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Platinum Data Launches Three-Tier Quantitative Scoring for RealView

Zero-tolerance appraisal quality technology identifies atypical properties; assigns numerical scores for compliance, credibility and the subject property's complexity

ALISO VIEJO, CA – October 21, 2013 – [Platinum Data Solutions](#), the premier provider of collateral evaluation and quality technologies, has launched all-new upgraded scoring functionality for RealView, the industry's most configurable and highest performing technology for ensuring appraisal quality. The new scoring function assigns each appraisal a numerical value ranging from 0 to 1,000, to indicate the report's standing according to overall appraisal quality, as well as in three separate categories: compliance, credibility, and complexity.

This upgraded scoring is part of Platinum's initiative to stay ahead of the curve with its zero-tolerance solutions for appraisals and mortgage data.

Platinum's new quantitative scoring feature indicates how the appraisal and subject property rank regarding the top factors that can put lenders at risk of noncompliance, buybacks and fraud. It provides users with the fastest way to gain a deeper understanding of the quality of their appraisals and properties, so that they can

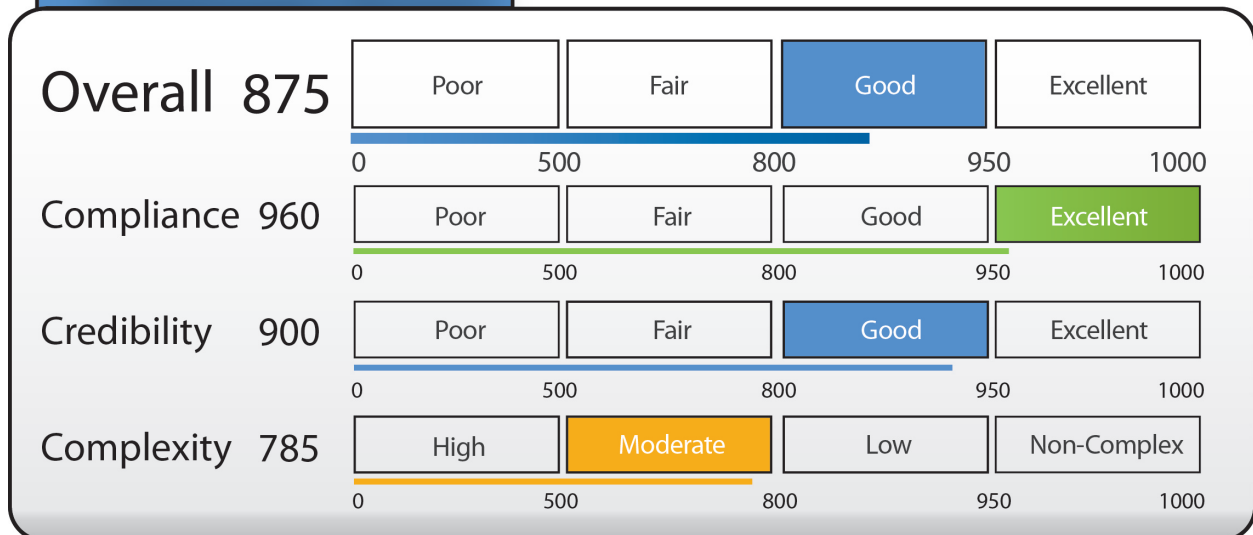
- quickly and more efficiently route appraisals to the appropriate appraisal underwriter.
- identify properties and reports that may present higher risk.
- minimize severity should loss occur.

RealView's compliance screening covers GSE, UAD and USPAP guidelines, as well as other published regulatory requirements, and can be configured to screen according to user-defined guidelines as well.

Its credibility screening crosschecks the appraisal methodology used to produce the appraisal against best practices as determined by subject matter experts from within and outside of Platinum Data.

The complexity screening examines appraisal data for specific elements that can indicate atypical properties or market conditions, such as a four-bedroom, 1,000 square foot house in a neighborhood made up primarily of three-bedroom, 1,500 square foot homes.

Platinum Score



With color-coding, a hyper-link to key findings, and numerical scoring, users can understand the facts behind an appraisal's score in an instant.

Prior to this enhancement, RealView had already been recognized as the industry's most intelligent, configurable and comprehensive technology for verifying appraisal quality. Since 2012 it has performed qualitative scoring, which ranks an appraisal's quality according to a low-medium-high scale.

"Many of our customers wanted deeper at-a-glance appraisal and property information, and tell us that Platinum is the only company to offer this type of time-saving, risk-reducing intelligence," said Phil Huff, CEO of Platinum Data Solutions. "Fortunately, Platinum's technologies are built on a flexible rules-based platform, so we were able to act quickly to adapt to their needs. We're the only platform in our segment that uses a flexible, rules-based architecture. It's one of our major differentiators."

In the past year, Platinum Data appointed two highly respected technology experts to its executive team. Nima Oreizy, who helped create RealView and whose career includes work with Microsoft and Apple, was appointed chief technology officer in October 2012. Platinum Data also recently appointed industry-renowned valuation expert Bill King as senior vice president, valuation solutions.

“We have a technology ‘dream team’ here at Platinum, and we’re serious about providing technologies with zero-tolerance for inaccuracies, intentional or not,” said Huff. “Our industry has access to an unprecedented amount of data, and technology is the key to turning that information into business intelligence. Platinum has over a decade of experience in valuation and quality analytics, and we’re well positioned to continue pioneering technologies that solve the industry’s most pressing issues.”

About Platinum Data Solutions

Platinum Data provides technologies that help mortgage lenders, servicers, investors and appraisal management companies ensure quality, 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 Solutions is based in Aliso Viejo, California and was founded in 2002. For more information, visit www.PlatinumData.com or email info@PlatinumData.com.

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