



NEWS FOR
IMMEDIATE
RELEASE

**THE NATIONAL INSTITUTE OF WEBOGRAPHERS DESIGNATES EAPPRAISEIT'S
AGENTAVM AS THE OFFICIAL "CMA AND AVM" SPONSOR IN THE REAL ESTATE
WEBOGRAPHER™ CERTIFICATION**

POWAY, Calif., March 26, 2007 – eAppraiseIT, a leading provider of real estate valuation products and services, today announced that the **National Institute of Webographers** (www.webographers.com) has awarded eAppraiseIT and its AgentAvm valuation tool corporate sponsorship of the "CMA Hybrid" competency within the REAL ESTATE WEBOGRAPHER™ certification.

As the leader in technology-awareness training, assessment and certification for real estate professionals, the National Institute of Webographers looks to showcase exemplary products to best promote technology awareness and adoption by real estate professionals.

"A new marketing product has evolved for an agent's personal use," said Marc Grayson, president of the National Institute of Webographers. "This product, AgentAvm, combines the corporate branding of a Comparative Market Analysis, or CMA, with the scientific rigor of an Automated Valuation Model. This new report can be used as a seller's listing tool or act as the buyer's CMA. Many agents also use public information sources like county tax records to supplement [multiple listing service] MLS data. eAppraiseIT's AgentAvm product uses such data sources in report generation, thus it can serve as a supplemental research tool for those who create 'custom' CMAs."

"The efforts required by an agent or broker to generate a CMA report can be extensive and cumbersome, particularly when trying to 'win' the listing," said Anthony Merlo, president of eAppraiseIT. Using AgentAvm in conjunction with the standard CMA provides the real estate professional with a more compelling sales tool with very little added effort."

"We are excited to partner with eAppraiseIT and showcase the AgentAvm tool to the candidates of the REAL ESTATE WEBOGRAPHER certification," said Grayson. "They have extensive experience with automated valuation products and have access to the industry's most comprehensive data resources. These automated valuation tools are now being used by real estate professionals nationwide and can be ordered directly from their Web site at www.AgentAvm.com."

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About National Institute of Webographers, LLC

The National Institute of Webographers (www.webographers.com) was formed in 2004 to promote an evolution in the applied use of Web-based technologies known as Webography, an online business strategy for real estate professionals. As employed by REAL ESTATE WEBOGRAPHER professionals, certificants are knowledgeable on how to create an effective Web presence to exceed their clients' expectations. Real estate technology training for the REAL ESTATE WEBOGRAPHER certification, found exclusively at Webographers.com, includes: Agent Websites, Single-property Websites, Lead Generation and Management, Virtual Tours, CMA and AVM technology, Neighborhood Search, Online Transaction Management, Electronic Forms, Blogs, Mobile Technologies, Virtual Assistants, and the Learning Laboratory™ – universal demo account for candidates to access an array of showcased technologies.

About eAppraiseIT

eAppraiseIT offers the most comprehensive and innovative line of products in the valuation industry, including EagleCert®, the first insured valuation solution; VeriCert, a collateral risk determination tool for wholesale lenders and purchasers; RAVE, a progressive valuation solution designed for equity, default, review and niche channels; and a full suite of industry-leading AVMs. eAppraiseIT is a member of The First American Corporation (NYSE: FAF) family of companies.. More information about eAppraiseIT and its appraisal products can be found on the Internet at www.eappraiseit.com.

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