

PRESS RELEASE

For Immediate Release

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ELECTRONIC APPRAISER SUCCESSFULLY LAUNCHES TRADITIONAL APPRAISALS ONLINE

- Consumers Are Driving Real Estate Transactions With Electronic Appraiser's Solutions -

BOCA RATON, FL – July 19, 2006 – Electronic Appraiser announced today that the company has successfully launched its traditional full appraisal solution (1004 Appraisal Report) to consumers. Streamlining the home appraisal process through the efficiency of the Internet, customers are connecting to a local, certified and licensed appraiser and receiving a full appraisal report within five days of ordering, saving both time and dollars in the process.

The 1004, or Uniform Residential Appraisal Report (URAR), is the accepted standard by government agencies, lenders, and policy or loan underwriters. It begins with a physical inspection of the home. The appraiser will note any irregularities, measure the exterior, compare it to similar homes in the area, and ultimately determine a fair market value.

People who buy or sell a home privately; require second deed trusts; consider private equity loans; settle an estate or divorce; or file for insurance coverage or losses, will need an appraisal. In many situations, homeowner's who have Private Mortgage Insurance (PMI or MIP), which is often required on loans with a low down payment, can save thousands of dollars in premiums once they prove that the equity in their home exceeds the 20%. This is a prime example of how homeowner's can proactively manage their real estate investments through the use of Electronic Appraiser's 1004 Appraisal Report.

"Until now homeowners haven't been the ones initiating appraisals. We're still seeing the majority of orders come in from brokers, agents and business customers," said Greg Sullivan, president for Electronic Appraiser. "But whether it's for buying, selling, settling an estate or divorce, investing, insuring, or leveraging real estate, we expect the use of real estate tools by consumers to become commonplace. The fact is, consumers are becoming very educated in these arenas and they are playing larger rolls in the transaction."

Those seeking a home appraisal can access a nationwide network of licensed appraisers from any computer with an Internet connection by going to www.ElectronicAppraiser.com. Once ordering, the chosen appraiser will visit the property and provide a traditional 1004 appraisal report. The entire process is completed in less than five days of ordering. At any time the customer can login and view the current status of the appraisal. The flat-rate

nationwide fee of \$349 for the 1004 appraisal is competitively priced against \$300-\$500 one could expect to pay in the open market.

Sullivan adds, “\$349 is a great value in and of itself, but it’s the ease of use, convenience and fast delivery that will prove to be the true value to the end-user.”

About Electronic Appraiser

Florida-based Electronic Appraiser specializes in developing and delivering home valuation oriented products and services direct to the consumer. Through a single convenient interface consumers can request an instant home value report, generated by an automated valuation model (AVM), or a home appraisal by a licensed appraiser, depending on the individual needs of the homeowner. For more information, write to Electronic Appraiser, 2200 North Federal Highway, Suite 203, Boca Raton, Florida 33431; call 561-338-1890 or 800-570-3767 or visit us on the web at www.electronicappraiser.com <http://www.electronicappraiser.com>.

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