

EXTRAORDINARY

EXPERIENCE THE DIFFERENCE



solidifi

2022 FALL EDITION



2022 EDITION

Welcome to the 2022 fall edition of the Solidifi Extraordinary magazine.

As we mark our 10th year of celebrating our Extraordinary field professionals, we are excited to bring you new features expanding our program.

In this edition, we introduce some of our 2022 Extraordinary Appraisers and Notaries with highlights from each on how they became the exemplary professionals we honor today. We are also proud to launch the Solidifi Extraordinary Supervisor and Trainee designation. This new program was built in conjunction with our commitment to the Appraiser Diversity Initiative (ADI) with the objective of bringing new entrants to the industry to better serve the homebuyers and sellers of tomorrow. Our appraisers, supervisors and trainees have been humbled to receive this recognition and were excited to be acknowledged for giving back to the industry. In one of our feature stories, we share the mentorship experience of two supervisors and their trainees, highlighting how the experience has helped to grow the appraisal industry and change their business for the better. As we promote the next generation of appraisers and bring fresh perspectives to the industry, we are inspired by their stories which exemplify the level of excellence we have cultivated over the last decade.

This year in addition to our annual Solidifi 2022 Consumer Mortgage Experience Survey, we conducted the new Solidifi 2022 Future Plans of Homeowners Survey to assess how the market affects borrowers' future plans when it comes to real estate. We believe that this year's results reveal several key insights that can help our industry continue to serve our customers through these challenging market conditions.

Our network of Extraordinary Appraisers and Notaries continues to rise to the occasion to exceed the expectations of our clients, creating memorable experiences for homeowners at every interaction. We welcome the challenges ahead, and look forward to working with our clients, field professionals and partners to make this another remarkable year.

Loren Cooke
President of Solidifi

solidifi

CELEBRATING
A DECADE OF
EXTRAORDINARY

For a list of AMC Registration Numbers for Solidifi U.S. Inc.,
go to: solidifi.com/registration-numbers

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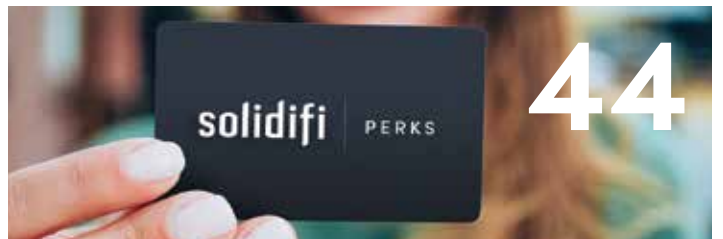
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ACKNOWLEDGING EXTRAORDINARY

Solidifi reviews the thousands of notaries we work with to identify those who demonstrate high levels of Solidifi's top three values: outstanding performance, exceptional customer service, and a commitment to quality. The Extraordinary Notary designation is a recognized symbol of excellence throughout the industry. It acknowledges notaries as committed professionals that go above and beyond for the lender and homeowner. Solidifi holds our Extraordinary Notaries in the highest regard and views them as valued partners to the Solidifi team.

We are thrilled to welcome the following
individuals into the elite class of
Extraordinary Notaries



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**Knowledge and responding quickly
are the keys to success.**

— **LAURIE LIVINGSTON**
INDEPENDENT NOTARY | HIGH POINT, NC

HIGH POINT, NC

LAURIE LIVINGSTON

Laurie Livingston has been a notary since 1999. She has performed more than 8,000 loan closings covering a 55-mile radius across 11 counties in North Carolina. Solidifi appreciates how Laurie draws on her depth of knowledge to ensure her clients complete their closings in a seamless manner. She truly is an Extraordinary Notary.

MY PATH TO BECOMING A NOTARY

I became a notary to assist family and friends with simple legal documents. In 2012, I was presented with an opportunity to become a loan signing agent to advance my career, so I took it. Since then, I have completed various types of loan closings, including first mortgages, refinances, reverse mortgages, HELOCs, and several commercial closings—all in a mobile capacity for hiring companies and financial institutions. I also teach new notaries how to understand and master their notary business.

THE REWARDS OF THE PROFESSION

Serving the public is so gratifying because it allows me to assist people with one of their most precious commodities—their home. I believe that notaries are meant to help people and being able to ease my clients' stress when they're closing their home loan is very gratifying for me.

GOING ABOVE AND BEYOND

Once I was at a closing and my client had forgotten her driver's license at her mom's place. Her son had already

left for work with the only vehicle she owned. She feared that she would not be able to close and became very upset with herself for forgetting the license. I offered to drive her to her mother's home where we could finish the paperwork. She happily agreed, and we were able to complete the closing.

THE IMPORTANCE OF PROFESSIONALISM

To be a true professional, you must know your trade and be adaptable. In this business, changes can happen in a split second, and you must be able to think through alternative scenarios quickly. It's also important to remember that clients often have little knowledge of the loan industry, so you must be their guide every step of the way.

PARTNERING WITH SOLIDIFI

Partnering with Solidifi was a simple choice. They are very helpful, keep the lines of communication open, assist with tech support, and handle any other issues that may come up so I can focus and complete my closings on time.



LAURIE LIVINGSTON

INDEPENDENT NOTARY
HIGH POINT, NC



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Being a professional mortgage
signing agent is much more than
just being a notary.

— **MICHAEL CARTER**
INDEPENDENT NOTARY | ST. MATTHEWS, KY

ST. MATTHEWS, KY

MICHAEL CARTER

Michael Carter began his career as a notary straight out of college in 1995. Going above and beyond the basic requirements of the job is something he really strives to do. Solidifi is proud to have Michael as one of our top performing notaries for 2022.

MY PATH TO BECOMING A NOTARY

I started my career 27 years ago, working for a small title company in Ohio where I was closing refinance signings at people's homes – which was a pretty new concept back then. As I gained experience and the use of mobile mortgage notaries grew, I began closing loans independently through various title companies.

THE REWARDS OF THE PROFESSION

For many people, a mortgage loan is the largest financial contract into which they enter. Whether my clients are refinancing or first-time home buyers, it is rewarding to give them confidence in the documents they are signing. Walking them through the process of closing, cultivating their understanding of it, and seeing their sighs of relief once the paperwork is completed is what I enjoy most about the profession.

GOING ABOVE AND BEYOND

I once worked with clients who were hearing impaired. Because cell phones were not commonly used at that time, we wrote down our entire conversation, back and forth,

so that each side could communicate clearly. I always strive to make my clients feel comfortable with what they are signing and try to clarify anything they do not fully understand. Writing everything down made it easier to complete the signing and close the loan.

THE IMPORTANCE OF PROFESSIONALISM

In many cases, I am the only person the borrower will meet during the process. This means that professionalism must be always top of mind. Dressing in a professional manner, knowing how each document should be completed, and understanding the importance of your role gives clients the confidence they need when signing.

PARTNERING WITH SOLIDIFI

Solidifi knows what it means to have high standards. They assign closings to agents individually, which helps me manage my time more effectively. They also have live representatives answering phones who can help rectify any situation quickly, and their app makes the closing process much easier. Solidifi doesn't just send any notary to a closing simply because they replied first; they send a professional signing agent with whom they have an established relationship.



MICHAEL CARTER

INDEPENDENT NOTARY
ST. MATTHEWS, KY

A full-page background image of the Chicago skyline at sunset. The sky is filled with vibrant orange, yellow, and purple clouds. The city lights are beginning to glow, and the Willis Tower is prominently featured on the right side of the frame.

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With every signing I feel like
I'm a part of the client's success.

— JAMAR RA
EXTRAORDINARY NOTARY | CHICAGO, IL

CHICAGO, IL

JAMAR RA

Jamar Ra became a Loan Signing Agent three years ago, servicing Chicago, Illinois. Being able to positively impact lives throughout the pandemic has been a truly rewarding experience for him. Jamar's willingness to go above and beyond makes him a valued partner to Solidifi.

MY PATH TO BECOMING A NOTARY

I decided I needed a change in my life and wanted to do something more enjoyable, so I invested my time in a course to learn the ins and outs of becoming a notary. It has proven to be the right choice for me. I couldn't be happier knowing I am providing an extraordinary signing experience for my clients.

THE REWARDS OF THE PROFESSION

I love bringing great news to my client appointments, such as a lower interest rate or a cash-out refinance. And, I enjoy helping first-time home buyers and those selling their current home to relocate. In all cases, it feels like I'm a part of each client's success which further fuels my desire to keep improving as a loan signing agent.

GOING ABOVE AND BEYOND

In the summer of 2021, I remember a hybrid closing with a senior client, where most of the documents needed to be signed electronically. I brought roughly 95 pages that required wet signatures from the client. She signed all the documents in 30 minutes. Afterwards, I did all the notarizations and double-checked all the documents for errors before ending the appointment. At its conclusion,

she asked me to help her with signing electronic documents because she wasn't familiar with the e-sign platform. I didn't want her to feel helpless, so I stayed an additional 35-40 minutes assisting her with each document until the signing was complete.

THE IMPORTANCE OF PROFESSIONALISM

For me, being professional means operating with integrity, being knowledgeable of the industry, carefully listening to clients, and having an efficient system for presenting documents at closing. I believe all these qualities help establish trust with title companies as well as with clients. As a notary signing agent, I feel it's my duty to be well prepared for all signings, and to provide a great signing experience for my clients. This also helps strengthen my relationships with the title companies and law offices I work with as they know they made the right decision by having me on their preferred notary list.

PARTNERING WITH SOLIDIFI

There are many reasons why I like working with Solidifi. They have a great reputation in the industry, a wonderful management team and they provided the opportunity to work with them when I first launched my loan signing business.



JAMAR RA

EXTRAORDINARY NOTARY
CHICAGO, IL



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I have one job—to be better
than I was yesterday.

— **KIMBERLY BROWN**
INDEPENDENT NOTARY | TACOMA, WA



TACOMA, WA

KIMBERLY BROWN

Kimberly Brown just renewed her second commission as a loan signing agent and looks forward to continuing to serve Pierce County and the surrounding area. Kimberly takes the daily challenges of her role in stride, and Solidifi appreciates her dedication and determination to succeed. We're proud to recognize Kimberly as a 2022 Extraordinary Notary.

MY PATH TO BECOMING A NOTARY

In 2017, I was working as an administrative assistant for an office of attorneys. My interest in the notary field began when I closed on my own home. The signing process made me want to become a notary. I started studying on my daily commutes and soon discovered the National Notary Association, which allowed me to network with other notaries locally and nationwide. Shortly thereafter, I transitioned to conducting closings on a full-time basis.

THE REWARDS OF THE PROFESSION

The most rewarding aspect of this profession is that I help provide a stress-free experience during one of the biggest financial transactions of a person's lifetime. The American dream of homeownership is still possible with hard work and determination and, as a notary, I get to be a part of that moment in peoples' lives.

GOING ABOVE AND BEYOND

The pandemic was a time when you had to get creative with closings. To illustrate this point, one situation comes to mind. It was the middle of winter and because the pandemic prevented us from meeting in person, I was on a speaker phone with a couple even though I was just down the hill from their house. After I explained the documents, the only thing left was to get their signatures. So, I walked

up the hill to their house, placed the documents by their front door, and stepped back. They opened the door and took the documents inside. Once they had signed them, they placed the documents back outside. I retrieved them and returned home to conduct my final review. While doing so I noticed a signature was missing, so I went back out into the cold and walked up the hill to their house to get that last signature. When the paperwork was completed, the couple said they were very appreciative that I took the time to walk them through the process via phone, come to their house, and wait outside in the cold while they signed.

THE IMPORTANCE OF PROFESSIONALISM

Every day I strive for perfectly signed and dated documents, a scanner that works as expected, and no traffic delays. However, challenges can, and will, present themselves. Meeting them head-on while presenting myself transparently to my clients and colleagues is what it means to be a professional.

PARTNERING WITH SOLIDIFI

Solidifi genuinely cares about each notary's ability to achieve success. They are easy to reach by phone or through the Solidifi app, which ensures a smooth, seamless loan signing experience for the borrower and notary alike. I've never been prouder to be a part of a team as I am with Solidifi.



KIMBERLY BROWN

INDEPENDENT NOTARY
TACOMA, WA



“

**When I'm with my clients,
it doesn't feel like 'work.'
I feel like I've made new friends.**

— **KEELA PAGE**
INDEPENDENT NOTARY | OAKLAND, CA

OAKLAND, CA

KEELA PAGE

Over the course of the pandemic during the past three years, notary public Keela Page has been providing a much-needed service to Alameda and Contra Costa Counties. Her punctuality and respect for her clients are two of the qualities that help make her a Solidifi top performing notary.

MY PATH TO BECOMING A NOTARY

My career path began when I refinanced my own home. The signing agent that walked me through the closing process really seemed to enjoy her job and made me think about becoming an agent myself. Sure enough, after the documents were signed, I asked her for information on notary classes and I received my commission just six weeks later.

THE REWARDS OF THE PROFESSION

During the pandemic, many clients needed documents notarized when city and county offices were shut down. That's when I stepped in and provided this important service to my community. I was happy to meet with people during this stressful time to eliminate their concerns and ensure their transactions closed properly.

GOING ABOVE AND BEYOND

Helping new homebuyers can be a lengthy and difficult process, but if you show your client that you will do what it takes to get the job done, you can put their minds at ease.

One time a client of mine was at risk of being late for a signing. Their flight had been delayed and they wouldn't be landing until 8:30 p.m. On top of that, the appointment location was a 30-minute drive away. To alleviate their stress and ensure the deal went through, I drove to the person's house and waited there with the other people involved in the signing. Late that night we closed.

THE IMPORTANCE OF PROFESSIONALISM

When a client goes through the refinance process, the signing agent is the last person with whom they interact. The loan approval process can be stressful for clients, but a smooth closing can change their opinion of the overall experience. Being punctual is also important because it shows you respect people's time. That's why I am quick to respond to my clients to confirm each appointment.

PARTNERING WITH SOLIDIFI

It is a pleasure working with the Solidifi team. Their focus on quality and providing excellent customer service makes my job so much easier. The documents are always accurate and I always receive them in a timely manner, which helps prevent delays during the closing process.



KEELA PAGE

INDEPENDENT NOTARY
OAKLAND, CA



CUSTOMER EXPERIENCE IS CRITICAL TO WINNING FUTURE BUSINESS

FINDINGS FROM THE SOLIDIFI 2022 CONSUMER MORTGAGE EXPERIENCE AND THE NEW SOLIDIFI 2022 FUTURE PLANS OF HOMEOWNERS SURVEYS

Rising interest rates and concerns of home affordability have given borrowers pause for concern on their future plans as the mortgage industry continues to slow. Our research revealed that the new gig economy and flexible workplaces will continue to drive consumers' choice to be homeowners versus renters. The question remains: will borrowers wait out the market to make their next purchase decision or leverage the buying power of the equity in their homes?

This year in addition to our annual Solidifi 2022 Consumer Mortgage Experience Survey, we conducted the new Solidifi 2022 Future Plans of Homeowners Survey to assess how the market effects borrowers' future plans when it comes to real estate. The Future Plans Survey uncovered that consumers are highly in tune with rates and how this effects their lifestyle, but higher rates

will not deter their plans when it comes to investing in their home and growing its value or shifting their plans due to significant life events. The Consumer Mortgage Experience Survey results reaffirmed findings of the past three years and uncovered interesting synergies across all transaction types on how our industry can better serve consumers and win new business in the future.

The value of homeownership

When it comes to homeownership, borrowers have an increasingly positive and future-oriented outlook. People want homeownership to give them stability, freedom from renting, and space for raising a family. Two-thirds of homeowners think of owning a home as an investment in their future, and nearly half see it as the most significant financial transaction of their lives. Since 2021 and due to rising rent prices, borrowers are twice as likely to buy a home to avoid renting.

Home improvements are driving borrowing decisions

Nearly half of homeowners would refinance to pay for home improvements. The survey revealed that homeowners are most likely to borrow for major investments that add significant value to their home: 81% want to renovate a kitchen or bathroom, 38% want to add living space or a home office, and 21% want a pool.

The majority of homeowners intend to purchase, refinance or take out a HELOC in the next 3 to 5 years.

Nearly 2 in 3 homeowners intend to purchase, refinance, or take out a home equity loan or line of credit in the next three to five years. More space and wanting to upgrade or social migration and relocation were the top two reasons for buying a home. With career opportunities on the forefront, roughly 3 in 5 Millennials want to buy a home to upgrade and are moving around more than other demographics. More than half of all survey respondents want to invest in their future by buying an investment property or vacation home.

A resounding 75% of those surveyed cited home improvements as the #1 reason for getting a home equity loan or line of credit. In marketing, lenders can appeal to borrowers' optimism and desire to improve the value of their homes.

When "life can't wait"

The survey revealed that life events will continue to drive mortgage decisions. Of those who would refinance because of a life event, the most common reasons were to care for an aging relative, cover education expenses, or to get married. Consolidating debt and covering unexpected/major expenses were also noted as common reasons for taking out a home equity loan or HELOC.

The vast majority of borrowers will use their existing lender for a home equity loan

The survey revealed that 23% of homeowners have a home equity loan, and people who closed on a mortgage within the last year were more likely to have a home equity loan due to rising home values. Homeowners will shop around for home equity loans with 66% considering more than one lender, yet most return to lenders they've used before. 70% said this was because of good past experiences or trusted relationships.

Having a good relationship builds trust and loyalty towards lenders

Our research showed that having a good relationship with a lender matters more than low interest rates. Good experiences and relationships were four times more likely than interest rates to drive repeat business with a lender. The survey also uncovered those borrowers who used their lender because of an existing banking relationship were the happiest with their lender. Most borrowers had good experiences with their lender: 94% were satisfied with their lender, 96% of very satisfied borrowers are likely to use their lender again, and 72% are likely to recommend their lender. Respondents cited that having a good relationship builds trust and loyalty towards lenders in multiple ways. When there is a good and easy working relationship with the lender and their representatives, borrowers have greater trust that they are getting a good rate, that future transactions will go smoothly, that it will be easier working with people they know, and that they can rely on the lender for other accounts and products.

The appraisal experience

The survey revealed that borrowers who interacted with the appraiser were happier with the process; however,

1 in 4 did NOT interact with their appraiser at all – a fivefold increase since last year. The survey also found that borrowers who used Solidifi were more likely to interact with the appraiser, which contributed to greater borrower satisfaction. Of the borrowers who used Solidifi, ALL said they met or interacted with the appraiser vs. 86% who used a competitor. Borrower satisfaction with the appraisal was the result of an appraised value that met or exceeded expectations and dealing with an appraiser who was thorough and professional. The study also found that borrowers increasingly valued appraisers who were professional and knowledgeable.

95% who used Solidifi were satisfied with the appraisal process and those who closed with Solidifi were unanimously satisfied with the closing process.

Borrowers value in-person interactions for both appraisals and closings

Borrowers continue to prefer in-person interactions. The survey revealed people have a better experience when they interact with appraisers and when there is an interior evaluation. In addition, digital is increasingly becoming part of the closing experience, but overall, the process is becoming more – not less – personal.

Borrowers continue to want in-person closings: 81% said that face-to-face is the ideal way to close while 94% said it is important to have their closing agent be in-person. The pandemic briefly accelerated interest in online closings; however, this year's survey indicated that online closings lost what little traction they had. The survey showed that face-to-face interactions lead to better communication and trust. Borrowers indicated they prefer digital at the front end of closing but

were not ready to give up paper at the closing. In line with past results, face-to-face interactions were also preferred for home equity loan and HELOC closings, and most borrowers used digital tools prior to closing for the review of documents. While most borrowers closed their purchase transactions in the title agent's office, 71% indicated they preferred a mobile notary for their refinance transaction, and more than half for purchase transactions.

Good communication and trusted agents are the key to a great closing experience

A great closing experience is about agents going the extra mile to communicate well and create a process that is informative, flexible and efficient. Good communication was associated with higher satisfaction with the title company, and poor communication was the #1 reason for dissatisfaction. Borrowers continue to rely on trusted partners to guide them through the transaction process, and good communication across parties is key.

Rising rates and economic concerns will discourage borrowers, but our study showed that interest rates would need to be fairly high to deter people who have impending plans.

46% will reconsider when rates exceed 5%

3 in 5 would reconsider at 4-5% rates

2 in 5 would consider borrowing at 6-7% rates

1 in 5 would still borrow at 8-9% rates

To download the full survey results, visit:

go.solidifi.com/2022mortgageexperiencesurvey

The Solidifi 2022 Future Plans of Homeowners Survey surveyed 500+ residential borrowers 18 years of age or older in the United States who closed on a new mortgage, refinanced an existing property, borrowed against their home via a home equity loan or HELOC with a representative mix of those who closed within the past year, between one or two years ago and those having closed more than two years ago.

The Solidifi 2022 Consumer Mortgage Experience Survey assessed the two most-critical touchpoints in the mortgage transaction, the appraisal and the closing experience. We surveyed 1,000+ residential borrowers 18 years of age or older in the United States who refinanced or purchased a home within the last two years, including an equal mix of those who purchased a home or refinanced a mortgage in the last year and a mix of those who closed between one or two years ago.



ACKNOWLEDGING EXTRAORDINARY

Solidifi reviews the thousands of appraisers we work with to identify those who demonstrate high levels of Solidifi's top three values: outstanding performance, exceptional customer service, and a commitment to quality. For a decade the Extraordinary Appraiser designation has been a recognized symbol of excellence throughout the industry. The Extraordinary Appraiser designation is a recognized symbol of excellence throughout the industry. It acknowledges appraisers as committed professionals that go above and beyond for the lender and homeowner. Solidifi holds our Extraordinary Appraisers in the highest regard and views them as valued partners to the Solidifi team.

We are thrilled to welcome the following
individuals into the elite class of
Extraordinary Appraisers



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One must be knowledgeable,
trustworthy, prompt and display
kindness and empathy.

— **ARTHUR ANDRADE**
INDEPENDENT APPRAISER | LOS ANGELES, CA

LOS ANGELES, CA

ARTHUR ANDRADE

Arthur Andrade has been an independent appraiser for more than 10 years. He brings a wealth of knowledge and experience to every assignment and Solidifi greatly values his insights. When it comes to completing complex and rush orders, you can count on Arthur. He has a proven track record for getting it done and getting it done well.

MY PATH TO BECOMING AN APPRAISER

I wanted to work in the real estate industry since I was in my early 20s. Recognizing this, I began my training during my last semester of college. When the recession hit in 2008, I was unphased. I continued learning the profession. The experience and understanding I attained during those difficult economic conditions proved to be invaluable. I have been an independent fee appraiser since 2010.

THE REWARDS OF THE PROFESSION

I work in Los Angeles and regularly see some of the most beautiful homes in the world. I find them truly fascinating. I appreciate great architecture and home design. As a result, I love that my role as an appraiser provides me with the opportunity to see these homes in person. At times I find them so captivating, I forget that I am working.

GOING ABOVE AND BEYOND

I always strive to get the job done, even when there's a tight timeline. For example, once a fellow appraiser abandoned an assignment part way due to the complexity of the property. There was less than 12 hours until the assignment

had to be finished and the client was anxiously waiting. I took it on. I completed the rush order on deadline. It was done well and helped me quickly establish a high level of trust with the client.

THE IMPORTANCE OF PROFESSIONALISM

Being a professional means representing myself, as well as the client, to the best of my ability. Performing inspections, communicating results, and providing exceptional customer service during every step of the process are top priorities for me. If you want to make clients comfortable and feel like they are in good hands, you must be knowledgeable, trustworthy, prompt and display kindness and empathy.

PARTNERING WITH SOLIDIFI

When I was introduced to my first Region Manager at Solidifi, I felt valued. Being appreciated fueled my passion to become an even better appraiser. The key difference between Solidifi and its competitors is the relationship they're committed to building between their Region Managers and the appraisers — it's essential. Working with Solidifi has been the best decision I made for my business.



ARTHUR ANDRADE

INDEPENDENT APPRAISER
LOS ANGELES, CA

A photograph of the Philadelphia skyline at dusk. The sky is a mix of purple, pink, and blue. Several skyscrapers are visible, including the Comcast Center and the Comcast Tower. A bridge with a red crane is in the foreground, and its reflection is visible in the water below. The text is overlaid on the image.

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For me, real estate appraising
is more than a job or career,
it's a lifestyle.

— BISHARA LEVERE

INDEPENDENT APPRAISER | PHILADELPHIA, PA

PHILADELPHIA, PA

BISHARA LEVERE

Bishara LeVere has been a certified, independent appraiser for more than 22 years. He conducts property assessments in Philadelphia and the surrounding counties of Pennsylvania. Solidifi values Bishara for his competence, accountability, integrity, and ability to produce appraisals in a timely manner.

MY PATH TO BECOMING AN APPRAISER

I began in the real estate business at the age of 14 working after school, assisting my grandfather with his appraisal reports. Computers and the internet were just being developed at the time, so back then appraisal reports were handwritten or typed on formatted forms. Photographs were pasted into the report and comparable sales were derived through the "Big MLS book" which was updated on a weekly basis.

THE REWARDS OF THE PROFESSION

I've been gainfully employed as an appraiser for most of my adult life. I take pride in the fact that I have always worked beyond the typical brick and mortar business practice and been able to produce appraisal reports efficiently and in a professional manner for more than 20 years. Real estate appraising is more than a job or career, for me it is a lifestyle.

GOING ABOVE AND BEYOND

I am available seven days a week for the customer and the team at Solidifi, ready to offer my time or assistance when required. This commitment is a foundational part of how I do business.

THE IMPORTANCE OF PROFESSIONALISM

For me there are three key factors that define professionalism: competence, accountability, and integrity. The high level of competence I bring to what I do is the result of having prepared appraisals for 20-plus years. My reputation for accountability comes from repeatedly completing assignments within an expedited time frame with all obligations met. And I'm known for having integrity not just because of the moral and ethical way I conduct business, but also for operating with a sense of trust and respect for all parties involved in each transaction.

PARTNERING WITH SOLIDIFI

Working with Solidifi has been the best experience I have ever had with an AMC. The team members have a great understanding of the appraiser's perspective and distribute assignments taking into consideration each appraiser's target areas.



BISHARA LEVERE

INDEPENDENT APPRAISER
PHILADELPHIA, PA



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**Being an appraiser allows me
to run my own business and
control my financial destiny.**

— **PUI-YEE LAM**
EXTRAORDINARY APPRAISER | SANTA CLARA, CA

SANTA CLARA, CA

PUI-YEE LAM

Pui-Yee Lam has been an appraiser for more than 20 years, and currently serves the Santa Clara, California area. She brings a wealth of experience to the role, and works with a variety of lenders, property owners, and lawyers. Being familiar with many facets of the industry gives Pui-Yee a well-rounded base of knowledge to draw from. Solidifi appreciates her commitment to detail and customer service.

MY PATH TO BECOMING AN APPRAISER

I joined the appraisal profession as an intern in 1992 and became an appraiser trainee in 1994. I was able to gain a lot of experience in just a few years and obtained my license as an appraiser in 1997. Over the course of the next three years, I acquired even more valuable knowledge, which ultimately served as my steppingstone to becoming a certified appraiser in 2000.

THE REWARDS OF THE PROFESSION

Being an appraiser allows me to run my own business and control my financial destiny. I enjoy having a flexible schedule and a healthy balance of working in the office and at home. This profession also provides me with the opportunity to partner with lenders, property owners, and lawyers on a wide variety of valuation assignments. Without question, the Solidifi Extraordinary professional recognition is a high point in my career.

GOING ABOVE AND BEYOND

I try to obtain the most accurate and reliable data to ensure I consistently deliver precise appraisal reports. Not only do I reach out to agents of unrelated properties for information,

I also visit the county office in person to confirm the legality of property additions. If a lender orders the wrong form because they lack knowledge of the property type (such as mistakenly ordering a 1004 form when the property is a condo), I will correct the lender instead of simply completing the assignment.

THE IMPORTANCE OF PROFESSIONALISM

To be professional in this industry, you must have specialized knowledge so you can accurately convey all the information that is needed, and the competence and capacity to handle each assignment with honesty and integrity. These qualities are critical to ensure lenders and consumers remain confident in our profession.

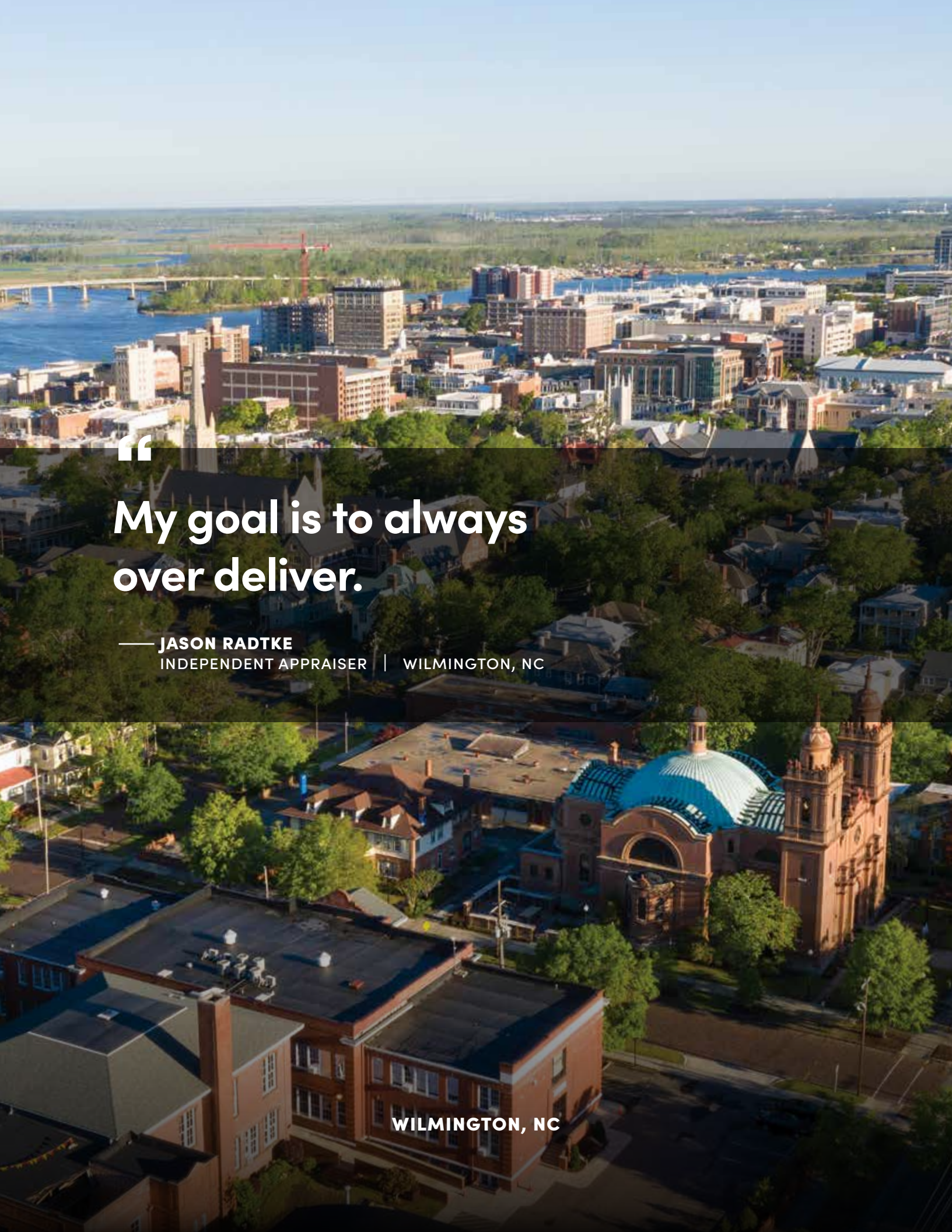
PARTNERING WITH SOLIDIFI

My Senior Region Manager at Solidifi provides quick responses to my questions and gives me full support when I need it. I have enjoyed a steady stream of assignments from Solidifi and receive reliable compensation for the work I do, which gives me even more motivation to work with them.



PUI-YEE LAM

EXTRAORDINARY APPRAISER
SANTA CLARA, CA

An aerial photograph of Wilmington, North Carolina, showing a mix of urban development and greenery. In the foreground, there are residential houses and a large church with a prominent blue dome. The middle ground features a dense cluster of commercial and office buildings. In the background, a large body of water (the Cape Fear River) is visible, with a bridge and a red crane in the distance. The sky is clear and blue.

“
My goal is to always
over deliver.”

— JASON RADTKE
INDEPENDENT APPRAISER | WILMINGTON, NC

WILMINGTON, NC

JASON RADTKE

Jason Radtke is an independent fee appraiser serving Wilmington, North Carolina. He is appreciated by Solidifi for his overall commitment and dedication to completing his assignments. Jason describes becoming an appraiser as “the best decision I have ever made.” He enjoys cultivating new relationships within the industry and building his business.

MY PATH TO BECOMING AN APPRAISER

I first learned of the appraisal profession from my wife. She had been working in the mortgage industry for a few years and thought I would make an excellent appraiser. I started taking courses on weekends and evenings, and was soon hired as an apprentice with a local appraisal firm. Shortly after completing my trainee hours, I was presented with an opportunity to become a staff appraiser. In this role I worked for lenders, management companies, and the county assessor's office. In 2019, I became an independent fee appraiser.

THE REWARDS OF THE PROFESSION

I truly enjoy being self-employed and working at my own pace. It's important to have a healthy work/life balance and being an appraiser allows me to have just that. Working from home, setting my own schedule, and meeting new people every day are just some of the rewards this profession gives me.

GOING ABOVE AND BEYOND

I try to go above and beyond every single day. Being there for my clients when they need me means being prompt and supportive. I keep my client base small so I can focus on each client's individual needs and ensure they are comfortable throughout the process. Most clients are surprised when I pick up the phone on the first ring! I also make sure they do not wait for answers.

THE IMPORTANCE OF PROFESSIONALISM

I pride myself on making sure my clients have a direct line of communication with me. In addition, I believe it's important to set reasonable expectations to avoid misunderstandings, be on time to ensure the process flows smoothly, and communicate in a friendly, courteous, and prompt manner. I also follow through with my commitments. All of these measures help my clients feel at ease and make for a great client experience.

PARTNERING WITH SOLIDIFI

I've enjoyed working with Solidifi. Their Region Managers made a great first impression when we first met; I felt comfortable right from the start. They have been responsive, helpful, friendly, and reasonable.



JASON RADTKE

INDEPENDENT APPRAISER
WILMINGTON, NC

A large wooden wagon wheel is the central focus, positioned in a field of tall green grass. The background shows a sunset sky with soft orange and blue hues. The wheel's spokes and rim are clearly visible, and the overall scene has a rustic, serene feel.

“

I strive to provide the data and
analysis my clients need to make
the best decision possible.

— **JAMES STAFFORD**
INDEPENDENT APPRAISER | FRISCO, TX

FRISCO, TX

JAMES STAFFORD

James Stafford has been a licensed appraiser for 27 years serving the Frisco, Texas marketplace. After almost three decades in the business, James still possesses a passion for the trade. Every day he is dedicated to delivering a superior customer experience and expanding his knowledge. At Solidifi we appreciate his commitment and feel fortunate to have him as part of our roster of industry-leading appraisers.

MY PATH TO BECOMING AN APPRAISER

In college, I worked as an assistant in a large appraisal firm that handled mostly commercial/industrial valuation work. After college, I went to work in another industry and quickly realized it was not for me. The appraisal firm offered me an appraisal trainee position doing single-family, farm, and ranch appraisals. I fell in love with appraising on the first day and still love it 27 years later. I became licensed in Texas in 1995, and today I mainly work in Collin County and Denton County.

THE REWARDS OF THE PROFESSION

I enjoy solving the appraisal problem. In addition, as my appraisal company has grown, I have also grown as a business owner. I find training employees, building efficient processes and systems, and community outreach especially rewarding.

GOING ABOVE AND BEYOND

I have created a company that is built on efficient processes and systems, including robust quality control which enables me to meet the needs of my clients. Recently, one of my

clients called me first thing in the morning to see if we could complete a new appraisal by the end of the day. We were able to schedule the property observation and submit the finished appraisal by the requested time while ensuring that we produced a high-quality report free of errors.

THE IMPORTANCE OF PROFESSIONALISM

I believe that a professional appraiser is someone who takes pride in their work and is always trying to improve their knowledge so that they can exceed their customers' expectations. As an appraiser, I strive to see each appraisal through the client's lens. This ensures that I provide the data and analysis they need to make the best decision possible. It is also imperative that we treat the customer (the borrower) with respect and kindness during what may be an unfamiliar and confusing process for them.

PARTNERING WITH SOLIDIFI

Solidifi has a solid reputation with many of the largest lenders in my market, as well as established procedures that ensure a smooth appraisal process. I value being able to reach out with questions knowing that Solidifi has experienced people on staff who will provide the right answers.



JAMES STAFFORD

INDEPENDENT APPRAISER
FRISCO, TX

CREATING MOMENTUM IN THE APPRAISAL INDUSTRY AROUND MENTORSHIP AND DIVERSITY

For aspiring appraisers, finding a qualified mentor to oversee part of their training is often cited as a significant barrier to entry in the profession. With the help of the Appraiser Diversity Initiative and its partners, we are creating a movement to actively grow the industry. Today, more and more appraisers in the industry and on the Solidifi network are stepping up and opening their doors to trainees. Solidifi is leading the way to attract new entrants to the appraisal profession with 220 trainees onboarded since inception – providing valuable work experience toward their appraisal credential.

SOLIDIFI JOINS ADI PARTNERS AT VALUATION EXPO 2022

Solidifi was honored to host a standing-room only, 4-hour session on the Appraiser Diversity Initiative and how the industry is attracting new entrants and fostering appraiser diversity at Valuation Expo 2022 in Las Vegas. Loren Cooke, President and Colleen McCafferty, Chief Compliance Officer of Solidifi hosted the jam-packed event.

The session was a collaboration between Fannie Mae, Freddie Mac, Appraisal Institute and Solidifi. The speaker line-up included: Rachel Beam – Jares, Director of Valuation Equity, Fannie Mae; Scott Reuter, Chief Appraiser and Director of Valuation, Freddie Mac; Bill Garber, Director of Government and External Relations, Appraisal Institute. And, from JPMorgan Chase & Co.: Jarrett Scarpiello, Valuations Fulfilment Director, Collateral Valuations Group; Miriam Lopez, VP, MB Operations Manager II,

Collateral Valuations Group, Staff Appraisers and Direct Engagement Panel; and Ramon George, Private Bank Channel Manager Valuations Group. As one of the largest banks in the world, JPMorgan Chase has committed \$30B to Diversity and Inclusion over the next three years with \$3M allocated to the ADI program. The team provided insights into their diversity program – giving information attendees can take back to their organizations to help move their own ADI programs forward.

Solidifi opened the stage to three groups of supervisors and trainees to share their stories on how supervisory roles are working today, lessons learned, and how supervisors and their business can grow from this mentorship experience. This Supervisor/Trainee Fireside Chat featured Rachel Beam – Jares and Solidifi-sponsored ADI scholarship recipient Rosemary Garcia who shared their story on how



they met and how ADI has helped jump start Rosemary's career. Richard A. Rivera, Quality Control Manager of Valuations from Solidifi spoke passionately on his career path which started with working for a lender and then for the largest AMC in the U.S. – showing attendees the different career paths appraisers can take once certified. Next up was a supervisor/trainee trio serving Maricopa County: Nita Sloan, Owner of Sloan Appraisal Services and Supervisor; Yessica Valenzuela, Trainee; and Elaine Rodriguez, Trainee. The session closed with a dynamic duo serving the San Francisco Bay Area looking to disrupt the appraisal industry, Kent Wang, Owner of KW Appraisal and Supervisor and Jason Shao, Trainee. Also recognized in the session were ADI scholarship recipients in attendance including Damon Hall, Niesha Hinton, Tunisia Whitaker, and Marcus Knight. Congratulations to all!

The stories shared on stage were truly inspiring and the room was full of excitement. In the next pages you will be able to read the incredible stories on these supervisors' journeys and the benefits it has had both personally and professionally.

A big thank you to our ADI partners, JPMorgan Chase, those who attended, and those who have signed up to be supervisors since the session. Together we are making a positive change, and we look forward to continuing the momentum.

For more information, visit www.solidifi.com/appraiser-growth-and-diversity.



CREATE YOUR OWN CAREER OPPORTUNITIES WITH THE HELP OF ADI AND PARTNERS

Introducing Rosemary Garcia one of the Solidifi-Sponsored ADI Scholarship Recipients

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My journey to become an appraiser trainee was part of my personal development and now has become a huge professional opportunity with the help of ADI.

Rosemary Garcia

Solidifi-Sponsored ADI
Scholarship Recipient/Appraiser Trainee



THE APPRAISER DIVERSITY INITIATIVE IMPROVES ACCESSIBILITY AND DIVERSITY IN THE APPRAISER PROFESSION

The Appraiser Diversity Initiative is a collaboration between the Appraisal Institute, National Urban League, Fannie Mae, and Freddie Mac. The goals of the Appraiser Diversity Initiative are to attract diverse new entrants into the residential appraisal field, overcome barriers to entry (such as education, training, and experience requirements), and provide support to position aspiring appraisers for professional success.

The goal of the ADI is to create relationships and partnerships with sponsors for the benefit of the ADI participants. ADI sponsors workshops and other activities to inform aspiring appraisers about the requirements to become an appraiser and the multiple career opportunities available. ADI participants are awarded education scholarships for the completion of base course requirements to become an appraiser.

For more information, visit <https://www.appraisalinstitute.org/adi>.

SUPERVISOR/TRAINEE SPOTLIGHT

Moving the appraisal industry into the digital age:
Meet Kent Wang, Jason Shao and Tarin Benhudjirias

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Being an appraiser gives us the freedom and flexibility to not only own our own business, but also to choose how we run that business.



KENT WANG

Kent Wang received his independent appraiser's license in 2018. After a couple of years working for someone else, Kent launched his own appraisal company. His partnership with Solidifi, which began in 2019, has been instrumental in his company's growth. Kent is currently supervising two trainees, Jason Shao and Tarin Benhudjirias, and has big plans for the appraisal industry.

“My mentor was probably typical of most supervisors—really old school, using a lot of paper and clipboards. I saw this as an opportunity to disrupt the industry with software and hardware,” says Kent Wang, Owner of KW Appraisal and Appraisal Trainee Supervisor. A few years later, certified appraiser Kent Wang set about streamlining how things were done in the appraisal industry by leveraging technology. This led to Kent creating his own system. “I realized that I could maximize efficiency by utilizing project management software and Google platforms,” says Kent.

Wanting to bring digital processes to an analog industry was a big reason why Kent, despite only being in his 30s, decided to become an appraisal trainee supervisor. “I was transitioning my processes to digital on my own, until I took on Tarin and Jason as my trainees.” The trio quickly jelled with a united vision. “We’re all around the same age, all with tech backgrounds, and we’re really motivated to bring the appraisal business into the modern age.”

“Before I brought Tarin and Jason on as trainees, we attended Valuation Expo in Las Vegas. We quickly realized that we were not like everyone else in appearances and also in our mindset. One of the first things I realized when jumping into this industry was that the demographic is much older. We saw this as an opportunity to break into the industry. When you get an inspection today, you typically see a 65-year old inspector and maybe an older appraiser trainee. Two of the most common things people say when we do an inspection are: “Wow, you are so young!” or “You are so fast.” We see it as an opportunity to disrupt the industry.”

STRIKING A BALANCE

“Kent gave us the opportunity to do things differently,” says trainee Jason Shao, who has been a trainee with Kent Wang for about a year now. Being part of what Kent is creating with his company has trainee Tarin Benhudjiriras, who has been mentored by Kent since 2020, feeling very positive about the future. “With the efficiencies we have built over the past year and the significant volume in business we get from Solidifi, we are not even scratching the surface.”

One of the biggest things that has helped Kent Wang’s business gain efficiencies is cloud software. “I would hazard to guess that 90% of the appraisers out there don’t even know what cloud software is,” says Kent. “As a team we are able to maximize our efficiencies at every step – leveraging technology, a modernized approach, and more efficient processes to expand our output.”

While implementing technology has allowed Kent to streamline his operations, he also recognizes that the human element will continue to play an important role in the success of his business. “At the end of the day, conducting valuations is still very much a hands-on vocation,” says Kent. “There’s only so much you can automate.”



With the efficiencies we have built over the past year, we are not even scratching the surface of what we plan to do.

Kent Wang – Owner of KW Appraisal and Supervisor

PARTNERING WITH SOLIDIFI HAS BEEN A NATURAL FIT

With Kent’s enthusiasm for technology, deciding to work with Solidifi and its platform was an easy decision. “One of the things I really like is the scorecard feature on the Solidifi portal. It motivates us. It’s exciting to chase our market share numbers. We were at the number two spot for a long time. Now we are number one. Giving us a benchmark to strive for, achieve and beat keeps us continually improving and advancing in how we can better serve our customers.”

Kent appreciates the people element that Solidifi offers as well, adding “Solidifi is one of the best to work with because it doesn’t feel like you are working with a machine. With other AMCs you are submitting through a portal and you’re just a number. That is not the case with Solidifi. With Solidifi, you’re actually forming a partnership with your Region Manager and the Solidifi team. You have support on the other end, and that is invaluable in our business.”

EXPERIENCING THE BENEFITS OF A GIG ECONOMY

“Being an appraiser gives us the freedom and flexibility to not only own our own business, but also to choose how we run that business,” said Kent. He and his team value the flexibility and independence the valuations profession brings to younger generations. Kent continues, “We are expecting our first child, and I am able to make all of the medical appointments and be there for my wife during this exciting time for us – even while running my business. We all have to work, but we’re fortunate because our profession allows us to experience all of life’s moments as well. Being an appraiser is not a 9 to 5 job. We can schedule and plan our days to ensure we not only get the job done, but also manage to enjoy our work and our personal lives. This is so important for new entrants to know as the industry seeks to grow and attract fresh talent.”

Kent concludes, “Many potential supervisors do not want to take on trainees, but I see this as a way to bring in a fresh approach to a legacy business model, to grow our business and even to expand our footprint through the use of trainees.”

SUPERVISOR/TRAINEE SPOTLIGHT

Taking on two trainees can be twice the work but also twice the reward:
Meet Nita Sloan, Yessica Valenzuela and Elaine Rodriguez

“

We are setting standards high for new entrants to the appraisal field. We value teamwork, role modeling, and set an impeccable standard of professionalism, integrity and performance.



NITA SLOAN

Nita Sloan has been a certified appraiser since 2002. She started her career serving the Northern and then Southern California areas. In 2008, she moved to Louisiana where she continued her career as an appraiser. In 2013, Nita moved to Arizona. She provides appraisal services to clients in the Phoenix Metropolitan area and is mentoring not one but two trainees, Yessica Valenzuela and Elaine Rodriguez.

“When I was a trainee 25 years ago, I didn’t have someone holding my hand. I had to keep asking questions,” recalls Owner of Sloan Appraisal Services and Appraisal Trainee Supervisor Nita Sloan. “I always said that if I ever trained people, I would teach them in the way I would have wanted to learn. I want to make sure that anyone I mentor understands what they are doing.”

“The way Nita trains us has been phenomenal,” says Elaine Rodriguez, one of two trainees Nita is currently mentoring. “She is hands-on and has taught us to be hands-on,” says fellow trainee, Yessica Valenzuela. “She shows us how something works and goes through it step-by-step.” “With Nita, it’s all about building a process, working with files, getting used to reporting and then going into the field,” adds Elaine. “We’re learning how to do an inspection the right way.”

THE KEY TO YOUR SUCCESS

“Performance and turn times are critical for your success, your AMC, the lender and the homebuyer’s experience. You have to start the stopwatch as soon as the order comes in. Knowing this and being efficient in your work process is critical,” says Nita.

“The key to success as a supervisor is having a process for how you will train and a repeatable process. Like making sure you start the appraisal process with the right information and photos before you ever begin your work, so you do not have to go back onsite,” Nita continues. “Scheduling your day to be able to maximize your appointments and work is critical to getting the job done. As a supervisor there are a lot of coachable moments, and I enjoy sharing in these.”

IT ALL BEGAN WITH A TWIST OF FATE

Most trainees set about trying to line up a supervisor to show them the ropes by reaching out to appraisal offices. For Yessica and Elaine, their mentoring relationship with Nita came about in a different way. “I met both of my trainees while inspecting their homes,” says Nita.

“Before I met Nita, I was ready to give up on getting someone to mentor me, says Yessica. “At the time the market was hopping. Everyone was super busy, and no one wanted to take on a trainee. I met Nita when she inspected our home. At first, I didn’t want to ask if she was looking to take on a trainee. But when I finally did, and it all fell into place. I am so happy that it did.”

Elaine Rodriguez met Nita the same way. She was so impressed by Nita that Elaine became inspired. “After meeting Nita, I decided to change my career and become an appraiser.”



“

I believe in having a passion for what you do and building relationships. Taking this approach will leave a lasting impression on your trainees, yourself and your business.

Nita Sloan – Owner of Sloan Appraisal Services and Supervisor

BUILDING A STRONG BOND

Many appraisers are reluctant to take on one appraiser, let alone two, but Nita is glad she agreed to mentor Yessica and Elaine.

“They are my godsend. I call them The Sloan Appraisal Angels,” glows Nita. “My trainees are both about 20 years younger than me. I often joke with them that they have a good eyes and a fresh perspective, especially when it comes to technology. There are a lot of wonderful things that come from working with trainees.” The feelings of respect are mutual. “I have a very high regard for Nita,” says Elaine. “Yessica and I are not just representing ourselves. We are representing Nita and her company. And, we are a direct reflection on her brand and reputation. We want everything we do to be sound, without errors.”

“I would like to stay on with Nita,” says Yessica Valenzuela. “Nita has so much experience, and I look up to her. I want to be able to stay with her and grow.”

As for her fellow appraisers who are approached to become trainee supervisors, Nita encourages them to think of the big picture. “If we don’t get new blood into the industry, it will fade away,” cautions Nita. “We need to help by bringing in the next generation. I want to do this for our industry because this is an industry that I love and that has done so much for me. It is my turn to give back and help it grow.”

To read more Supervisor/Trainee spotlights, visit www.solidifi.com/spotlights.

MEET THE SOLIDIFI TEAM

Meet some of the Region Managers on the Solidifi team who support our appraiser and notary partners.



MELISSA MITCHELL

REGION MANAGER, NOTARY

NORTHEAST U.S.



What is something you've learned in this role that has made you successful?

As Region Manager I have learned that working together and maintaining good relationships with notaries, as well as my colleagues, helps the operation process run smoothly.

What sets Solidifi apart from the competition?

Solidifi works as a team with one goal: that we provide our agents and borrowers the best experience from beginning to end. Sometimes, these transactions come with quite a few questions, our team works quickly to answer them and provide as much information as we can to complete the transaction efficiently.

What's the most important thing a notary can do to be successful when partnering with Solidifi?

The most important thing a notary can do to maintain a successful partnership with Solidifi is to keep the lines of communication open and provide updates if changes are made. This keeps everyone in the loop, and helps the process run smoothly. We are quick to accommodate changes, so the sooner we know, the faster we can resolve any issues that may arise.

What is your favorite part of your role as a Region Manager?

My favorite parts of being a Region Manager are building relationships with new and existing notaries, utilizing my problem-solving skills, and recruiting the best agents to join our team.



REBECCA SCHMIDT

REGION MANAGER, NOTARY

SOUTHEAST U.S.



What is something you've learned in this role that has made you successful?

This role has provided me with the opportunity to exercise my problem-solving skills in a fast-paced environment and collaborate with team members to achieve success.

What sets Solidifi apart from the competition?

One of Solidifi's top goals is to provide the very best service for our clients. Our team achieves this by forming meaningful relationships with the top notaries in our field. This gives us the ability to fully understand the needs of our notaries, make improvements, and form long lasting partnerships.

What's the most important thing a notary can do to be successful when partnering with Solidifi?

Strong communication and being detailed-oriented are two of the keys a notary must exhibit to ensure a successful partnership with Solidifi. Notaries who exceed our expectations, adhere to requirements, and produce top-quality successful signings will enjoy a great partnership with Solidifi and grow with our company!

What is your favorite part of your role as a Region Manager?

My favorite part about being a Regional Manager is that I get to make an impact on our companies' success. It's very rewarding to see the results of our efforts through improved service levels and notary relationships.



JEFF TOMENY
REGION MANAGER, APPRAISER

AUSTIN & HOUSTON, TEXAS



What is something you've learned in this role that has made you successful?

To be successful I have learned to view things through the eyes of the borrower. This allows us to create a better context for what we strive to do at Solidifi. Borrowers deserve to work with a company that prioritizes their needs during the mortgage process.

What sets Solidifi apart from the competition?

Solidifi stands out from the competition because we have a dedicated team of Region Managers that do an amazing job building relationships with our network partners. We truly value our network partners and want to do everything we can to support them in being successful.

What's the most important thing an appraiser can do to be successful when partnering with Solidifi?

The appraisers that have a successful partnership with Solidifi are the ones with excellent communication skills. A million different things could go wrong during the appraisal process. The more we know and the sooner we know it, the quicker we can resolve any issue.

What is your favorite part of your role as a Region Manager?

I really enjoy the diversity of skills I must deploy to be successful in the role of Region Manager. Whether I am analyzing my business, working with an appraiser on an issue, or assisting a peer with a problem, each day is unique and challenging.



CHELSEA HAUSER
REGION MANAGER, APPRAISER

NEW YORK, NEW YORK



What is something you've learned in this role that has made you successful?

To be successful, you must be able to accept constructive criticism. When an issue arises you address it, fix it, and reinforce, with humility, to partners and peers that mistakes can happen but what counts is learning from those mistakes.

What sets Solidifi apart from the competition?

The Region Managers set Solidifi apart from the competition by building and fostering partnerships with the appraisers. They know we're here to help and provide the tools they need to succeed and in return, they are there for us.

What's the most important thing an appraiser can do to be successful when partnering with Solidifi?

Communication and accountability are the keys to a successful partnership with Solidifi. These two elements ensure we always meet and exceed lender and borrower expectations.

What is your favorite part of your role as a Region Manager?

The thing I enjoy most about being a Region Manager is being able to help. Whether it is a peer asking a question or an appraiser, I enjoy taking what I have learned and sharing it.

A COMMITMENT TO PARTNERSHIP

One of the benefits of partnering with Solidifi is having a dedicated point of contact – your Region Manager. Each Region Manager oversees a specific geographical area across the U.S. and manages the panel of field professionals within that region. Focusing on one area allows the Region Manager to become familiar not only with the local field professionals, but with the challenges and attributes specific to their region. Field professionals have one assigned contact that they can reach out to consistently for questions and support.

SOLIDIFI PERKS

Solidifi values the partnerships we have with all of our field professionals across the country. To show our continued appreciation, we are proud to offer the Solidifi Perks program to all of our active partners!



Solidifi has teamed up with a leading nationwide organization to offer discounts on various professional services. This program is complimentary and offers great savings on services for business needs, as well as dozens of additional services.

We are excited to offer the following discounts to all of our active partners:



National
Purchasing
Partners

MEMBERSHIP PROGRAM

By leveraging the purchasing power of more than 300,000 members, NPP can provide top discounts and special B2B pricing to businesses of all sizes. Enjoy exclusive deals on a catalog of items, including:

- Staples
- Office Depot
- HP
- Verizon Wireless
- Dining, Retail, and more!

solidifi

PERKS

FOR MORE INFORMATION, VISIT [SOLIDIFI.COM/PERKS](https://solidifi.com/perks).

2022–2023

UPCOMING EVENTS

Meet the Solidifi team and learn more about our growing network at these upcoming events.



MBA ANNUAL CONVENTION & EXPO

OCTOBER 21 – OCTOBER 24, 2022
NASHVILLE, TN



ICE EXPERIENCE

FEBRUARY 27 – MARCH 1, 2023
LAS VEGAS, NV



CBA LIVE

MARCH 27 – MARCH 29, 2023
LAS VEGAS, NV



ALTA ONE

OCTOBER 10 – OCTOBER 13, 2023
COLORADO SPRINGS, CO



NATIONAL NOTARY ASSOCIATION CONFERENCE

JUNE 4 – JUNE 6, 2023
SCOTTSDALE, AZ



MBA SECONDARY AND CAPITAL MARKETS CONFERENCE

MAY 21 – MAY 24, 2023
NEW YORK, NY

HUMBLLED BY YOUR KIND WORDS



Solidifi by far is the best AMC that I do business with. The system is very easy to access, upload reports on, and ask questions on.

Danielle Murphy – Appraiser, MA

The Region Managers and their teams are supportive and professional anytime you need assistance. It's been a pleasure to work with them.

Garette Gullledge – Appraiser, DE

I have never been treated like a number or a robot in any transaction process. The staff is top notch and always ready to help.

April Fisher – Notary, WA

Solidifi is quick to answer any questions, always encouraging, and will go out of their way to thank me for my work.

Baylee Vivian – Notary, NM

I have found Solidifi to be professional and knowledgeable, and among the top tier in this industry. I enjoy being in this partnership to provide quality service to our customers.

Drew Craig – Appraiser, OH

Solidifi is an industry leader with a reputation that is rock solid. The Region Managers I've worked with are informed, helpful, and create a great relationship.

Mark Prumo – Appraiser, NY

It goes without saying their professionalism and knowledge is top notch, and you can tell that they value the relationships with their Notaries a great deal. The team at Solidifi are always pleasant and genuinely want to help.

James Devoy – Notary, AZ

I really enjoy working with Solidifi. The Region Managers and their teams are kind, professional, personable, respectful, knowledgeable, and supportive beyond measure.

Tonya Monroe – Notary, TX

solidifi