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Real Info, Inc. Releases Enhanced i-Val Plus® AVM

Buffalo, NY, October 19, 2016

Real Info, Inc. (<http://www.real-info.com>) announced a new release of the firm's i-Val Plus automated valuation (AVM) product which enables users to get a more complete picture of the market at a single glance. The report more than doubles the amount of content displayed and includes two new graphs that illustrate the relationship of the submitted property to the surrounding market area for the critical characteristics of age and living area

Most AVMs display a sample of recent neighborhood sales. The updated i-Val Plus displays 20 comparable sales that have been analyzed and numerically scored to indicate the relative similarity of the displayed sale to the subject property. "The enhanced display of sales along with a clear and intuitive indication of how well each sale compares with the subject property facilitates more informed decisions" said Bill King, President and Chief Valuation Officer at Real Info. In addition to the scored and ranked comparable sales display, i-Val Plus includes up to 20 relevant, nearby current listings providing valuable insight into current market conditions.

For AVM users who need insight beyond the basic outputs of value, range of values and confidence scores, i-Val Plus provides a high level evaluation of the market conditions near the submitted property. The i-Val Plus Report both facilitates better decision making when the AVM is used, and helps users quickly see when an escalated valuation service may be the right choice.

About Real Info, Inc.

Real Info, Inc. has been providing Automated Valuation Models (AVMs), automated real estate analytics and property inspection/damage assessment services to national clients since 1995. Real Info analytics leverage comprehensive databases containing assessment, ownership and sales data on over 110 million properties. This database serves as the foundation for the company's real estate reporting, home price indices, neighborhood & sales analytics, and proprietary Automated Valuation Models.

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