
NEWS RELEASE

Bradford Technologies

302 Piercy Road
San Jose, CA 95138

PRESS CONTACT:

Rosalie Berg
Strategic Vantage Marketing & Public Relations
305-971-5352
PR@StrategicVantage.com

Bradford Technologies Partners with Appraisal Management Company Collateral Valuation Research Inc. For CVR™ Report Capabilities

San Jose, CA and Scottsdale, AZ – September 21, 2010 – Bradford Technologies innovator of valuation tools and solutions for residential appraisers and Collateral Valuation Research Inc. have partnered together to further expand Collateral Valuation Report (CVR™) coverage area throughout North America.

Over the past two years, the appraisal industry has seen a tremendous amount of change as a result of new lending regulations. Today, producing a typical Uniform Residential Appraisal Report form can be very involved and a time-consuming way to determine a property's valuation. For HELOCs; appraisal reviews; and property assessment reconsiderations; Bradford Technologies' CVR™ is the effective and economical solution to meet the needs of AMC clients. With statistically supported data, the CVR is leading the industry in valuation reporting.

With over 50 years of combined lending and appraisal management experience, Michael Stapley and his business partner Kirk Jungbluth, founders of Collateral Valuation Research Inc., instantly recognized the value the CVR presented appraisers. "Appraisers could produce as many as four CVRs in the time it would take them to generate just one traditional uniform residential appraisal report (URAR). For appraisers, focusing solely on CVR reports is not only less stressful, but it eliminates the constant need to be on the road evaluating properties. More time in the office means more time to generate business. The CVR provides a tremendous opportunity to combine appraiser skill and experience with new technology that will absorb most of the time related elements that involve data evaluation for the appraisal report."

"To be involved with a company who changed their business model to accommodate the demand for appraisal reports with better accuracy, transparency and affordability delivered in the CVR, validates all the effort we put into developing this report", said Jeff Bradford, chief executive officer of Bradford Technologies. "We look forward to our continued partnership with Collateral Valuation Research and their nation-wide network of appraisers," said Bradford.

About Collateral Valuation Research Inc.

Collateral Valuation Research, Inc. is a real estate appraiser firm whose principles have nearly 50 years of combined lending, appraisal valuation, and appraisal management experience. This firm was formed to solely meet the market demand for the CVR report format. Collateral Valuation Research Inc. will only

work with appraisers that are trained and certified to conduct CVR format reports in the local areas in which they reside.

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 and www.appraisalworld.com.