



News Release

www.car.org

June 9, 2010

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

Legislative Office:
980 Ninth St., Ste. 1430
Sacramento, CA 95814
916.492.5200

Media contact:
Mark Giberson (213) 739-8304
E-mail: markg@car.org

For release:
Wednesday, June 9, 2010

Ventura County Coastal Association of REALTORS® renews Clarus MarketMetrics® for additional three years

LOS ANGELES (June 9) – Real Estate Business Services Inc. (REBS) today announced that the Ventura County Coastal Association of REALTORS® (VCCAR) has signed an agreement to provide Clarus *MarketMetrics*® as a free REALTOR® member benefit for an additional three years to its nearly 1,800 members.

“Our REALTORS® are pleased with the localized market reports they receive from Clarus *MarketMetrics*®,” said VCCAR President Susan Herrick. “From justifying a buyer’s offer to setting a competitive listing price, the online market analysis tool allows agents to customize the data presented from our MLS in an easy-to-interpret format.”

Clarus *MarketMetrics*® generates easy-to-understand market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. VCCAR members can quickly and efficiently bring their clients up to market-speed by readily conveying the relationships between price, activity level, and sales rates for any market segment they define.

“The association is in a position to continue offering tools to our members that help distinguish them in the marketplace,” said VCCAR Association Executive Randy McCaslin. “Clarus *MarketMetrics*® remains a product that empowers REALTORS® to share exactly what is happening and where they think the market is going.”

The Ventura County Coastal Association of REALTORS® is a professional trade association of more than 2,000 licensed real estate agents in West Ventura County, which includes the cities of Ventura, Oxnard, Camarillo, Santa Paula, Fillmore, and Port Hueneme.

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.

Clarus *MarketMetrics*® is one of three tools in the Clarus REsource® product line provided by REBS. Real Estate Business Services Inc. (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. Through its zipLogix subsidiary, REBS is the creator of zipForm® electronic forms software, available to more than 1 million REALTORS® 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 160,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.