



**ELEVATING THE APPRAISAL  
EXPERIENCE** *THROUGH  
PEOPLE, TECHNOLOGY, AND  
INDUSTRY-LEADING SERVICE*



**A**t Apprise by Walker & Dunlop, we believe that the future of commercial real estate appraisal lies at the intersection of our clients, our people, and innovative technology. We are dedicated to creating the best appraisal firm in the industry—one that consistently delivers exceptional value and elevates the customer experience throughout every stage of the process.

**Our mission is simple:** to provide quick, reliable insights backed by industry-leading data and nationwide and local market expertise, ensuring our clients are informed and confident in every transaction.

## OUR COMMITMENT TO CLIENTS: VALUE AT EVERY STEP

Our unwavering commitment to our clients is at the heart of everything we do at Apprise. We understand that in today's market, every decision hinges on comprehensive and timely information. That's why we have built a platform that provides value at every step of the deal. From initial consultation to the final report, you benefit from quick insights, nationwide and local market expertise, and a dedication to quality, speed, and certainty of execution.



## OUR APPROACH IS SIMPLE

We pair local valuation experts with unparalleled access to data, ensuring industry-leading service. This means providing the data and actionable insights that empower you to make informed decisions with confidence. Whether you are a property owner, operator, investor, or lender, Apprise ensures that you have the information you need, when you need it, to drive your business forward.



“From initial consultation to the final report, you benefit from quick insights.”

## EMPOWERING OUR PEOPLE

While technology is a critical component of our offering, our people truly set us apart. Apprise has assembled a team of seasoned appraisers, each bringing years of experience and deep local market knowledge to the table.

Our appraisers are more than technical experts; they are trusted advisors who understand the nuances of the market and your unique needs.

Our team is incentivized to work together as one cohesive unit with a shared mission: to deliver the best service using the best data. We believe in the power of collaboration and engagement, which is why we have invested in in-house built and co-designed technology that enhances our appraisers' ability to deliver richer insights more efficiently. This blend of human expertise and technological innovation ensures you receive the highest-quality service every time.

At Apprise, we recognize that the appraisal process is as much about relationships as it is about data. Apprise is a people-first, tech-enabled solution to a process that has lacked improvement in the last few decades. People will always play the lead role at Apprise. Even the most sophisticated algorithms are only as good as the assumptions used in their programming and the data used in their training. Verification, interpretation, and certification require a human touch. Apprise simply makes research and reporting easier and faster.

Our expert multifamily appraisers harness the power of technology to elevate their professional expertise, delivering greater value to all stakeholders. Our platform integrates and organizes data from third-party sources, enabling seamless normalization and precise property-specific adjustments. This empowers our appraisers to focus on analyzing the data, applying their judgment, and selecting the most appropriate outcomes. Apprise ensures transparency and objectivity by providing robust, data-backed insights that reinforce the integrity and value of each appraiser's expert opinion.

Our appraisers engage proactively with clients, providing appraisals, market intelligence, and advisory services that help you navigate the complexities of the commercial real estate market. By combining the strengths of our people with the power of our technology, we offer a service that is both personal and precise.



## ACCELERATED, DATA-DRIVEN SERVICE OFFERINGS

Apprise offers a comprehensive suite of services designed to meet your diverse needs. Whether you are looking for an understanding of the market and how your property competes or managing a large portfolio, we have the expertise and resources to deliver consistent, high-quality results.

**Market Insights:** The latest information is crucial in a rapidly changing market. Apprise provides up-to-date market insights that offer a clear understanding of current conditions and trends, enabling informed decision-making.

**Appraisal:** At the core of our service offering is our appraisal service, which is designed to deliver objective, transparent, and timely appraisals. Our reports are consistent, standardized, and supported by the most comprehensive data available in the industry.

**Portfolio Valuations:** Managing a portfolio requires consistency and reliability. Apprise provides portfolio appraisals that ensure uniform quality and insight across all properties, helping you manage your investments with confidence.

Our service is designed to deliver value at every level, from providing market insights to delivering comprehensive appraisals. We leverage advanced technology, aggregated data, and a collaborative culture to ensure that we are faster, more reliable, and more responsive than our competitors.

**Valuations for Financial Reporting:** Whether to bolster financial statements, support an existing valuation, or prepare for an audit, our team's experience and access to data mean you get the most accurate reporting available — with state-of-the-art trend analysis, enhanced analytics, and data visualization included.

**Third-party Appraisal Reviews:** Independent\* narrative judgment of an appraisal's quality, ensuring client-specific requirements are met, regulatory compliance, and credible & well-supported conclusions.

We also determine if the methodology is sound and if there are unstated presumptions or omitted information that could materially impact the conclusions provided within the appraisal.

*\*Produced by Apprise's unbiased/ethical MAI & AI-GRS designated appraisers nationwide*

**Market Feasibility & Rent Studies:** Access to industry-leading proprietary data helps our valuation specialists to provide high-quality market feasibility and rent studies to help you make informed decisions to execute your business strategies.

## THE POWER OF TECHNOLOGY AND DATA

In an industry that has been slow to embrace change, Apprise stands out as a leader in innovation. Our proprietary platform, developed in collaboration with leading data scientists, offers faster access to richer data than ever before. This data-driven approach enables our appraisers to deliver objective appraisals in a fraction of the time it takes traditional methods.

With our technology, appraisers become ever more valuable to you. They are more available to consult with you and analyze the asset's risk position in the market while focusing less on verifying analysts' work.

If you're a property owner, operator, or investor, this means you can get more advice to help you make critical decisions about buying, selling, and refinancing more quickly. If you're a lender, you'll get more visibility into the market while accelerating underwriting, terms, and the decision to lend in the first place, keeping your borrowers happy and your business moving.

The technology behind Apprise is game-changing. The platform is data-rich and crafted to deliver nationwide consistent appraisals and valuations that capture every data point in the comps and appraisal, with beautiful data and trend visualizations for your reference.

By integrating industry-standard resources with deep and wide proprietary databases, our platform aggregates and analyzes millions of data points, providing our appraisers with a wealth of information at their fingertips. This allows us to deliver faster, more informed, and empirically supported appraisals.

Apprise's commitment to continuous improvement means we are always at the forefront of the appraisal industry. We regularly update our methodologies and technology to reflect the latest market trends and best practices, ensuring our appraisals remain relevant, consistent, and reflective of reality. Our goal is to set new standards for excellence in the appraisal industry.

## THE APPRISE ADVANTAGE



VALUE OF ASSETS APPRAISED



STATES COVERED



DATA POINTS LEVERAGED

What sets Apprise apart is our ability to combine the best people with the best technology to deliver unparalleled service. Our appraisers are equipped with the most comprehensive dataset in the marketplace, powerful onboard analytics, and standardized automated reporting capabilities—all via a single login. This allows us to streamline the appraisal process, reduce turnaround times, and provide consistent, high-quality reports across all markets.

Our approach is not just about efficiency; it's about delivering value to you. By providing faster, more credible appraisals, we help you make better decisions, faster. Whether you are looking to buy, sell, or refinance, Apprise ensures that you have the information you need to move forward with confidence.

## TRADITIONAL VS APPRISE APPRAISALS

### TRADITIONAL CHALLENGES

- Frustrating, time-consuming checks and re-checks to correct errors in report drafts
- Lengthy appraisal process that can take weeks to complete
- Manual, error-prone processes that lead to inconsistent reports
- Lengthy summations that discourage careful reading
- Inconsistency in appraiser output quality, especially for appraisals from many different states
- Lack of qualified appraisers for multifamily or commercial properties

### APPRISE SOLUTIONS

- Consistent reports that save time for appraisers and clients, with better data and fewer errors
- Proprietary application delivered more efficiently with higher quality analysis
- Technology solutions that ensure consistent reports with fewer errors
- Concise reports with valuable, up-to-date market information
- Consistent reporting across the nation via one easy-to-access platform
- Team comprised of the top multifamily and commercial appraisers across the country



APPRAISAL SOLUTION OF THE YEAR



DATA & ANALYTICS: CRE DATA INNOVATION AWARD



OVERALL PROPTech COMPANY OF THE YEAR



MOST INNOVATIVE TECHNOLOGY



BEST USE OF PROPTech

OUR VALUATION  
SPECIALTIES & SECTORS

AREAS OF EXPERTISE

 <p>HUD/MARKET STUDIES</p>	 <p>MULTIFAMILY/ AGENCY EXPERTISE</p>
 <p>SMALL BALANCE MULTIFAMILY</p>	 <p>AFFORDABLE HOUSING</p>
 <p>MANUFACTURED HOUSING COMMUNITIES</p>	 <p>BTR/SFR</p>
 <p>MIXED USE</p>	 <p>STUDENT HOUSING</p>
 <p>INDUSTRIAL</p>	 <p>LAND</p>
 <p>RETAIL</p>	 <p>SELF STORAGE</p>
 <p>OFFICE</p>	 <p>HOSPITALITY</p>
 <p>DATA CENTERS</p>	

ELEVATE THE APPRAISAL  
EXPERIENCE WITH APPRISE

By bringing together the best people, cutting-edge technology, and a commitment to excellence, Apprise is transforming the appraisal experience. Our goal is to provide service that is faster, more consistent, and more insightful than ever before. We are not just adapting to the evolving landscape of commercial real estate appraisal—we are reshaping it.

At Apprise, we are dedicated to building the best appraisal firm in the industry, both for you and our people. We believe that by focusing on these core values, we can change the client experience and, ultimately, the nature of the relationship-based appraisal industry.

**Reach out to our team of experts for your next appraisal or valuation need.**



CONTACT THE TEAM

For more information, visit [WalkerDunlop.com/valuations](http://WalkerDunlop.com/valuations)

NATIONAL LEADERSHIP



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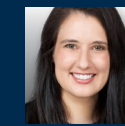


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**APPRISE**<sup>®</sup>  
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