



News Release

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The Inland Gateway Association of REALTORS® offers Clarus *MarketMetrics*®, Clarus *Investor*®, and Real Estate Profit Navigator™ as member benefits

LOS ANGELES (July 23) – Real Estate Business Services Inc. (REBS®) today announced that The Inland Gateway Association of REALTORS® (TIGAR) signed an agreement to provide Clarus *MarketMetrics*®, Clarus *Investor*®, and Real Estate Profit Navigator™ as member benefits to its more than 1,700 REALTOR® members. TIGAR is the eighth REALTOR® association that uses MRMLS as its multiple listing provider to provide Clarus *MarketMetrics*® as a member benefit.

“We’re fortunate to have three valuable new tools to offer to our REALTORS®,” said TIGAR President Jason Francis. “We’re especially excited to give our brokers and office managers a means to help plan their profitability through Real Estate Profit Navigator™.”

Real Estate Profit Navigator™ is a powerful Web-based tool designed to help brokers and managers plan for the survival of their brokerage. Brokers can quickly and easily create multiple “what if” scenarios to instantly forecast strategies to improve their bottom line. Real Estate Profit Navigator™ also is seamlessly integrated with Steve Murray’s “*Real Trends*” performance data, enabling brokers to compare how they’re performing regionally or by office size.

Clarus *MarketMetrics*® generates market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports are invaluable as a prospecting tool, an aid to setting seller expectations, or as a companion set of data to justify a buyer’s offer.

“If you want to fully engage consumers in today’s market, REALTORS® have been given a great tool in the Clarus *MarketMetrics*® product,” said Art Carter, Multi Regional Multiple Listings Service (MRMLS) CEO. MRMLS is the MLS provider for TIGAR members. “With data pulled daily from our MLS, REALTORS® are empowered to have localized market trend and price point discussions with their clients and prospects.”

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

It is the mission of The Inland Gateway Association of REALTORS® to pursue nothing short of the highest standards of excellence in supporting and enhancing its members’ abilities to successfully and ethically pursue their real estate professions. It seeks to reach out to the community at large, and to provide and encourage active legislative advocacy at every level in pursuit and defense of the rights of property ownership for all.

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 MRMLS delivers, through local member associations, the most affordable, reliable, and convenient listing technology service available, and provides products and services that support REALTORS® in maximizing use of property data to achieve business goals. Representing nearly 30,000 MLS subscribers, MRMLS is governed by the brokerage community, and owned by Inland Valleys, Tri-Counties, Palos Verdes Peninsula, Arcadia, Citrus Valley,

East Valley, Inglewood, Montebello, South Bay, Southwest Riverside County, The Inland Gateway, and West San Gabriel Valley associations of REALTORS®.

REBS® is the leading provider of real estate products and services to practitioners in California. For more information on providing Clarus *MarketMetrics*®, Clarus *Investor*®, and Real Estate Profit Navigator™ as a member benefit call (213)739-8214 or e-mail 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 163,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.