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**FOR IMMEDIATE RELEASE**

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**U.S. Bank Incorporates New Collateral Valuation Report into Product Pipeline**  
**CVR Identified as a More Credible and Accurate Valuation Compared to BPOs**

Minneapolis, MN— June 2, 2010—U.S. Bank, the nation's fifth largest bank, announced today that it will start to incorporate a new statistically supported appraisal, the Collateral Valuation Report (CVR™) as part of its ongoing efforts to use best-of-breed valuation products for its lending solutions.

Forsythe Appraisals, LLC, the largest independent provider of residential real estate appraisals in the United States and Valocity, LLC, a leading nationwide valuations provider, have been selected by U.S. Bank to provide the new CVR appraisal report on a nation-wide basis.

The CVR is an innovative, USPAP-compliant appraisal product that incorporates regression analysis performed by the appraiser to support the value conclusion. The valuation report and software was developed by Bradford Technologies, Inc. headquartered in Silicon Valley, as part of their suite of AppraisalWorld Services for appraisers, appraisal management companies and lenders.

Forsythe Appraisals, Valocity and Bradford Technologies have partnered to provide the CVR as a much more reliable alternative to Broker Price Opinions (BPOs) and Automated Valuation Models (AVMs) which typically require little or no appraiser interaction.

Tony Pistilli, U.S. Bank's Chief Retail Appraiser for Consumer Banking Risk Management noted that the CVR's attractiveness to U.S. Bank is its accuracy and reliability. "We believe the CVR will provide a more accurate and more reliable valuation with additional analytical features compared to anything else currently in the marketplace. The value of the CVR is seen as a better way to ensure objectivity and to deliver a valuation with a minimum of valuation bias".

Tim Forsythe, CEO of Forsythe Appraisals, a veteran appraiser was enthusiastic about broadening his firm's existing relationship with U.S. Bank. "Obviously we're thrilled to be working with U.S. Bank to provide products and services that meet a broad range of lending needs. We anticipate it being a real help to them and hope that we can provide the CVR solution for other needs in the future. Valuations based on regression analysis performed by appraisers who are the local market valuation experts is the way all appraisals in the future will be performed. We are enthusiastic about leading the industry alongside U.S. Bank.

Mark Linné, EVP of Education and Analytics at Bradford Technologies, echoed Mr. Forsythe's sentiments saying, "Transparent statistics will be a part of all appraisals in the future. We are adding science to the art of appraising and we are very pleased that U.S. Bank recognizes the value that statistically supported valuations will bring to their risk analysis and decision making process".

He continued, "We're making every effort to educate the marketplace on the CVR and the great value it offers. We are making a difference one lender at a time. We are also currently training and certifying hundreds of appraisers on the use of regression analytics to meet the coming demand."

**For more information on the CVR contact Alan Hummel, SRA, Senior Vice President and Chief Appraiser at Forsythe Appraisals (651-765-9512) or Mark Linné, MAI, SRA, CRE, CAE, ASA, FRICS, Executive Vice President, Education and Analytics at Bradford Technologies (303-995-0899)**

#### **About U.S. Bancorp**

Minneapolis-based U.S. Bancorp ("USB"), with \$282 billion in assets as of March 31, 2010, is the parent company of U.S. Bank National Association, the 5th largest commercial bank in the United States. The company operates 3,025 banking offices in 24 states and 5,312 ATMs and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at [usbank.com](http://usbank.com).

#### **About Forsythe Appraisals**

Since 1940, Forsythe Appraisals, LLC has built a reputation based on a legacy of delivering legendary customer service and the highest quality appraisals. The firm's long-standing commitment to an appraiser-staff model ensures quality and consistency throughout the organization and continues to attract and retain the highest caliber appraisers in the industry. With branch offices strategically located from coast to coast, serving more than 40 metropolitan areas, Forsythe Appraisals offers more on-staff appraisers than any other independent appraisal company in the country. And through its wholly owned subsidiary Valocity, the company can provide appraisal services in all 50 states. For more information visit: [www.forsytheappraisals.com](http://www.forsytheappraisals.com).

#### **About Valocity**

Valocity is an independent, national valuations provider committed to delivering innovative, high quality appraisal solutions. Led by an expert team of designated valuation professionals, no other appraisal company offers a higher level of expertise or more in-depth quality assurance processes and controls. From our detailed review of 100% of all appraisal reports, to our customized QC procedures, our ability to ensure superior quality and accuracy throughout every aspect of the appraisal process is unmatched in the industry. Our affiliation with Forsythe Appraisals, the largest independent appraisal company in the United States, with a legacy of success dating to 1940, unites two organizations with a shared commitment to quality, innovative technology, and a depth and breadth of experience unequalled in the industry, making Valocity the one-stop total valuations solutions provider. For more information visit: [www.valocity.com](http://www.valocity.com).

#### **About Bradford Technologies**

Bradford Technologies, located in Silicon Valley and serving the appraisal industry for over 24 years has long been recognized as the leader in innovative appraisal solutions. From its hassle-free appraisal processing software, ClickFORMS to its new online community and services portal AppraisalWorld, Bradford Technologies is dedicated to building trust and reliability in the appraisal profession and providing cutting edge solutions for appraisers, AMCs, lenders and consumers. It's most recent innovation is a statistically supported, USPAP compliant appraisal, the Collateral Valuation Report (CVR), along with a complete statistics education and training course to teach and certify appraisers in the science of real estate valuation and market analytics. With these tools, the company's clients are powerfully positioned to meet the needs of the valuation marketplace. For more information, visit: [www.bradfordsoftware.com](http://www.bradfordsoftware.com) and [www.appraisalworld.com](http://www.appraisalworld.com).

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