

About **a la mode**

# Don't take any chances. Stick with the leader.

This is no time to be dependent on tiny startups or middlemen and just wishing for the best. Collateral valuation is mission critical, so your vendor has to be rock solid. For 24 years, that's been us. We've grown through every real estate cycle, and we'll help you get through this one, too.

You already rely on us and may not know it. Over 50% of all appraisals are ordered, created, delivered, reviewed, and managed using our systems. So even if you work through a management company, you use our technology and appraisers every day.

With Mercury Network, you simply go direct, combining your own appraisers with our national panel (the largest by far). It's all online, it's 100% compliant, it's free, and it's been proven millions of times.

Order an appraisal now!  
[www.mercuryvmp.com](http://www.mercuryvmp.com)  
1-800-ALAMODE

Over 50% of all appraisers use us. Want proof? Pull some files and you'll find our name at the bottom of most of the reports you've received over the years.

\*WinTOTAL\* appraisal software by a la mode, inc. — 1-800-ALAMODE



Tens of millions of appraisal reports have passed seamlessly from appraisers to clients like you through our inhouse Network Operating Center. Nobody beats that.



All of our multiple redundant hot sites are backed by industrial strength diesel generators.



Our Oklahoma City support center is staffed 24x7. Call us anytime to get real answers, fast.



Our large local development staff translates into faster release of updates, data plugins, rule-sets, and more.



Seasoned in-house account managers ensure appraisers are happy and loan officers are being served.

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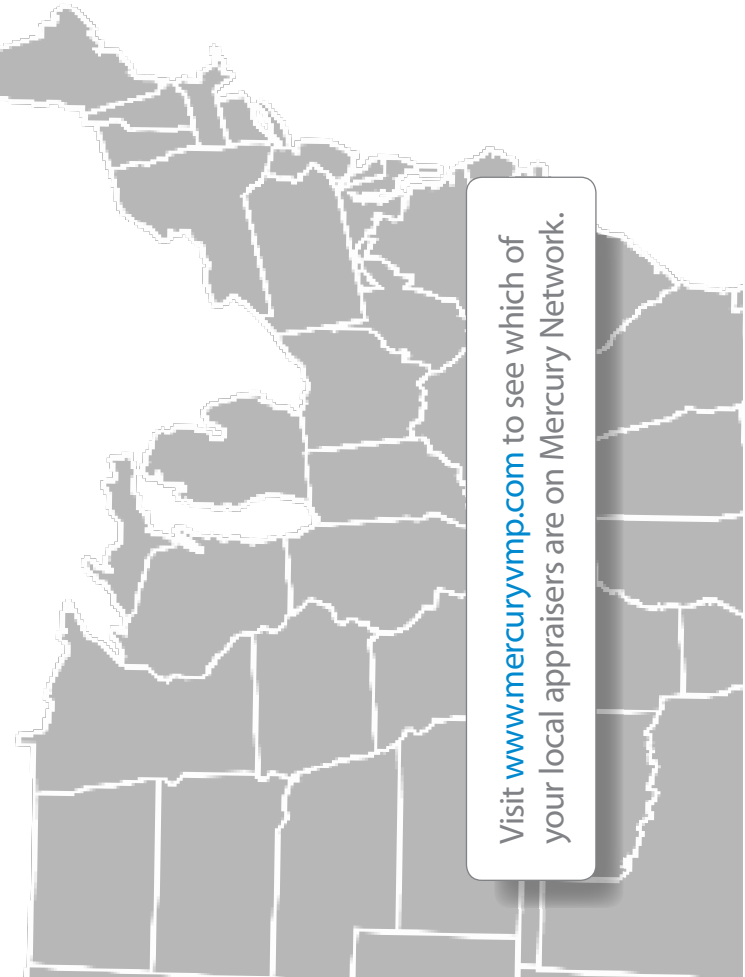
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# You get the best of both worlds

Keep your local appraisers but get access to national depth when you need it.



Visit [www.mercuryvmp.com](http://www.mercuryvmp.com) to see which of your local appraisers are on Mercury Network.

# The new HVCC appraisal rules causing you problems?

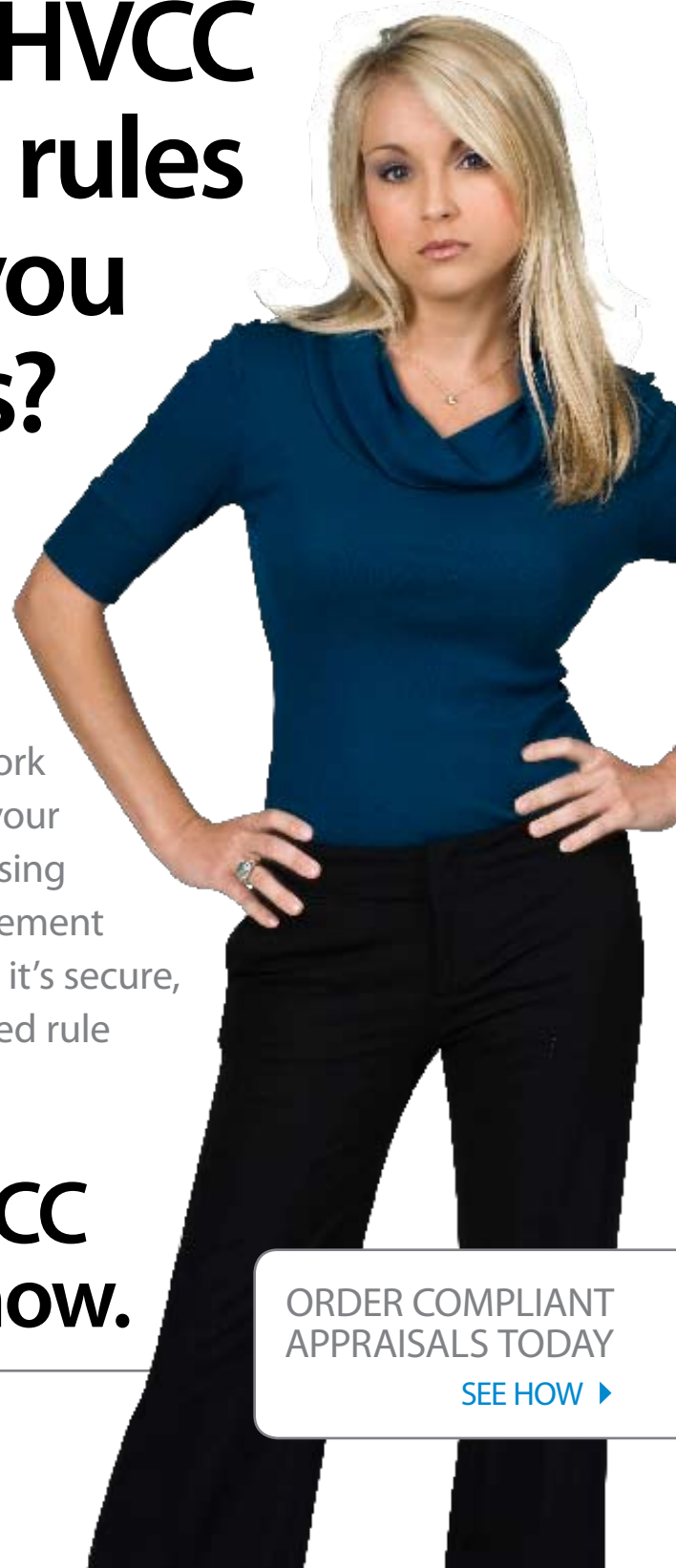
Don't want an AMC between you and your appraisers, but you fear the HVCC's new "firewall" rules? The Mercury Network is your solution. Engage your own appraisers, or ours, using our online Vendor Management Platform. It's free, it's fast, it's secure, and it's 100% HVCC and Fed rule compliant. You can't lose.

## Beat the HVCC headache, now.

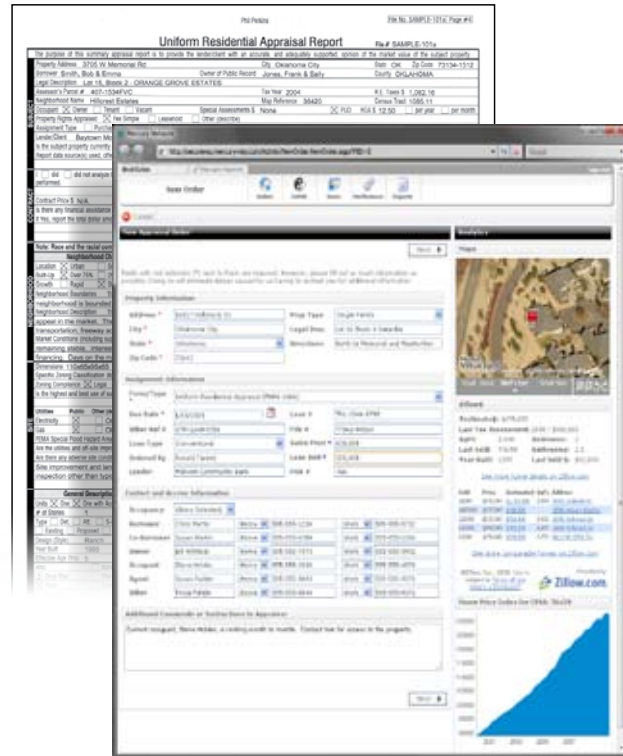
**Mercury Network**

ORDER COMPLIANT APPRAISALS TODAY

[SEE HOW](#) ▶



# Mercury Network by a la mode



- Run custom review rules before you receive the appraisal, reducing phone tag due to oversights
- Get 24x7 order status and more, without software to install
- Select appraisers by proximity and local market knowledge
- Add Mercury appraisers to augment your current appraiser list
- Use our 100% coverage when needed — we have appraisers in every U.S. county

Since the advent of the HVCC, we've handled millions of dollars in appraisal volume. See why. [www.mercuryvmp.com](http://www.mercuryvmp.com) 1-800-ALAMODE

## The largest, most robust system for managing real estate appraisals

Mercury Network is an online appraisal Vendor Management Platform, or VMP, allowing you to manage your entire appraisal workflow on a 24 x 7 basis from any web-accessible computer.

Unlike simple appraisal directories, it's been used by more than 200,000 mortgage professionals since 2002 to completely automate the full "round trip" of tens of millions of appraisals.

And unlike using an appraisal management company, you stay in full control. You don't lose your existing appraisers, and you don't have any exorbitantly marked up appraisal fees causing strain on cash-strapped borrowers. Yet, just like with an expensive AMC, you're still 100% compliant with the new HVCC and the Federal Interagency Appraisal Guidelines.

Mercury Network beats both solutions by state of the art airtight integration with tens of thousands of appraisers, in every county of every state. You get a true two-way connection to the appraisers on Mercury, with instant ordering, full pipeline management, automatic status updates, and even custom review rules — drastically reducing underwriting issues since errors and omissions are addressed before the report leaves the appraiser's desk. You can even get optional XML data feeds and secure encrypted downloads to keep your data safe and GLBA compliant.

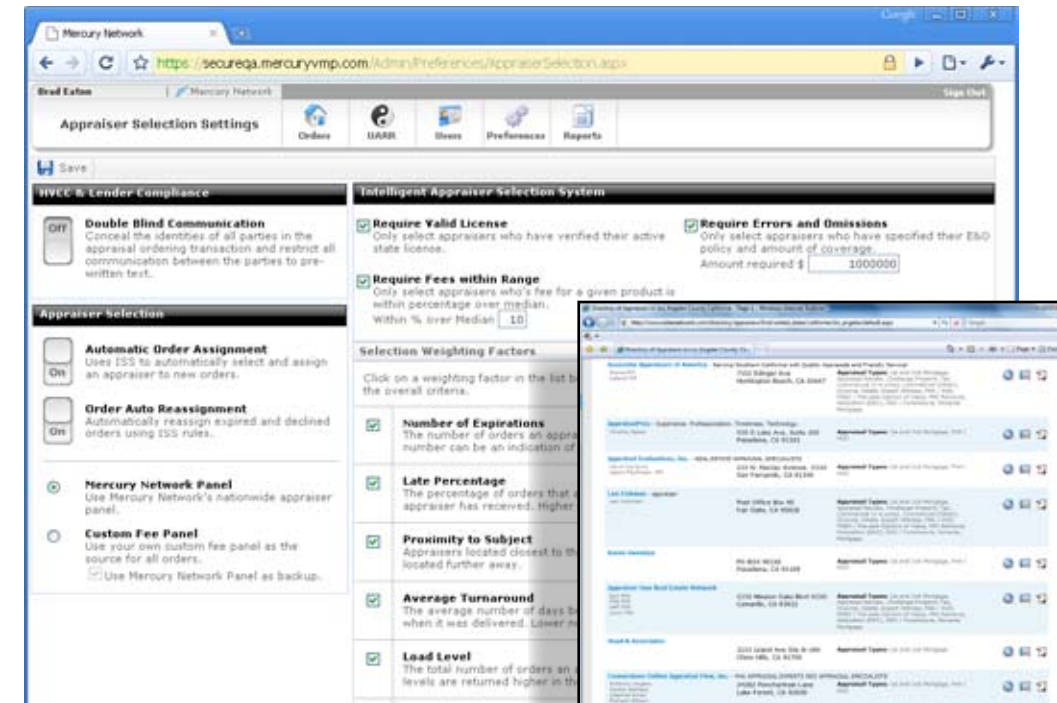
Mercury gives you the best of all worlds, yet it's completely free and it's been proven in the real world on millions of appraisals. Since you can be up and running in minutes, why wait? Try it now.

# Don't let appraisals impact your pipeline

## How to: Use local appraisers *and* easily stay compliant

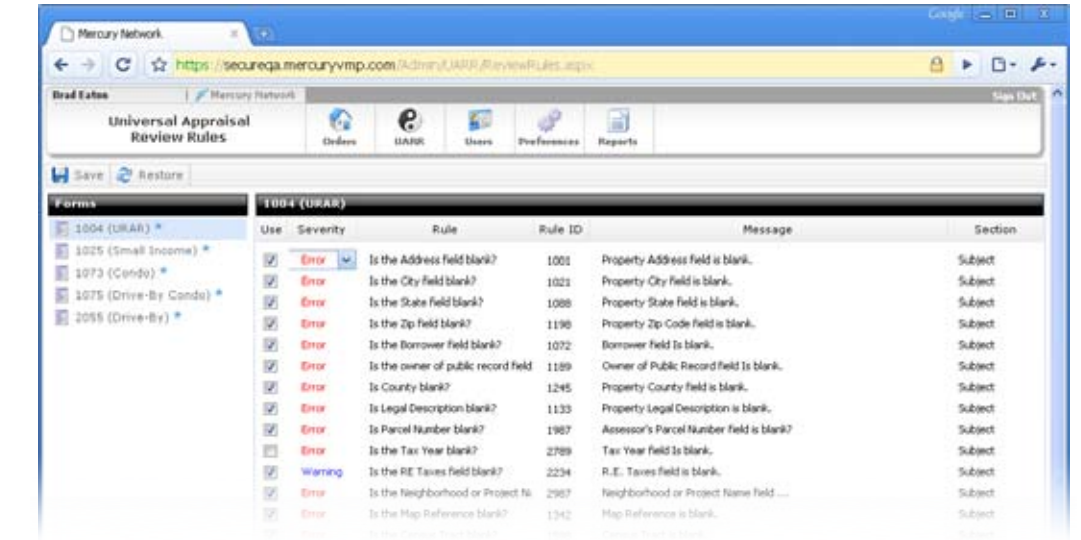
### Choose the right appraiser

Using our Intelligent Selection System, specify which factors are important to you, such as license verification, late percentages, proximities to the property and more. Then, Mercury will select the ideal appraiser for the assignment using our vast network of appraisers (including your own) without revealing his or her identity to processors.



### Communicate with that appraiser

Our double-blind communication mode prevents inappropriate communication between appraisers and loan staff by restricting message content to pre-written text using check-box style selection. All the while, every communication is logged providing a permanent audit trail of an impartial valuation process.



## How to: Get organized and cut turn-times

### One system for all

This is one powerful, yet simple system that works for everyone that touches appraisals. All of the data is in one place, organized along with historical appraisals, online communications, status and more. Being in one intuitive interface means less worries about liability and client service.

### True end-to-end efficiency

Other solutions might claim to offer status updates, but true real-time status can only be achieved if the appraiser's desktop and phone are fully integrated into the system. And indeed, Mercury Network does all of that. Our appraisal desktop software and our text message routing servers automate the process of sending and receiving orders, notices, and status updates, even from a phone. So, you're never in the dark, and neither are your appraisers, agents, or borrowers.

### Save time with automated rules

It slows your turn times when you have to call a management company or an appraiser to correct a simple mistake. That's why Mercury runs every report against thousands of pre-written yet customizable checks, before it ever leaves the appraiser's desktop. You choose which rules to run and the priority of each. This also avoids the expensive manual reviews that often shouldn't be required.

## No software to install, so you're up and running immediately

1. **Get a free account on [www.mercuryvmp.com](http://www.mercuryvmp.com)**
2. **Check our nationwide coverage and/or upload your own appraiser list.**
3. **Order appraisals**  
Choose from a long list of appraisal products when you fill out our quick and easy order form, using your own selection settings. It's extremely flexible, yet amazingly simple.



### Call us today

We know the HVCC can be complicated, but we're recognized experts on it. Call us and we'll happily answer any questions.

Order an appraisal now!  
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