

MReport

PRESENTS

Property Valuation Guide

Today's most successful valuation companies are leading the charge to market stabilization through a powerful combination of customized services, dynamic solutions, and state-of-the-art technologies. In *MReport's* first issue of 2014, eight appraisal industry leaders are highlighted in the second annual Property Valuation Guide. The *MReport* recognizes game-changing organizations that are shaping mortgage banking's evolution through innovation, quality, accuracy, and responsiveness. Take a look at the companies pushing the industry forward.





Accurate Title Group, LLC



→ key personnel

Paul Doman
President and CEO

Mike Cullen
CIO

→ staffing

220 employees

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CORPORATE PROFILE

Accurate Title Group, headquartered in Cleveland, Ohio, with offices in Charlotte, North Carolina; Chicago, Illinois; and Houston, Texas, is the industry's first appraisal management and compliance company. Accurate is a national full-service valuation and title company providing a comprehensive array of valuation and title products and services to lenders and servicers throughout the country. Accurate is not a traditional appraisal management company. It was founded on the belief that through the effective use of technology, a company can provide compliant, high-quality appraisal services to its clients while at the same time paying the appraiser a fee more customary to the market. Accurate Title Group views the appraisers on its panel as business partners, not vendors. It is this philosophy that sets Accurate apart from its competitors.

COMPANY DESCRIPTION

Accurate Title Group is a national appraisal management and compliance company and a national title company.

COMPANY HISTORY

Founded in 2003

BUSINESS LINES, SERVICES, AND PRODUCTS

Accurate Title Group has a comprehensive array of valuation products designed to meet the needs of home equity, mortgage, and servicing and default. The company's product offerings include traditional residential and commercial appraisal services, review, and reconciliation products; alternative desktop appraisals and evaluations; 18 different automated valuation models (AVMs); property condition reports; and broker price opinions (BPOs).

GEOGRAPHICAL SCOPE AND COVERAGE AREA

National Appraisal Management and Compliance Company servicing the continental United States including Alaska and Hawaii.

ADDED VALUE TO CLIENTS

Accurate Title Group is leading the industry by setting a new standard—a commitment to serving as your Appraisal Management and Compliance Company (AMCC). As the industry's first AMCC, Accurate delivers more value than a traditional appraisal management company by providing a comprehensive, compliance-driven valuation platform centered on its proprietary AccurateAudit approach and backed by its proven commitment to delivering the industry's best service and quality. Unlike other appraisal management companies, Accurate Title Group includes compliance as a cornerstone of its real estate valuation solution.

By choosing Accurate Title Group, clients gain access to a comprehensive valuations compliance package that includes a multi-step, appraiser-performed review tool: the Accurate Valuation Compliance Report (VCR).

The VCR employs state-of-the-art proprietary technology to conduct a thorough, in-depth automated appraisal review on the appraiser's desktop customizable to your unique needs. Accurate's VCR includes a UAD check, Fannie Mae, Freddie Mac, FHA, and USPAP review and concludes with an eyes-on review by licensed appraisers.

Accurate's turnkey offering includes:

- Repeatable, compliant appraisal processes and verifiable data for high-quality valuations created by the most qualified appraiser or valuation product.
- The broadest and best set of valuation products available in the industry, including comprehensive rules-based valuation cascades for all transaction types developed to reduce valuation spend.
- Innovative technology for 100 percent automated and manual valuation review, transparent control monitoring, and reporting.
- AccurateAudit kit that includes a comprehensive e-document package to ensure you are always prepared for a regulatory audit.

KEYS TO SUCCESS

Accurate Title Group's focus on customer service continues to provide its customers repeatable, top-performing results year over year, translating into a first-class borrower experience lenders expect from their vendor partners. Accurate's recent acquisition of Preferred Appraisal, Inc., provides Accurate ownership of the industry-leading desktop appraisal solutions known as ValueNet, ValueNet Plus, and ValueNet Ex. ValueNet is a USPAP-compliant desktop appraisal meeting the requirements of the Interagency Appraisal Guidelines, prepared in partnership with licensed appraisers who use ValueNet's proprietary software to generate the product. As part of this strategic acquisition, Accurate now provides home equity and servicing and default customers the most powerful, regulatory-compliant valuation cascade in the industry.

INDUSTRY AWARDS AND ACCOLADES

In 2013, Accurate Group was ranked No. 26 of the fastest-growing private companies in the real estate sector by *Inc.* magazine, receiving this honor for the third year in a row.



Global DMS, LLC



→ key personnel

Vladimir Bien-Aime
President and CEO

Matt McHale
Chief Revenue Officer

Patricia Rauch
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Robert Niess
EVP, Sales

Jody Collup
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→ staffing

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CORPORATE PROFILE

Global DMS is a trusted solutions provider for thousands of clients, including banks, credit unions, mortgage lenders, brokers, appraisal management companies (AMCs), and individual appraisers. The company not only develops and delivers web-based appraisal process management software for the real estate valuation industry, but it is also committed to leading and educating its colleagues in the use of valuation technology, regulatory compliance tools, valuation management, and workflow optimization. Global DMS is proud to host informative thought-leadership panels with professionals from all sides of the real estate and mortgage valuation industry, seminars on current issues in the regulatory world, and other networking and educational events throughout the year.

BUSINESS SCOPE

Global DMS caters to both the residential real estate space as well as the commercial real estate space on a national scale.

COMPETITIVE ADVANTAGE

Global DMS' mission is to offer clients a specialty boutique software experience that fulfills their need and budget for online valuation compliance technology. The company will continue to grow profitably and responsibly with the most technical, enthusiastic, and ethical employees by providing a great place to work and extraordinary advancement opportunities for every willing member of the organization.

KEYS TO SUCCESS

Global DMS' vision is focused on preserving trust in the collateralization process by being the No. 1 preeminent provider of online valuation compliance technology. Being the best means providing innovative technology, flexible solutions, superior client services, and value so that every client believes there is simply not a better return on investment available. The company's solution set is cost-effectively delivered on a software-as-a-service (SaaS) transactional basis that ensures compliance adherence, reduces costs, increases efficiencies, and expedites the entire real estate appraisal process. Global DMS' portfolio of services includes:

eTrac Enterprise: Collateral valuation management software. eTrac is a one-stop, single-source solution for compliantly assigning, tracking, and reviewing appraisals for both commercial and residential transactions. The eTrac Enterprise platform is guaranteed to be in compliance with all government-sponsored enterprises (GSEs), federal, and state rules and regulations.

MARS: Automated collateral review system identifies collateral risk automatically. Fully customizable and configurable, MARS uses a standard rule set covering hundreds of the most common errors and omissions points in addition to the Uniform Appraisal Dataset (UAD) rules verification as defined by the GSEs. MARS' automation reduces internal review times and helps managers make faster, more consistent, and better business appraisal decisions.

Global Kinex: Provides seamless integration to the Uniform Collateral Data Portal (UCDP). Unlike other industry software, Global Kinex can be used by any lender and/or AMC regardless of what software it or its appraisers are using.

eTrac Web Forms: Allows clients to produce appraisal reports entirely online, enabling appraisers to be completely mobile and autonomous. This simple solution will work on Windows PC, Macintosh, iPhone, Android, or any Internet browser. No installs, no PDF drivers, no hassles.

Global Communicator: Used for marketing and sales purposes, Global Communicator gives companies the ability to better market their products, services, and/or upgrades to both potential clients and existing clients through efficient and personalized mass-emails.

AVM: Develops an AVM cascade based on lending criteria that is defined by the user to be sure of the right mix of AVMs for loan portfolios and geographic footprint.

INDUSTRY AWARDS AND ACCOLADES

Global DMS won the 2013 *Mortgage Technology* "Changing Valuations" Award; Ranked as a Top 50 Mortgage Tech Service provider (2009-2013); Finalist in the 2013 Pennsylvania Governor's Impact Awards; earned a position among *Inc.* 5000 America's Fastest Growing Privately Held Companies (2011); received recommendation for MT's "Fix It" Award (2009); and gained recognition among Philadelphia's 100 Fastest Growing Privately Held Companies (2008-2010).

2014 GOALS AND STRATEGIES

Global DMS' solutions will continue to be enhanced and expanded upon—keeping costs low, establishing newfound efficiencies, and remaining in compliance at all times. Notable initiatives for 2014 include R&D and development of new product offerings that focus on keeping customers in compliance while enabling technology efficiencies.



LIA Administrators and Insurance Services



→ key personnel

Robert C. Wiley
Founder and President

Peter Christensen
General Counsel

Robert A. Wiley
VP

Paul Porter
Program Development
Manager

Susan Lomeli
Director, AMC Sales

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CORPORATE PROFILE

LIA Administrators and Insurance Services is a national insurance administrator specializing in errors and omissions (E&O) insurance and other insurance products for the real estate valuation industry. Since he founded LIA with one employee in 1977, Robert C. Wiley has guided its growth into one of the largest providers of E&O insurance to appraisers, appraisal management companies, and other valuation industry participants in the United States. In addition to E&O insurance, LIA provides surety and fidelity bonds, insurance, and collateral valuation (appraisal warranty) coverage. LIA provides these products to thousands of individual and corporate clients in all 50 states. It now has 30 employees including attorneys, underwriters, information technology specialists, and licensed insurance brokers. These professionals have decades of successful experience designing, implementing, and administering E&O programs. LIA offers a full suite of program services such as:

- Marketing
- Underwriting
- Billing
- Policy issue
- Risk management and loss prevention

COMPANY HISTORY

Robert C. Wiley and his two sons, Robert A. Wiley and Peter T. Christensen, have built the business on their concept of establishing partnerships with clients that work toward identifying liability exposures, taking measures to reduce them and securing cost-effective coverage for those that inevitably remain. Beginning in 1987, he took the lead role in forming the Appraisers Liability Insurance Trust Purchasing Group (ALITPG), one of the first purchasing groups to be registered nationwide. It is the oldest active purchasing group for appraisers in the country and one of the largest in terms of number of insured appraisers and premium volume.

COMPETITIVE ADVANTAGE

LIA's general counsel, Peter Christensen, is a nationally recognized speaker and writer on legal, regulatory, and compliance issues confronting the valuation industry. He and Robert A. Wiley developed LIA's series of claim alerts and loss prevention seminars that provide LIA clients with cutting-edge risk management information and liability reduction methods. The company's outside counsel, Gaglione, Dolan, and Kaplan, has defended more liability claims against appraisers than any

other firm in the country. This high level of technical expertise is combined with LIA's long tradition of personal service to clients ranging from small sole proprietorships to large national corporations. In recognition of the quality of coverage, value, and service it provides, the Appraisal Institute, the largest association of real estate appraisers in the United States, has endorsed LIA's E&O program for more than 20 years.

PRODUCTS AND SERVICES

In addition to insuring nearly 20,000 individual appraisers over the past few years, LIA has grown to be the largest provider of E&O insurance to appraisal management companies in the United States. The Office of the Comptroller of the Currency recently issued a bulletin on risk management guidance. It spells out the responsibility of financial institutions to establish and maintain comprehensive risk management protocols in their dealings with third parties that provide services including appraisal management companies (AMCs). LIA can help AMCs satisfy their lender clients' requirements in this critical area by demonstrating that they have comprehensive insurance protection including:

- Errors and omissions insurance
- General liability coverage
- Fidelity and (or) surety bonds

2014 GOALS AND STRATEGIES

Going forward in 2014 and beyond, LIA has established a brokerage department to better serve businesses that are related to its valuation industry specialty but that are not appraisal or appraisal management companies per se. Such companies include those whose operations comprise asset management, default servicing, loan origination, title, closing, property management, and other related services.

CLIENT TESTIMONIAL

"As a large national appraisal management company with operations in all 50 states, having the right errors and omissions insurance is very important to us. LIA has been instrumental in securing the proper type and amount of coverage at the lowest possible cost for Allstate Appraisal, L.P."

—Steve Albert, MAI, SRA, EVP



LRES Corporation



→ key personnel

Roger Beane
CEO and Founder

Paul Abbamonto
COO

Don Mask
CFO

Alice Sorenson
Chief Investment Officer

→ staffing

100+ employees

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CORPORATE PROFILE

LRES is a national provider of property valuation and REO asset management products for the real estate, capital market, and finance industries. LRES specializes in helping clients effectively manage regulatory compliance and financial risks associated with valuation matters in the mortgage origination and default markets. LRES has experienced significant year-over-year double-digit growth, regardless of market conditions, thanks to an experienced staff, advanced technology, solid business planning, and efficient operations.

COMPANY HISTORY

The company, launched in 2001 as Lighthouse Real Estate Solutions, offers residential and commercial valuation services along with REO asset management services for the real estate and finance industries. In 2010, reflecting the company's significant growth, it rebranded itself to LRES Corporation and added capital markets and mortgage originators to its client list. In August 2013, LRES opened its operations facility in Phoenix, Arizona, to accommodate continued growth, expand its national footprint, and also serve as a key component of the company's disaster recovery plan.

ADDED VALUE TO CLIENTS

LRES' core services are particularly useful in the origination and default markets, providing value for both performing and non-performing assets. The company's entire valuation staff has completed the initial 15-hour USPAP training course as well as the seven-hour USPAP course, part of its commitment to upholding those standards of uniform appraisal practice, FNMA guidelines, and client requirements. Further, all LRES valuation staff have been certified through third-party Appraisal Independence Requirements training. Every appraisal report is ordered through LRES' proprietary system and placed with properly licensed/certified appraisers. In addition, experienced LRES valuation auditors and/or licensed appraisers review 100 percent of all orders line by line to ensure they are "underwriter-ready" and meet its clients', FNMA, and applicable .

BUSINESS LINES, SERVICES, AND PRODUCTS

LRES offers a complete suite of valuation products and services including a full array of appraisals, broker price opinions (BPOs), broker opinions of value (BOVs), and enhanced valuation products. The company also offers comprehensive REO asset management and disposition services.

GEOGRAPHICAL SCOPE AND COVERAGE AREA

LRES provides nationwide services for national institutions, mortgage lenders, mortgage servicers,

credit unions, and capital markets through its panel of more than 6,500 appraisers and more than 7,500 brokers/agents.

KEY FEATURES

LRES offers focused, customer-centric solutions to its clients.

- A chief appraiser overseeing the operations division
- Serving as a nationwide licensed and regulatory compliant appraisal management company with a national panel of licensed, certified real estate professionals
- An extensive vendor application and scoring procedure ensuring the most accurate and timely valuations
- A proprietary valuation review process conducted by licensed staff platform appraisers
- A technology platform offering clients and vendors easy integration through a hub that is flexible, secure, and minimizes risk
- A management team with extensive industry experience in both client and vendor environments

COMPETITIVE ADVANTAGE

- Advanced technology for regulatory compliance and quicker turn times
- 24/7 secure online ordering environment
- Simple client integration with the LRES ordering platform
- Secure credit card ordering

KEYS TO SUCCESS

- Smart application of technology
- Knowledgeable, experienced staff offering personable service
- Continuous effort to improve performance
- Spending the time to truly understand and help conquer clients' business hurdles.

2014 GOALS AND STRATEGIES

- Strive to maintain its impressive record of year-over-year double-digit revenue growth
- Diversification through the addition of new market segments and the development of new products
- Strategic business acquisition(s) to grow the company horizontally and/or vertically
- Serving as the business partner of choice for clients and vendors through cost-effective pricing and crisp, responsive customer service

INDUSTRY AWARDS AND ACCOLADES

- National Pinnacle Awards for Best Listing Practices, Outsourcer; Best Closing Practices, Outsourcer



Real Info, Inc.



→ key personnel

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Erin Walsh
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CORPORATE PROFILE

Real Info delivers powerful results with its comprehensive suite of data, analytics, and valuation products. Launched in New York in 1995, the company has expanded to serve mortgage lenders and real estate professionals from coast to coast by providing significant time and cost saving solutions. A national parcel database containing assessment, ownership, and sales data on more than 110 million properties serves as the foundation for the company's real estate reporting, home price indices, neighborhood and sales analytics, and proprietary automated valuation models (AVMs). Committed to providing its clients with exceptional service and fully customizable solutions, Real Info offers the speed, affordability, and flexibility to meet individual business challenges with confidence.

COMPANY HISTORY

Real Info was founded in 1995 by James Kirchmeyer in Buffalo, New York. Kirchmeyer's experience spans nearly 30 years in the real estate valuation industry, beginning in 1983 as a state certified appraiser, earning a senior residential appraiser (SRA) designation from the Appraisal Institute. After founding his own real estate appraisal company, Kirchmeyer recognized the growing need for computerized real estate data that was accurate and easily accessible. Just more than one year later, Real Info was established to help revolutionize the appraisal process. As a veteran and leading authority on real estate valuations, tools, and technologies, Kirchmeyer authored two books providing proven guidance to the industry—*AVMs 101: A Guide to Automated Valuation Models* and *AVMs 201: A Practical Guide to the Implementation of Automated Valuation Models*.

COMPETITIVE ADVANTAGE

Real Info prides itself on offering customizable solutions that are tailored around the company's clients' specific needs and requirements, not Real Info's needs. Building solutions that enable their businesses to achieve greater success is what allows the company's business to continue to grow. This philosophy, coupled with Real Info's smaller size, affords it considerable flexibility and more rapid response times than that of the company's larger competitors, from the contractual stage all the way through to full production.

PRODUCTS AND SOLUTIONS

Having developed its first AVM nearly 20 years ago, the company has a clear understanding of how the industry has evolved over the past two decades. Real Info employs rigorous quality assurance and due diligence testing of its national property

database to provide the highest level of quality and accuracy. The parcel database is used as the foundation to fuel the company's proprietary AVMs: i-Val and realAssessment. A customizable cascade platform ensures your organization will receive accurate valuation conclusions and superior geographic coverage. Additional AVM offerings include:

- i-Val
- realAssessment
- RELAR
- ValueSure
- HPA
- HVE
- RVM
- VeroVALUE
- CASA
- PASS
- SiteX
- CMV
- PowerBASE
- ValuePoint

ADDITIONAL PRODUCTS

Numerous vendor relationships and integrations allow Real Info to seamlessly provide multiple products from multiple vendors, via the company's own platform. Utilizing a single source for order entry and fulfillment saves clients considerable time and resources by negating the need for multiple contracts, technical integrations, platforms, and user training. Additional product offerings include:

- AVM batch processing/portfolio processing
- Enhanced reports with mapping and MLS data
- AVM cascade platform
- Property condition reports
- BPOs
- Damage inspections
- Flood certificates
- Property flip indicators
- Retroactive valuations

KEY FEATURES

Data acquisition and analysis are essential components to fulfilling multiple business needs and providing streamlined and cost saving solutions. Real Info collects data from multiple sources to create a robust database of property and sales information that encompasses more than 110 million parcels nationwide, including historical sales data. More than 200 data elements, including characteristics, lot information, ownership, sales, mailing address, APN/parcel number, and much more, are available in multiple formats and delivery options. Achieve increased efficiency and growth with Real Info's customized marketing and data products and stay ahead of the competition.

- Property characteristics
- Ownership information
- Sales history
- Comparable sales reports
- Bulk marketing data
- Match and append services



Valuation Vision (V2)



→ key personnel

Shane Copeland
CEO

Aleksandra “Zan” Smith
COO

Bill Mohler
EVP, Product and Marketing

Ernie Durbin
Chief Valuation Officer

→ staffing

Employees:
25-50

Network:
15,000 appraisers
100,000+ brokers/agents

→ contact information

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CORPORATE PROFILE

Valuation Vision (V2) is a national provider of valuation solutions and technologies with a focus on alternative valuation solutions, banking, servicing, and capital markets.

COMPANY HISTORY

V2 was founded in 2011 by industry veterans with the goal of designing, building, and implementing highly effective valuation products and technologies for the lending industry. As part of this mission, V2 has developed core valuation and platform technologies that turn complex workflow and vendor requirements into high-quality valuation reports. Since its creation, V2 has developed a strong foothold in providing platform technology and valuation services to national and regional banks and credit unions for real estate valuation on both the origination and post-closing ends of the loan process.

BUSINESS LINES/SERVICES/PRODUCTS

- Alternative valuations
- Residential evaluations
- Reconciliation
- Valuation audits/QC
- Broker price opinions
- Legal review/expert testimony
- Valuation management technology

Valuation Vision’s proprietary products include BPOMerge, a multi-opinion BPO that provides greatly improved valuation accuracy and reliability. BPOMerge redefines QC with 7 levels of total quality management. Starting from assigning the most qualified agents near the subject to their automated audit system, BPOMerge sets new standards in valuation quality. Their latest innovation, RepairSmart BPO, the first BPO designed to nail repairs by leveraging trained property inspectors with repair costs data as part of the valuation process.

GEOGRAPHICAL SCOPE, COVERAGE AREA

National coverage (50 states, Puerto Rico, and the U.S. Virgin Islands)

KEYS TO SUCCESS

Valuation Vision takes an entirely new approach to valuation solutions. The result is an entirely new class of valuation products that set the standard in reliability and quality. Valuation Vision has introduced an entirely collaborative valuation solution that engages multiple experts to create a comprehensive compliant value conclusion.

ADDED VALUE TO CLIENTS

It all starts with a strategy. The company works with clients to deliver valuation solutions that are tailored to meet the due diligence, compliance, and risk demands that its clients need. The team of experienced valuation professionals brings a creative approach to deliver the results Valuation Vision’s clients need. The company sees what is next and builds it for their clients well ahead of the market.

2014 GOALS AND STRATEGIES

This year, Valuation Vision will be introducing an entirely new breed of collaborative valuation solutions that leverage its innovative technology platform. Like everything else Valuation Vision does, expect the final results to be like nothing you’ve ever seen before. The company’s mandate is to lead the market on behalf of its clients, not follow.

QUALITY CONTROLS

V2’s real-time rules and automated audits preemptively manage the quality at every step of the valuation process. A trained valuation expert reviews each report to ensure data and valuation accuracy. Escalated orders, reconciliations, and audits may be performed by a licensed or certified appraiser.

COMPETITIVE ADVANTAGE

V2 offers proprietary valuation reports that the company says set a new standard in quality, usability, and reliability. These are all supported on an advanced modular valuation technology platform that allows V2 to rapidly innovate new products to meet clients’ needs. Its flagship product, BPOMerge, is a multi-opinion, self-reconciling BPO assessment that V2 says greatly increases confidence in price opinion results.



Vectra Field Services



→ key personnel

Brice Bishop
Co-Founder, President

Brian Mingham
Co-Founder, CEO National Real Estate Solutions

→ staffing

75 employees

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CORPORATE PROFILE

In addition to providing traditional valuation products, Vectra Field Services is a single-source provider of innovative property solutions specializing in pre-foreclosure, vacant, and REO properties nationwide. The company's consultative, boutique-style approach combines inspection, valuation, preservation, and real estate auction marketing services to deliver a streamlined and cost-effective approach to get properties to the market quickly and sold at maximum value.

Vectra Field Services ensures maximum investor return, plus the company's efficient process management controls allow for timely completion of work services in accordance with investor, regulatory, and insurer guidelines.

COMPANY HISTORY

Vectra Field Services was formed in 2010 by its parent company, National Real Estate Solutions, initially offering traditional field services to the default space. In 2011, the company expanded its services to assist investors in their due diligence process for acquiring large pools of NPLs and REOs. Through this process, Vectra realized that many clients were ordering valuation and inspection products separately and did not have accurate information to implement the correct disposition strategy for the asset. To address the market void, the company has launched a full line of due diligence solutions including its new RepairSmart BPO product to support servicers, asset managers, insurance professionals, and investors for any portfolio size. Vectra's services provide a 360-degree approach to assess, obtain multiple disposition scenarios, and implement a strategy to obtain the optimum ROI. Today the company, through a network of more than 5,000 vendors, offers services nationwide and conducts upwards of 150,000 transactions annually.

BUSINESS LINES, SERVICES, AND PRODUCTS

- Inspection services
- Valuation services
- Property preservation and rehab services
- Asset management/marketing

GEOGRAPHICAL SCOPE AND COVERAGE AREA

National coverage

KEY FEATURES

The RepairSmart BPO taps the expertise of Vectra's qualified inspector network, who inspects more than 300 property components, creating a highly accurate and comprehensive repair estimate that goes well beyond the standard cosmetic repair assessment contained in traditional BPOs. Using

proprietary technology, the data is then captured and reconciled by a local real estate agent to deliver a valuation report that reflects the subject property's true potential in the local marketplace.

COMPETITIVE ADVANTAGE

Innovation: The company's RepairSmart BPO takes a revolutionary new approach that leverages software-driven repair cost estimates generated through the expertise of a qualified property inspector with the market and valuation knowledge of a local real estate professional. This collaborative approach not only provides more accurate repair data, but also gives unparalleled insight into what's required to prepare the subject for market and maximize investment. Beyond the valuation, Vectra's services can deliver seamless repair, preservation, and management of the project.

ADDED VALUE TO CLIENTS

The company combines technology, human insight, and data to provide insight beyond just a valuation. Vectra aligns multiple cost-to-cure and pricing scenarios that provide the details needed to fuel winning repair strategies (if required) and can help manage the entire process to get to market quickly.

2014 GOALS AND STRATEGIES

Vectra's mission is to leverage the unique breadth of both technical and personnel assets to become the next-generation real estate solution provider in America. The company takes the "best in class" individual solutions that are currently offered in the marketplace and, through proprietary innovation techniques, creates collaborative solutions that provide the most holistic approach to assessing, acquiring, preparing, and liquidating real estate assets in any condition, market class, or location across the country. Vectra Field Services offers a truly seamless, one-stop shop for all real estate solutions.

CLIENT TESTIMONIAL

"Having upfront, detailed knowledge of the market, property condition, and local repair estimates has been instrumental in keeping us within budget while maximizing the property value and ultimate sale price."

—Kevin J. Small, Managing Director, Polaris Capital Advisors





PCV Murcor



→ key personnel

Keith Murray
President and CEO

Tim Scherf
COO

Cindy Nasser
VP, Operations

Frank Obregon
Director, Commercial
Valuations

→ staffing

Employees:
Approximately 200 staff

Network:
Fee panel comprised of more than 16,000 licensed real estate brokers and agents, located throughout the U.S., Puerto Rico, the Virgin Islands, and Guam; appraisal network comprised of approximately 10,000 appraisers.

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CORPORATE PROFILE

PCV Murcor delivers credible, regulatory-compliant appraisals, broker price opinions, reconciliations, evaluations, and consulting services nationwide for both residential and commercial properties. The company's 32-year history of origination/refinance and default/REO work provides a level of experience that is unmatched in the industry. PCV Murcor leverages the insights provided by this long-term experience in local-level markets throughout the nation to provide unparalleled quality, industry-leading turn-times, and top-ranked customer service.

BUSINESS SCOPE

Because PCV places an uncompromising premium on the quality and turn-time of its work, the company uses licensed staff appraisers throughout every phase of its in-house quality control process. That and the use of a proprietary technology platform help ensure the best appraiser is chosen for every assignment and the work is completed on time. The company provides its clients scalable vendor management, proprietary Web-based ordering technology, leading subject-matter expertise, and local market knowledge within communities nationwide. Its nationally licensed processes and systems help ensure clients will comply with changing state and federal requirements and all third-party oversight requirements.

COMPETITIVE ADVANTAGE

PCV's quality control (QC) process combines cutting-edge technology with a staff of licensed and certified review appraisers to help ensure that reports are credible and defensible before they are ever shipped to the client. While the company maintains an unwavering commitment to quality, it doesn't slow its turn-times. In fact, PCV's process helps ensure it is consistently at the top of all clients' scorecards. It is the driving force behind PCV's ability to deliver:

The Best Vendor: Local, experienced, knowledgeable. PCV's assignment process helps ensure the company consistently selects the best appraiser or agent for the job. Assignments are always based on the appraiser's knowledge of the property type, knowledge of the neighborhood, proximity to the subject property, and the appraiser's record of performance. This helps ensure those selected are optimally located, extremely experienced, and exceptionally knowledgeable.

Superior Technology: PCV's proprietary technology employs more than 700 automated business rules that are run on every appraisal. Using the firm's proprietary data and appraiser-developed

business rules, PCV streamlines the QC process through automation. BPOs must pass more than 1,000 automated business-rule validations before they can be submitted. These business rules can be customized for each client and are comprised of a combination of USPAP, GSE, client, and PCV requirements. The platform is SSAE-16 audited bi-annually to help ensure client data security.

Superior Quality: PCV's superior QC of every appraisal has resulted in a correction rate (non-value-related) that is a fraction of those its competitors deliver. Exception-based appraiser QC of its BPOs helps ensure the highest-quality report is delivered every time. An unmatched QC process is the cornerstone that keeps the firm at the top of clients' scorecards every day. With the lowest correction rates and fastest turn-times, the company's combination of quality and efficiency enables delivery of the reports clients need, when they need them, backed by PCV's uncompromising commitment to quality.

Exceptional Customer Service: When you call other vendors, do you hear an automated voice or a live one? PCV is committed to service. With less than 10-second access to dedicated client support and dedicated client support teams with client-specific 800 numbers, the company provides immediate access to client specialists. Clients can receive answers to questions, resolve issues, and enjoy the level of support they should expect from a valuation provider.

2014 GOALS AND STRATEGIES

As the industry continues to change, PCV Murcor sees the future of third-party valuation providers as integral to lenders and servicers as they seek to maintain compliance with changing regulations and requirements. The recent release of the OCC "Third-Party Relationships: Risk Management Guidance" bulletin highlights the risk in selecting the wrong partner to provide valuations. But the company is not afraid of the new rules; it embraces them. "As a company that has made appraiser selection and assignment a core component of everything we do, we embrace the OCC's new recommendations," said president and CEO Keith Murray. He added, "Appraisal quality begins with the appraiser, and when the right appraiser is selected, the downstream risk is minimized tremendously." Given the company's reputation for compliance and quality, Murray sees the new regulations as an opportunity to garner new business and help its current clients excel despite the increasing regulations and requirements.