



News Release

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June 7, 2010

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For release:
Monday, June 7, 2010

Victor Valley Association of REALTORS® renews Clarus MarketMetrics® for additional two Years

LOS ANGELES (June 7) – Real Estate Business Services Inc. (REBS) today announced that the Victor Valley Association of REALTORS® (VVAR) has signed an agreement to provide Clarus *MarketMetrics*® as a free MLS member benefit for an additional two years. Clarus *MarketMetrics*® retails for \$240 for an annual subscription.

“Our members have enjoyed the advantage of having the most up-to-date local market statistics at their fingertips,” said VVAR President Glenn Zimmerman. “They use this information for accurate pricing for both clients and to the community about the realities of the Victor Valley real estate market.”

The Victor Valley Association of REALTORS®, with nearly 2,300 members, is among the growing number of REALTOR® associations nationwide providing their members with the competitive advantage they need in today’s challenging marketplace through the suite of Clarus® products.

Clarus *MarketMetrics*® generates easy-to-understand market and price-point analysis charts and reports derived from MLS data for real estate professionals to share with their clients. VVAR 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.

“Positioning the Victor Valley REALTOR® as the local market expert is important to our association,” said VVAR Association Executive Diane Smith. “We’re able to continue accomplishing this goal through the data available in Clarus *MarketMetrics*®.”

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 RE FormsNet (REFN) subsidiary, REBS is the creator of ZipForm® electronic forms software, available to more than 1,055,000 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.

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