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## **PLATINUMdata; Property Valuation Services Veteran Jay Phillips Joins PLATINUMdata**

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2009 OCT 30 - (VerticalNews.com) -- **PLATINUMdata**, a collateral solutions provider to the financial industry, announced the addition of property valuation services veteran Jay Phillips as vice president of Relationship Management.

Prior to joining **PLATINUMdata**, Phillips was vice president of Alternative Channels for Wilmington, Del.-based MDA Lending Solutions. Phillips established a number of long-term relationships within various reseller channels that comprised the company's alternative product distribution network.

Before beginning his tenure with MDA Lending Solutions, Phillips was chief operating officer (COO) of Huntsville, Ala.-based Banton Research, LLC, a collateral asset management firm and provider of residential property valuation data. Phillips managed Banton's sales efforts, significantly increasing revenues and expanding the company's database to a national focus, resulting in the company's acquisition by MDA Settlement Solutions (formerly TransUnion Settlement Solutions). Phillips developed several significant account relationships with major lenders while with Banton.

"In today's real estate environment that is experiencing monumental regulatory and technological change, we are extremely pleased to welcome Jay to **PLATINUMdata**," said Rocky Donathan, president of **PLATINUMdata**. "Jay brings a wealth of management and proven relationship building experience that will greatly aid **PLATINUMdata** in developing strong distribution channels and reseller networks."

This announcement follows **PLATINUMdata**'s debut of its latest automated appraisal review product - REALview - at the Mortgage Bankers Association's (MBA's) 96th Annual Convention & Expo in San Diego. About **PLATINUMdata** **PLATINUMdata** provides next generation collateral solutions for the mortgage industry. Founded on the traditional principles of customer service, **PLATINUMdata** focuses on meeting customer's needs by delivering convenient, easy-to-use property valuation and collateral assessment resources. The platform is a highly configurable and scalable channel for multiple premier collateral risk assessment 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 platform supports an organization's risk and cost management, quality control and human resource functions. To learn more about **PLATINUMdata**, its products and services, please contact Steve Morgan, vice president of Sales and Business Development at [smorgan@platdata.com](mailto:smorgan@platdata.com) or visit the company's Web site at [www.platdata.com](http://www.platdata.com).

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