

We Work to Provide the Best Services Everyday

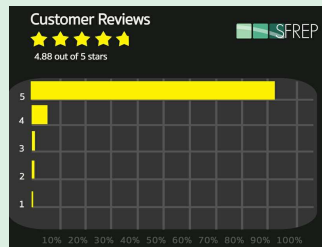


Besides user-friendly software and quality technical support, customers express pricing as an important consideration in choosing software. SFREP has the lowest price in the industry for comparable appraisal software. We keep prices low to help appraisers with everyday expenses. We have raised prices only once in eleven years.

Recently we expanded our price options with an all-inclusive software package. We have added Complink, Inspect-a-Lot, and flood maps to the all-new Platinum package. Click [here](#) to compare all we have to offer.

As we move forward, we plan to expand our customer base. The more appraisers that SFREP has the better products and services we can offer. We encourage you to take advantage of our [Refer a Friend](#) program. Friends get great software and you get a free month added to your subscription.

Technical Support 5-Star Wow!



The SFREP Technical Support Department has always received high praise for its top-notch service. With the addition of our support survey, we have documented reporting of just how good and appreciated their efforts have been.

Be sure to respond when surveyed. We welcome your comments and suggestions. This helps us to better serve SFREP customers. These responses are viewed by the entire staff at SFREP. Providing the best service in the industry is our top priority.

Bias in the Appraisal Industry



Recognizing bias in the appraisal industry is a new and serious issue. The Appraisal Institute is working diligently on several fronts to

address these issues, including recently adding a five-hour seminar focused on bias issues and creating a practice guide for appraisers. Read the latest information from them in [Valuation](#) magazine.

The [Appraisal Foundation](#) has included a segment on fair housing laws and bias in its required seven-hour continuing education USPAP course.

We have received customer reports of appraisals containing words of bias being kicked back. Appraisers should take note and make every effort to review reports for unconscious bias.

At SFREP, we are making a proactive effort for our customers. Look for a new Bias Checker feature coming soon in Appraise-It Pro.

Our Video and Webinar Library Continues to Grow



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