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## AMERICAN GUILD OF APPRAISERS

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### PRESS RELEASE

## INDUSTRY ADVISOR JOINS EFFORTS AT AGA

*Strategy expert to assist with the development of platform and action plan*

**Washington DC, (May 7, 2012)** The American Guild of Appraisers (AGA) today announced that Elizabeth Green, principal consultant with rel-e-vant Solutions has accepted a post as Industry Liaison for the Guild.

Green is a strategist, solutions architect, speaker and valuation advocate. A recognized mortgage technology veteran in software product leadership for solutions in residential property valuation, loan origination, mortgage servicing and secondary marketing, Green is helping to foster a new level of understanding in property valuation and collateral risk assessment between consumers, lenders, investors and appraisers.

"The industry is struggling to adapt to an increasingly complex regulatory environment and the impartial role that a real estate appraiser plays in the housing sector has never been more vital," said Peter Vidi, president of the AGA. "The regulatory changes as implemented are leaving unintended consequences in their wake, however; the most distressing of which is the continued decline of the residential real estate appraisal profession in the form of low fees and low quality. The profession is struggling to attract and maintain a vibrant base of qualified individuals because the fees are too low to support even a modest income.

"I am delighted to have Liz's involvement and insights in development of our action plan to preserve and protect the role of the residential appraiser," Vidi continued. "Her collaborative approach and knowledge of the industry is exactly what we need to bring forward win-win solutions for both consumers and the industry." AGA recently met with representatives from various industry associations in Washington, DC to begin strategy development.

**ABOUT THE AMERICAN GUILD OF APPRAISERS/OPEIU GUILD 44** - The American Guild of Appraisers/OPEIU Guild 44 seeks to represent the interests of appraisers, developing a strong presence before the U.S. Congress and each of the state legislatures. By working closely and exchanging dialog with other like-minded organizations, the AGA works to educate consumers about the appraisers' non bias, independent role in the value process, while ensuring the accountability of both the appraisal profession and the financial institutions with which the appraiser provides services.

**ABOUT OPEIU** - The Office and Professional Employees International Union (OPEIU), AFL-CIO represents more than 108,000 members in the United States, Puerto Rico and Canada. OPEIU represents employees and independent contractors in banking and credit unions, insurance, higher education, shipping, hospitals, medical clinics, utilities, transportation, hotels, administrative offices and more.

**ABOUT rel-e-ant** – A real estate technology consulting firm, rel-e-vant works with lenders, management companies and appraisers to develop new solutions that improve and enhance the process of real estate valuation and collateral risk analysis and mitigation. The firm's consulting services are aimed at applying and leveraging industry standards not only to the best advantage for valuation reporting as well as improving decision support, processing efficiency and complying with investor and regulatory requirements.