

System Description

Asset Valuation & Marketing, Inc. (AssetVal) operates a B2B e-business platform that facilitates the assignment, completion, and delivery of real property valuations and inspections across the United States for its clients. The platform connects licensed real estate professionals (vendors) with clients requiring property-related services, managing a vendor database of over twenty thousand active professionals who undergo a rigorous screening process before joining the network.

Infrastructure and Hosting

AssetVal employs a two-tier architecture comprising a web server and a database server, supplemented by application, report, and FTP servers. The applications are deployed on Microsoft Azure's cloud infrastructure within a mission-critical data center, which provides uninterrupted power, cooling, connectivity, and robust security measures. Essential support services—such as high availability, disaster recovery, and backup—are implemented to safeguard critical applications and data. The infrastructure and information assets are further protected through the deployment of Microsoft Defender for Cloud.

Proprietary Software and Features

AssetVal's proprietary application, maintained in-house, supports the full workflow from vendor registration to final delivery. Vendors complete assignments online by accepting a Realtor Confirmation agreement, entering data, uploading photos and documents, and providing an electronic signature to attest authenticity. Completed assignments undergo review by Quality Assurance (QA) analysts who may request clarifications or corrections before marking assignments as complete. Deliveries to clients are flexible and can include email, XML data feeds, web services, encrypted links, downloadable zip files, or uploads to secure portals. The application also manages client invoicing and vendor payments, with vendor payments processed monthly via check or ACH.

Software Compatibility

The web application works on all major browsers, including Edge, Chrome, Firefox, Brave and Safari.

Organizational Structure

AssetVal's staff is organized into several functional areas:

- Senior Management
- Personnel Department
- Accounting Department
- Product Development
- Business Development
- Order Fulfillment Department: Handles client order receipt, acknowledgment, assignment, follow-up on overdue orders, and client communications regarding order status or information requests.
- Quality Assurance Department: Reviews all vendor-submitted valuations and inspections before client submission.

Operational Procedures

The application supports comprehensive procedures including:

- Vendor registration and approval
- Client setup, maintenance, and privilege management
- User profile and privilege management for AVM users
- New order placement for single and bulk orders
- Order assignment and follow-up
- Vendor order completion
- QA review and possible clarification/correction requests
- Delivery of completed assignments to clients
- Reporting, invoicing, and vendor payments.

Data Management

AssetVal manages various categories of data including:

- Order data related to real property valuations and inspections
- User data encompassing AssetVal staff, clients, and vendors
- Audit data and error logs
- PDF reports and application files.

This comprehensive system supports AssetVal's mission to efficiently manage real estate valuation and inspection services nationwide, leveraging robust infrastructure, proprietary software, and organized personnel to ensure quality and timely delivery to clients.