

**FOR IMMEDIATE RELEASE**

**SHARPERLENDING INTEGRATES  
PLATINUM DATA'S APPRAISAL QUALITY AND COMPLIANCE SOLUTIONS**

*Solutions help organizations like community lenders, credit unions and mortgage companies to successfully compete against larger, national lenders*

**ALISO VIEJO, CA – October 1, 2012** – Platinum Data, a premier provider of comprehensive collateral valuation technologies, has announced that its technology has been integrated within SharperLending's systems. This integration will provide community lenders, credit unions and mortgage companies using SharperLending with seamless access to Platinum Data's suite of products, including RealView, the industry's first and only automated appraisal quality verification technology.

RealView will be integrated into SharperLending's Appraisal Firewall and Bundled Services platforms, while Platinum Data's independent automated valuation models (AVMs), flood solutions and RealCondition property reports will be available through SharperLending's Bundled Services platform.

SharperLending's [Appraisal Firewall](#) is a secure, web-based technology solution that enables lenders to manage their own appraisal process. With Appraisal Firewall, lenders can work with their trusted local appraisers and appraisal management companies (AMCs), all in one system, to achieve management-level control, multi-department efficiency, and compliance with all appraisal independence regulations. The company's [Bundled Services platform](#) is an online point-of-sale service that enables lenders to easily order and pay for all of the products and services needed to close a loan.

"In mortgage lending, the consequences of inadequately verifying appraisal quality and compliance can literally ruin smaller businesses," said Phil Huff, CEO of Platinum Data. "As a company that's committed to helping these organizations compete on a national level, SharperLending understands not merely the value, but also the necessity, of offering technologies like Platinum's RealView and RealCondition report, which provide unfaltering protection against these costly risks. This integration provides their customers with the highest level of safety in the value decisions that can literally make or break a company."

RealView sources more data, more accurately, than any automated appraisal review technology. It analyzes for compliance, completeness and consistency by evaluating every field on an appraisal report. It cross-checks each field against data from public and private sources and analyzes over 2,000 data points to help ensure each appraisal meets with every regional, local and state regulation. Built on a rules-based platform, RealView can be configured to accommodate each user's specific guidelines in a matter of hours, while the industry standard currently spans months.

The RealView Plus feature offers an accurate appraisal valuation score (AVS)—a numerical “confidence factor” that indicates the probability of the property's actual value aligning with the value provided on the appraisal. Lenders are able to adjust that score based on their own risk tolerances.

When combined with an AVM, Platinum Data's RealCondition report produces a compliant, underwriter-ready evaluation. Photo and condition reports, like those provided by RealView, are now required by law when used with an AVM for home equity loans and home equity lines of credit valued at \$250,000 or less.

“SharperLending's 23 years of success is a direct result of providing businesses like community lenders, credit unions and mortgage companies with the tools to grow and win on a national level,” said Huff. “Everyone at Platinum is really happy to be working alongside the team at SharperLending. Like we do, they believe in doing well by doing good. It's great to support to companies like SharperLending, as well as the credit unions, community lenders and mortgage companies they serve.”

### **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).

## **About SharperLending, LLC**

Headquartered in Spokane, Wash., SharperLending LLC, was founded in 1989 and was the first to offer a complete Web browser-based mortgage credit reporting system on the Internet. The company's proven technology has processed more than 500 million secure mortgage transactions. SharperLending has been processing appraisals since the late 1990s, with Appraisal Firewall breaking out of the company's settlement services technology into its own unique offering. SharperLending, LLC, has three divisions under its corporate umbrella: SharperLending Mortgage Services Division, the mortgage services and Appraisal Firewall platforms; SharperLending Credit Division, technology for the credit reporting industry; and SharperLending Solutions, the loan origination product packaging division. For more information, watch the [Appraisal Firewall YouTube video](#), call (800)452-1174, or visit [www.SharperLending.com](http://www.SharperLending.com).

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