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C&D REAL ESTATE APPRAISAL & REVIEW BEGINS USING COLLATERAL VALUATION REPORT

Innovative product helps company to save time, cut costs and increase market credibility

San Jose, CA and Roseville, CA—June 2, 2010—Bradford Technologies, a pioneer of innovative valuation tools and solutions for residential appraisers, and Roseville, California-based C&D Real Estate Appraisal & Review have partnered to provide Bradford Technologies' innovative Collateral Valuation Report (CVR) product to C&D's clients and team members throughout the western states.

Over the past several months, real estate valuations have been subject to heightened scrutiny for validity, accuracy and reliability, as indicated by initiatives such as the Home Valuation Code of Conduct and FHA appraisal guidelines. As a result, lenders are seeking more effective and economical means for ensuring accuracy in valuations in order to protect themselves from potential buybacks and other costly repercussions. The Collateral Valuation Report, which is completed by a trained, licensed and certified appraiser, fills this need by providing a highly reliable value for less than the price of a typical Uniform Residential Appraisal Report—and in less than half the average turn around time.

“The reason the Collateral Valuation Report is so effective is because it combines statistical data and market regression analysis with the human insight, skills and local market knowledge of licensed, certified appraisers,” says Jeff Bradford, president of Bradford Technologies, the creator of the Collateral Valuation Report. “This combination, coupled with affordable pricing, makes the CVR a reliable, economical alternative to broker price opinions. It's the ideal tool for appraisal reviews, litigation, equity lines, BPO validation and internal value audits.”

C&D sees a great opportunity for its asset manager and lender clients to leverage the Collateral Valuation Report. “This is great addition to our line of products—a high quality report at an economical cost, in a time efficient manner,” says Karen Finn, review team leader for C&D Real Estate Appraisal & Review. “We really feel that we've really gotten a hold of a winning combination. Production of an accurate valuation report, but delivered by a local, experienced appraiser is the key.”

“I've personally seen asset companies spend tens of thousands of dollars monthly on BPO and field reviews,” adds C&D's Director of National Sales and longtime lending professional Fallon Vaughan. “The Collateral Valuation Report will help save time and money, while increasing credibility in our markets. We're very pleased to be working with Bradford to help elevate trustworthiness, reliability and the overall perception of valuations in our industry.”

About Bradford Technologies



Bradford Technologies, located in Silicon Valley and serving the appraisal industry for over 24 years has long been recognized as the leader in innovative appraisal solutions. From its hassle-free appraisal processing software, ClickFORMS to its new online community and services portal AppraisalWorld, Bradford Technologies is dedicated to building trust and reliability in the appraisal profession and providing cutting edge solutions for appraisers, AMCs, lenders and consumers. It's most recent innovation is a statistically supported, USPAP compliant appraisal, the Collateral Valuation Report (CVR), along with a complete statistics education and training course to teach and certify appraisers in the science of real estate valuation and market analytics. With these tools, the company's clients are powerfully positioned to meet the needs of the valuation marketplace. For more information visit: www.bradfordsoftware.com and www.appraisalworld.com.

About C&D Real Estate Appraisal and Review

With over 23 years of experience in the Real Estate Appraisal profession, we believe in providing the highest quality products in a timely and professional manner. C&D has a staff of over 173+ exceptional appraisers for full coverage in the Western states. We associate with Appraisers who specialize in providing expertly prepared descriptive reports that reflect accurate property values and enables customers to make wise financial decisions with confidence. At C&D Real Estate Appraisal and Review, our mission is to provide you with quality service every step of the way, from selecting our vendors and providing our quality reviewing to secured report delivery and the best possible customer service. Our promise at C&D is to provide each and every client with reports that are accurate, fee sensitive and delivered in a timely manner.

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