

## PRESS RELEASE

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### HOMESALEDIRECTORY.COM MARKS ELECTRONIC APPRAISER'S NEWEST PRIVATE LABEL PARTNER

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*Internet savvy homeowners find value in EA's Cascading Automated Valuation Model (AVM)*

**BOCA RATON, FL – July 14, 2005** – ElectronicAppraiser.com (EA) today announced that the company has launched its newest private labeled partnership, through their cascading Automated Valuation Model (AVM) with HomeSaleDirectory.com. HomeSaleDirectory.com is the latest for sale by owner (FSBO) web site to become a distribution channel for AVMs direct to the consumer. FSBO web sites can generate thousands of AVMs per month, as consumers are continually looking to “help themselves” in regards to buying and selling homes.

"Buying and selling real estate is one of the more important decisions a person can make, therefore accuracy in home value is a key success factor," said Alex Schult, president for HomeSalesDirectory, Inc. "We've found Electronic Appraiser's services to be best-of-breed, giving the consumer the peace of mind in their decision to sell or purchase real estate."

Providing instant access to home values is an appealing alternative to the weeks and hundreds of dollars it involves to rely on traditional means, such as home appraisals. Internet savvy consumers are finding measurable value in the \$29.95 price tag and immediate results that automated valuations offer. On the back-end, EA captures the data submitted by the consumer, resulting in valuable leads available for mortgage lenders, brokers or realtors looking to reach qualified prospects in their communities.

"We don't just focus on larger lenders to drive volume through our AVM cascade," said Gregory Sullivan, president and CEO of Electronic Appraiser. "We've found that through our strategic partnerships with property listing web sites and creative marketing tactics, we can be successful in capturing volume in singular transactions to make the consumer market a viable vertical."

#### **About HomeSaleDirectory, Inc.**

HomeSaleDirectory, Inc is a privately held California corporation that is quickly becoming one of the fastest growing tools on the web specializing in bringing buyers and sellers in the real estate market together. For more information regarding HomeSaleDirectory, Inc., feel free to visit <http://www.homesaledirectory.com> or call 888-237-2507 for more information.

**About Electronic Appraiser**

Florida-based valuation technology provider Electronic Appraiser, Inc. features PhotoCheck, an electronic property photo combined with an automated valuation model (AVM) in an easy-to-read report, and AVMLink, which provides access to several leading property data repositories through a convenient, single interface. The company offers traditional AVMs and/or PhotoCheck, depending on the lender's appraisal need. 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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