

Bradford Technologies

302 Piercy Road
San Jose, CA 95138

PRESS CONTACT:

Rosalie Berg
Strategic Vantage Marketing & Public Relations
305-971-5352
PR@StrategicVantage.com

AMC Western Valuation Services Partners with Bradford Technologies

*Appraisal management company offers new Collateral Valuation Report to clients;
delivers accurate valuation reports at half the cost, and in half the time of traditional appraisals.*

San Jose, CA, and Salt Lake City, UT – September 7, 2010 – Bradford Technologies, innovator of computer-aided valuation tools and solutions for residential appraisers, and Salt Lake City-based Western Valuation Services, a division of the Wasatch Front Appraisal Network appraisal management company, have partnered to provide Bradford Technologies' new Collateral Valuation Report (CVR™) to Western Valuation Services clients who are looking for a highly accurate, researched valuation report at a much lower cost and faster turn-around time than other non-originating lending appraisals.

Tighter restrictions imposed by the Home Valuation Code of Conduct (HVCC) and the Fair Housing Act (FHA) appraisal guidelines have led appraisal management companies to seek alternative valuation products that are not only statistically supported, but can be produced at a lower cost and with a faster turn-around time than other currently available valuation products. "Appraisers and appraisal management companies are becoming more interested in the Collateral Valuation Report because it fills the market's growing need for a comprehensive product with the elusive combination of speed, accuracy and economy," said Mark Linne, Executive Vice President of Analytics and Education at AppraisalWorld.

Unlike its parent Wasatch Front Appraisal Network, which specializes in traditional uniform residential appraisal reports (URAR), Western Valuation Services is focusing their attention solely on alternative valuation needs. "Having access to experienced, committed, and highly trained CVR-certified appraisers was a primary factor in deciding to partner with Bradford Technologies," said Ron Jensen, President of Western Valuation Services.

Collateral Valuation Reports (CVR) may only be generated by licensed appraisers who have successfully completed a rigorous training and education program in statistics and real estate regression analysis. "One of the most distinguishing factors about the Collateral Valuation Report is the level of expertise required by the appraiser—that's something our clients really value, especially in this market," said Linne.

About Western Valuation Services

Salt Lake City based, Western Valuation Services' founding principles of excellence in customer service and providing custom solutions for their mortgage industry customers will be enhanced through this industry leading product. Western Valuation Services is at the leading edge of this new technology with certified appraisers in many large metropolitan areas. In the mortgage industry, it is said that the only thing that remains constant is change. Western Valuation Services looks forward to helping their customers see how this change will benefit them with the most accurate and timely valuation tools available.

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.

###