for My AOR,” said REBS Chairman Robert Bailey. “TAR saw the value in this communication vehicle since more REALTORS® are spending an increasing amount of time on smartphones.”

The My AOR interface is a scalable, data-driven application that can be licensed and branded by other local and state associations from REBS.

The Tucson Association of REALTORS® is the largest trade association in Southern Arizona, representing the interests of over 5,000 professionals in the real estate industry. REALTOR® is a collective membership mark that may only be used by members of the National Association 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 and nationwide. 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.

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