

## Background

After 10 years, LendersAid has established a system that has allowed us to grow our business significantly. We take pride in offering an exceptional, convenient and stress-free experience to all customers and clients, which sets us apart from the competition. LendersAid has put together a franchise system that's designed to provide a significant edge in the appraisal market, and allows you to create a level of satisfaction for all your clients needs.



## LendersAid wants to know...

*Are you ready to take your appraisal business to the next level?*

*Would you like your business to have all the proper supports in place?*

*Do you want to possibly reduce your risks during an unpredictable time in the mortgage industry?*

If yes, yes, and yes, then contact LendersAid today to accomplish all these things.

Today's Independent Appraisers can't afford not to.

### General Overview

LendersAid will provide you with the tools and support necessary to take your business to the next level, which typically would be difficult to achieve on your own. Our Franchise opportunity caters to the Appraiser. Appraisal Management Companies are the future of the industry, so this could be one of the fastest growing franchise prospects in commerce. If you're an Appraiser or run a small to mid-size Appraisal Company, don't miss out. Or, if you're thinking about getting into the appraisal business, now is the time.

New laws and the volatile real estate market have changed the Appraisal industry. Appraisal Management Companies have become necessary to help regulate the appraisal process. In our ten years of operation, we've refined our business system into a finely-tuned vehicle, geared towards total client satisfaction. It's designed to give LendersAid Nationwide a significant competitive edge in our market. All Independent Appraisers and small to mid-size Appraisal Companies should inquire within. This is your chance to become a Nationwide Appraisal Management Company. It's truly a win-win situation.



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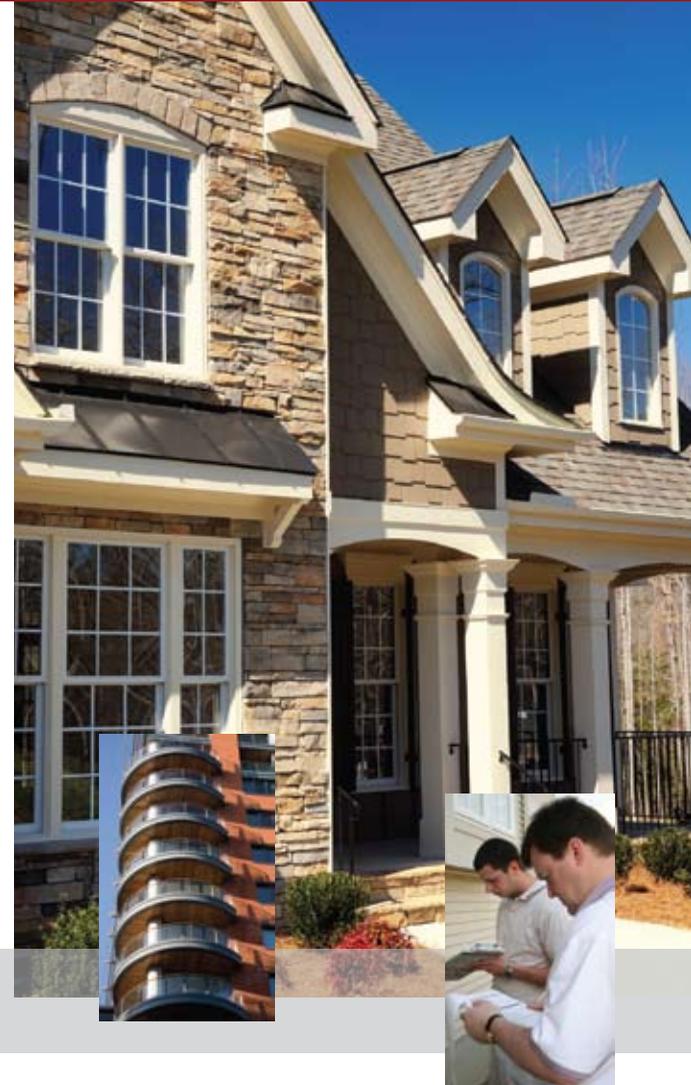
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Franchise Opportunity

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PLACE  
STAMP  
HERE

# LendersAid Nationwide Franchise Opportunity

*Want to compete with Nationwide Appraisal Management Companies?*

**Well... Now you can!**

*This Franchise Opportunity is built by Appraisers, for Appraisers.*

LendersAid has created an exceptional turn-key opportunity to all Independent Appraisers and small to mid-size Appraisal Companies. LendersAid is offering you the opportunity to own your own Nationwide Appraisal Management Company. This means you'll never have to turn down business from your current clients because the order is outside of your coverage area. Our opportunity will allow you to accept and process orders ANYWHERE in the Nation. LendersAid Nationwide is offering Appraisers the opportunity to continue to maintain pride of ownership, freedom and excellent customer service using the tools and system that we provide to you.



LendersAid Business systems provide impressive Benefits, Tools and Support offered to all LendersAid Franchisees.

## Benefits

- Become a Nationwide Appraisal Management Company
- Network with other Franchisees
- National exposure through the LendersAid Brand with nationwide and local marketing
- Process your own orders and receive others dispatched to Franchisees from Corporate
- No longer will you have to turn down business that is outside of your coverage area
- It's a turn-key business opportunity that takes care of the Appraiser and clients alike
- Clients can rest assured that their appraisals are in progress – not on the back burner – with status emails and daily summary reports

## Tools

- Web-based Software designed to manage ALL aspects of the appraisal business
- LendersAid website with ordering platform tailored to your specific business needs
- E-Mail addresses for you and your entire staff
- Unlimited access to a Network of Appraisers in all 50 states
- Many other helpful resources at your fingertips

## Support

- Marketing assistance from Corporate Marketing Director
- Customer service provided to all LendersAid clients and Franchisees
- Comprehensive training covering administration, operations, marketing, and more
- Franchise support team to assist with every aspect of the uncomplicated process
- Secure 24/7 on-line system



## What's expected of a LendersAid Franchisee?



To be motivated, organized and qualified

To be ready to grow your business and willing to expand your thought process

To be willing to accommodate the increased number of clients

To be computer literate and ready to use our easy to learn system

To be ready to take your business to the next level

To have strong sales and communication skills

To have high personal standards of honesty, excellence and integrity

To have exemplary customer service skills and concern for customer and client satisfaction

## Why Join LendersAid?

As detailed within, LendersAid is offering YOU a remarkable opportunity to own and operate your own business, while receiving support usually unavailable to small businesses. As a LendersAid Franchisee, you'll have access to tap into our Nationwide Network of Appraisers. Using our open referral system, you'll be able to service your client's requests regardless of the geographical area. In addition to the business you generate, LendersAid fields appraisal requests from many markets. Requests for appraisals in your area will be dispatched directly to you through our centralized hub. Our specialized web-based software enables you to manage your business, which ultimately saves time and pleases clients.

*Note: This Franchise opportunity meets all requirements published by the Uniform Franchise Disclosure Document (UFDD). It's been properly registered as presented, and contains accurate information necessary to make a Franchise offering.*

## Who and How

Take advantage of the low initial investment cost to start growing your business today. You need not be a Certified Appraiser to manage a LendersAid Franchise. With the start-up model, you'll learn the straight-

forward system, and then you develop a network of contacts to provide the outstanding service the LendersAid brand is known for. If you are an Appraiser who is currently operating a small to mid-size Appraisal Company, the conversion model is for you. Contact us today to learn how to become an important part of the LendersAid team. If you're an Independent Appraiser, you can't afford not to. Enjoy the support hard to achieve by a standalone company. We're not just another Appraisal Management Company. We strive to be the best and know how to keep our clients happy.

## Tell me more about the LendersAid Franchise Opportunity.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Day phone \_\_\_\_\_

Cell phone \_\_\_\_\_

E-mail \_\_\_\_\_

Fax \_\_\_\_\_