

**FOR IMMEDIATE RELEASE**

**PLATINUM DATA HIRES LISA BINKLEY AS SENIOR VICE PRESIDENT**

*Former MBA Quality Assurance Chair and Equifax fraud prevention expert  
expected to fuel Platinum Data's continued triple-digit growth*

**ALISO VIEJO, CA – SEPTEMBER 10, 2012** – [Platinum Data](#), a premier provider of comprehensive collateral valuation technologies, announced today that it has hired renowned quality assurance and fraud prevention expert Lisa Binkley as senior vice president.

Binkley has over 25 years of mortgage industry experience that spans from origination and underwriting through quality control and compliance. A renowned quality assurance and business technology expert, she was formerly director of product solutions for Equifax, and executive vice president of operations for Rapid Reporting, the Equifax-acquired company that pioneered income and identity verification. Most recently, she was senior director of product design and business development at IMARC, a quality assurance and loan data verification company, where she led the company's product development and strategic partnership strategies across the mortgage industry.

Binkley's career includes executive and advisory positions with several mortgage and financial organizations that include Homecomings Financial, a division of General Motors. While with Homecomings Financial, she created the pre-funding fraud investigation department, which grew to 20 full time associates in eight branch offices. She also designed mortgage fraud prevention policies and programs, oversaw post-closing audits and investigations, and administered programs for identifying fraud schemes and potential early payment defaults and repurchases. Binkley is the past chair of the MBA Quality Assurance Leadership Council and former vice chair of the MBA Fraud and Ethics working group. She has co-chaired the Fraud and Ethics committee Identity Theft white paper and was also chair of the 2006 Quality Assurance Conference Committee.

Appraisal quality and eliminating collateral-based fraud remain top concerns for lenders, and RealView, the company's flagship appraisal quality verification technology, has played a major role in the company's triple-digit growth since 2010. "Lisa is a widely recognized expert on mortgage fraud and is known for designing programs that enable lenders to combat fraud prior to funding," said Platinum Data's CEO Phil Huff. "She will play a crucial role in our goals for

growth and expansion. We have grown by over 200% in the past two years, and we fully anticipate that growth will continue in the coming years, with rising demand for quick, cost-effective verification of appraisal data.”

“Like most folks in our industry, I’ve long considered Platinum to have set the bar in appraisal quality,” said Binkley. “No other technology comes close to providing the level of scrutiny and objectivity that Platinum’s products do. I’m thrilled to be working with a group of such smart, well-regarded industry experts, and I’m so looking forward to collaborating on the improvements we’ll be making, not only in the company’s market penetration, but also in the industry’s standard procedures for assuring appraisal quality.”

### **About Platinum Data**

Platinum Data’s technologies help mortgage lenders, servicers, investors and appraisal management companies value collateral, and identify and manage collateral risk. Its online platform and analytical tools are being used by hundreds of companies to perform due diligence, prevent buybacks and protect billions of dollars in assets across the U.S. The company’s RealView system revolutionized the way the industry reviews appraisals, while its AVM offerings provide a truly unbiased perspective on collateral valuation. Platinum Data is based in Aliso Viejo, California and was founded in 2002. For more information, visit [www.PlatData.com](http://www.PlatData.com) or email [info@PlatData.com](mailto:info@PlatData.com).

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