

THE APPRAISAL REPORT



January 2025

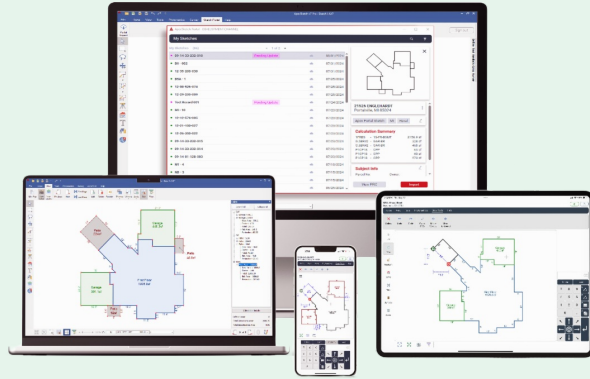
You Spoke, We Listened! Introducing Apex Portal

We are excited to introduce Apex Portal! At SFREP, we are always looking for ways to make your appraisal process smoother and more efficient. That is why we are thrilled to bring you Apex Portal, a brand-new mobile tool built with appraisers in mind.

Apex Portal works perfectly with Apex v7 and Appraise-It Pro, giving you the ultimate flexibility to sketch on the go. Whether you're using a laptop, Android device, iPhone, iPad, or tablet, you can easily create sketches right in the field—no hassle, no limit.

Even better, Apex Portal is included in the Appraise-It Pro Platinum package at no additional charge. Apex Portal can be added to Silver or Gold plans as a standalone option at \$180. For a limited time, SFREP customers who subscribe to Apex Portal will receive Apex v7 desktop for free, a \$395 value. It's a great deal and either way, it's designed to fit seamlessly into your workflow and help you work smarter, not harder.

This is a 60-day limited-time offer, so give your SFREP sales representative a call at 800-523-0872. We're happy to help you get started!



The Latest New Webinars and Videos



You can learn a lot by attending an SFREP webinar or watching an SFREP video. Both are regularly updated with the latest information.

For those following the ongoing progress of UAD 3.6, we recently added **A Sneak Peek at the New UAD** webinar. Questions are encouraged during the webinar and each is recorded for later viewing. Evening webinars have recently been added to the SFREP [Training Calendar](#).

Two new videos have also been added to our library. **Buying New Tech** provides the latest guidelines for purchasing a computer or other technical equipment.

Getting Started with Apex Portal could also come in handy if you are taking advantage of the awesome Apex Portal for mobile appraising sale.

For a comprehensive list of all SFREP webinars, videos, and playlists review the [SFREP YouTube channel](#).

www.sfrep.com

For all your needs visit our website. There you will find our contact info, video tutorials, webinar schedule, FAQ's, free demo's, and more.

Office locations:
Baton Rouge, LA
Greenville, SC
Sylva, NC

800-523-0872

GSE Updates for February 2025

The GSEs have issued new guidance around market analysis in an effort to increase consistency and clarity, effective February 4th.



Two terms now have standardized definitions: **neighborhood** is now defined as "a congruous group of complementary land uses" and **market area** is now defined as "the geographic region, for a subject property, from which most demand comes and in which most of the competition is located."

The GSEs also point out that a market condition adjustment for a particular comp may differ from the overall market trend based on the market changes between that comp's contract date and the effective date of the appraisal. They also stress that all adjustments must be explained and well-supported by evidence; specific graphs or charts are not required but may be useful tools to communicate your findings.

Third-party tools such as Spark, DataMaster, and Aloft Toolkit integrate with Appraise-It Pro and help you calculate supportable adjustments; our [Adjustments Sensitivity Analysis tool](#) can help you demonstrate your adjustments are appropriate.

For more information, refer to sections [B4-1.3-03](#), [B4-1.3-08](#), and [B4-1.3-09](#) of Fannie Mae's selling guide.

Follow us on social media for current updates and webinars.

