



1901 West 47th Place, Suite 350
Westwood, KS 66205-1834

Phone: 913-261-1800
Fax: 913-261-1801

Media Contact: Peggy Mackinnon (303) 320-6082

IRR-RESIDENTIAL, LLC BACKGROUND

IRR-Residential, LLC, a national residential appraisal organization, began operations in July 2006. The Kansas City-based firm has 49 locally owned and operated residential appraisal offices located in 42 markets in 20 states. It plans to grow to several hundred offices in the next five years.

IRR-Residential was formed to respond to trends in the residential appraisal industry. As lenders consolidate, they are migrating to centralized processing of appraisals instead of contracting directly with local appraisal providers. IRR-Residential has a national sales and marketing team dedicated to developing relationships with regional and national clients. It has proven software to meet the needs of these clients, allowing its affiliates to compete on both a local and national level.

IRR-Residential provides a number of benefits:

- **National Brand**
A strong national brand exudes confidence since the purchaser can anticipate consistency in quality and service, no matter where an office is located.
- **Local Knowledge...Nationwide**
IRR-Residential is the only national residential appraisal company supported by strong independently owned and operated offices, which provide better service and instills client confidence.
- **Cost Savings**
IRR-Residential brings large company buying power to its local affiliates. It provides the ability to purchase data, 401K plans and development of materials at a reduced cost.
- **A Single Point of Contact**
No matter where a client is located, it can have a single point of contact to service its need throughout the country. This provides local offices the ability to grow their business while, at the same time, reaping the advantages of a national sales organization.
- **Best Practices**
By bringing together the best locally owned appraisal firms, affiliates can benefit from the depth of experience of their colleagues by sharing best practices.

IRR-Residential is an outgrowth of Integra Realty Resources, the nation's largest independent commercial real estate valuation and consulting firm. Formed in 1999, Integra has more than 50 independently owned and operated local offices that provide services to the nation's largest real estate investors, developers, lenders and professionals.

###