



News Release

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Watsonville Association of REALTORS® offers Clarus MarketMetrics® as member benefit

LOS ANGELES (Aug. 24) – Real Estate Business Services Inc. (REBS®) today announced that the Watsonville Association of REALTORS® has signed an agreement to provide Clarus *MarketMetrics*® as a member benefit to its nearly 200 REALTOR® members. The Watsonville Association of REALTORS® joins six other local associations in the area in providing Clarus *MarketMetrics*® as a member benefit. The other associations include: Monterey County, San Benito County, Santa Clara County, Santa Cruz, Silicon Valley, and San Mateo County associations of REALTORS®, all of which utilize MLSListings Inc. as their multiple listing service (MLS) provider.

“We’re excited to provide Clarus *MarketMetrics*® to our REALTORS® as a member benefit,” said Watsonville Association of REALTORS® President DeeDee Vargas. “Never before have they had such a visual representation of how overpricing a property can end up limiting its potential. Their clients will be amazed at the statistics.”

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.

“REALTORS® can distinguish themselves from the competition by using data directly from our MLS,” said Kimberly Segura, association executive of the Watsonville Association of REALTORS®. “Clarus *MarketMetrics*® makes it easy for them to interpret what’s happening at the local level.”

The Watsonville Association of REALTORS® began serving the real estate community in 1922. The association works along with the NATIONAL ASSOCIATION OF REALTORS® (NAR) and the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) to serve its membership in developing and promoting programs and services that will enhance the members’ freedom and ability to conduct their individual businesses successfully with integrity and competency, and through collective action, to promote the preservation of real property rights.

Launched in 2007, MLSListings Inc. is designed to more effectively meet the current and future MLS needs of the region’s real estate professionals. Representing nearly 20,000 MLS subscribers, MLSListings Inc. is governed by the brokerage community, and owned by the Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito, and Central Valley associations of REALTORS®.

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.

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. For more information on providing Clarus *MarketMetrics*® 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 nearly 165,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.