



For Immediate Release

For More Information Contact  
Tracy Schorle, NAIFA  
(312) 673-5921

**Leading Appraisal Organization, NAIFA Leverages  
Strategic Relationship with BlueBook  
*InsureBASE, B.E.S.T Cost to Cure, and The Bluebook Cost Guide  
to be made available to all members***

**Chicago** - The National Association of Independent Fee Appraisers (NAIFA) announced today that it has teamed up with Bluebook International of Lake Forest, California to offer its NAIFA members cutting edge appraisal tools as part a new package of NAIFA Member Benefits.

Several NAIFA members have tested and evaluated Bluebook's REO estimating software, B.E.S.T. 7.5 Cost to Cure™, The Bluebook Cost Guide™, and the web based Appraiser Assisted Residential Cost Analysis (AARCA) software, InsureBASE™, and feel that the quality of the products would benefit all NAIFA members.

"At NAIFA, we work tirelessly to bring our members the most current industry practice information, training, and education available. That includes bringing our membership the best tools in the trade," said Tom Munizzo, IFA, NAIFA President. "As a seasoned appraisal instructor for over 15 years specializing in distressed evaluations on foreclosed and REO properties, Bluebook's B.E.S.T. 7.5 Cost to Cure™ is the most comprehensive program of its kind giving the appraiser the ability to fully document and support remediation costs. Additionally, the InsureBASE™ cost service is in real time with the most current geographical costs factors always present," he continued.

"Bluebook is proud to join forces with NAIFA to bring their members the best of breed in estimating and cost-data appraisal tools. It is Bluebook's goal to listen to appraisers about what they need in estimating and cost-data solution products, and then deliver it to them," said Silvia San Nicolas, Senior Corporate Strategist of Bluebook International. "NAIFA recognizes this and through its partnership with Bluebook, will actually help us better serve the appraisal community."

NAIFA members will be receiving these tools at a significant discount, and Bluebook will jointly participate with NAIFA in training and education.

## **About The Bluebook**

Bluebook International, Inc. provides accurate "on demand" residential cost analysis and value reports for nearly 91% of the nation's single family residences. Users can easily determine replacement, actual cash value, depreciation, structure value, property risk and repair costs affordably within minutes from a single source. Bluebook's proven solutions reduce cycle time, enhance productivity and mitigate risks for the property and casualty insurance industry, residential real estate, lending, appraisal, and related services markets. Bluebook's web services solutions is an industry first technology that readily integrates with client systems using award winning technology and standards.

## ***About NAIFA***

The National Association of Independent Fee Appraisers was founded in 1961 as a non profit professional association of real estate appraisers. Today, our Association has chapters throughout the United States, Mexico, Canada, and we continue to grow both in number and stature.

The Association's objectives are to raise the standards of the appraisal profession, gain recognition for its members as qualified professionals, and to promote fellowship among appraisers. For more information, please visit [www.naifa.com](http://www.naifa.com).