

Bradford Technologies Launches DirectCLICKSTM

Zero-cost technology allows lenders and AMCs to receive ClickFORMS appraisals while achieving XML and UAD-compliance, reducing turn times and safeguarding against errors

San Jose, CA— September 12, 2011—Bradford Technologies, innovator of valuation tools and solutions for residential appraisers and parent of the AppraisalWorld online community for appraisers, has announced the launch of DirectCLICKS, its appraisal delivery solution.

DirectCLICKS allows lenders and appraisal management companies (AMCs) to accept ClickFORMS appraisals directly from appraisers, while also meeting XML and UAD requirements and virtually eliminating the multiple review cycles caused by repeated tracking and correcting errors on appraisal reports. Unlike with other appraisal delivery portal technologies, lenders and AMCs, not the technology provider, have complete control over changes to review rules. DirectCLICKS is completely free of charge and can be implemented in just a few days.

“The new UAD requirements are putting a lot of stress on lenders and AMCs, and have led to costly delays,” said Sylvia Kainz, chief operating officer for Bradford Technologies, the maker of both DirectCLICKS and ClickFORMS appraisal forms software. “The truth is that it’s very easy and completely cost-free for lenders and AMCs to manage UAD compliant ClickFORMS appraisals while continuing to use any of the thousands of appraisers that rely on ClickFORMS appraisal software to prepare their appraisal reports.”

In addition to providing a virtual “doorway” through which lenders and AMCs may receive ClickFORMS appraisals, DirectCLICKS also automatically reviews each appraisal report for UAD and XML compliance as well as for errors and incompleteness before an AMC or lender even reviews the appraisal. If the system locates any discrepancies, it automatically reroutes the appraisal report, along with information on the items in question, back to the appraiser for correction – all virtually instantaneously, saving countless hours and phone calls that would otherwise be spent tracking and correcting the issues.

Bradford Technologies has integrated DirectCLICKS with some of the largest AMCs in the US and Canada.

“We’ve gotten overwhelmingly positive feedback on DirectCLICKS,” said Kainz. “The entire industry is already understandably concerned with the changes in the appraisal segment. We’re happy to provide appraisers, AMCs and lenders with an easy, zero-cost option for achieving quality and compliance.”

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 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, and lenders. 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: BradfordSoftware.com and AppraisalWorld.com.

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