



FOR IMMEDIATE RELEASE

**Platinum Data Named to HousingWire's HW TECH100™
for Third Consecutive Year**

Industry-first technology continues to be company's foundation for future growth plans

ALISO VIEJO, Calif., March 1, 2016 – [Platinum Data Solutions](#), a provider of valuation data and analytics solutions, has been included on HousingWire's HW TECH100™ list for the third year of the three year old awards program.

The HW TECH100™ highlights the housing economy's top 100 technology innovators. According to the publication, the number of applicants for the 2016 awards increased significantly from previous years.

Platinum Data, whose technologies include RealView® appraisal quality and compliance technology, OptiVal® AVM suitability testing technology, and Collateral Expert®, an address-driven property data technology, was recognized for innovation in two key areas:

- Appraisal quality and compliance
- Valuation data and analytics

Since hiring eLynx co-founder [Phil Huff](#) as CEO in 2012, Platinum Data been focused on consistent innovation.

"Innovation is at the core of our goals for this year and into the next," said Huff. "Appraisal and valuation accuracy and quality are a major focus in the industry right now, so there's a huge need for the type of solutions we have innovated and will continue to innovate. It's so validating for a publication as respected as HousingWire to endorse our contributions to the industry."

Since he joined the company, Platinum has launched the industry's first free appraisal review technologies specifically for appraisers; released the industry's first user-controlled customization function in an appraisal technology; introduced the industry's only pay-as-you go AVM compliance program; created the industry's only independent peer comparison feature for identifying appraiser-to-appraiser property description discrepancies; secured over 70 new lender clients; and much more.

"The companies in the HW TECH100™ are providing innovative solutions to the traditionally hide-bound mortgage finance industry," said HousingWire Editor-in-Chief Jacob Gaffney. "In the face of rising costs to

originate and service loans, a still-volatile housing market and multiplying regulations, these innovations are crucial to the survival and profitability of those in our industry."

Platinum Data's online platform and analytical tools are used to protect the country's top 10 mortgage lenders, and are integrated with nine of the top 10 appraisal management systems.

#