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PlatinumData Solutions Adds Reporting Functionality to Property Valuation Platform

- Enhancement enables enterprise management of AVM performance and usage -

MISSION VIEJO, CA, Aug. 1, 2005 - PlatinumData Solutions, a provider of next generation cascading automated valuation model (AVM) solutions for the mortgage industry, has enhanced its AVM platform by adding report creation capabilities that allow system administrators to track the geographic performance of specific AVMs, and individual users' AVM orders. The PlatinumData platform allows lenders and investors to create customized AVM cascades that deliver comprehensive valuation and activity analyses identifying property or borrower characteristics indicative of elevated risk factors in an easy-to-interpret format.

PlatinumData Solutions platform administrators can better understand and more strategically manage their organizations' valuation resources through the creation of "Hits Reports," and "Products Ordered by User" reports. The "Hits Report" details usage of all AVMs that return data within the administrator's selected time period, including user, date, AVM name, cost, address, file name and borrower name when entered by the user. The "Products Ordered by User" report displays all the AVMs that each individual user has ordered within the administrator's specified time period, allowing accounting teams to know by user what AVMs are costing the organization.

"PlatinumData Solutions built its platform on the principle that organizations prefer to administer and manage their property valuation processes internally," said Rocky Donathan, president of PlatinumData Solutions. "Our customers expressed a need for reporting functionality from the platform, so we built it."

About Platinum Data Solutions

PlatinumData Solutions is a provider of next generation cascading automated valuation model (AVM) solutions for the mortgage industry. Founded on traditional principles of personalized customer service, PlatinumData Solutions focuses on meeting its customers' needs and exceeding their expectations by delivering convenient, easy-to-use property valuation and collateral assessment resources. Its PlatinumData platform is a highly configurable and scalable channel for multiple premier AVM products and detailed data analytics, allowing its integration with legacy business processes and workflows. When administered in accordance with strategic business and compliance guidelines, the PlatinumData platform supports an organization's risk and cost management, quality control and human resource functions.