



1901 West 47<sup>th</sup> Place, Suite 350  
Westwood, KS 66205-1834

Phone: 913-236-4600  
Fax: 913-748-4725

Media Contact: Peggy Mackinnon (303) 320-6082

## NATIONAL RESIDENTIAL APPRAISAL ORGANIZATION LAUNCHED

### IRR-Residential Offers Significant Benefits to Local Firms

**Westwood, KS** (July 26, 2006)—IRR-Residential, LLC has announced that 26 independently owned and operated local appraisal firms have affiliated to operate as part of its national residential appraisal organization. The initial offices are located in 23 markets in 15 states.

“We are delighted with the response from seasoned local residential appraisal firms that recognize the advantages of being part of a national organization,” said John Wood, president and chief operating officer, IRR-Residential. “IRR-Residential can provide these local firms with tools to market to their local client base as well as access to regional and national clients.”

Wood said that in order to save processing costs and protect themselves against fraud, more lenders are ordering appraisals centrally instead of contracting directly with local service providers. IRR-Residential has licensed a proven software program to meet these needs that will allow its affiliates to compete on both a local and national level.

In addition to having a corporate sales and marketing department that develops relationships with national clients, Wood said there are other advantages to being part of the IRR-Residential organization:

- **Branding:** As IRR-Residential continues to grow, it will develop national brand recognition as being the high-quality appraisal firm of choice.
- **Cost savings:** IRR-Residential brings buying power to its members with savings on such things as insurance, data services, stationery, technology and 401K administration.
- **Best practices:** Individual offices can draw on the collective entrepreneurial acumen of successful offices.
- **Marketing:** IRR-Residential provides national brand awareness through professionally prepared marketing materials, advertising, participation in trade shows and publicity.
- **Technology:** IRR-Residential provides access to proven technology to assist in expediting the appraisal process.
- **Training:** IRR-Residential will offer training programs to improve the operations and efficiency of its offices.

IRR-Residential is an outgrowth of Integra Realty Resources, the nation’s largest independent commercial real estate valuation and consulting firm. Formed in 1999, Integra has more than 50 independently owned and operated local offices that provide services to the nation’s largest real estate investors, developers, lenders and professionals.



“Integra Realty Resources proved that when successful firms are brought together, they benefit from consistent appraisal quality, stronger group purchasing power, better employee recruitment and retention, and collective entrepreneurial acumen,” Wood said. “We are able to draw on that experience.”

IRR-Residential is actively seeking experienced, qualified local appraisal firms that can benefit from being part of its national organization. For more information visit [www.irr-residential.com](http://www.irr-residential.com) or call 913-236-4600.

###