

Strategic Development Worldwide - Best Practices Series Consulting Services

AMC Opportunities in Today's Market Turmoil **Building a Successful Business Partnership**

Strategic Development Worldwide is pleased to announce consulting services that focus on building a successful relationship between the appraisal management company and their lender client in today's shifting market.

Overview

This SDW Best Practice consulting service is designed to help the AMC obtain market share in this window of opportunity. While much of the market struggles with the legislative initiatives that are pending, appraisal management companies have a unique opportunity to quell the fears of their existing and potential client base. Regardless of the legislative outcomes, it is clear that there is a strong demand for the distancing of the valuation process within lending. In the past, many lenders have made half-hearted attempts at putting up this protective wall, but the daily operation falls to business as usual in many cases. Without external pressures coming to a head, much of what was initially good intentioned has fallen to the side.

With the current market environment, mortgage lenders cannot lose by seriously focusing attention on a strongly protected valuation process that works not only to protect the independence of the appraiser but also insure quality of the work being done once it has been received. Awareness of safety and soundness of the lending institution is at an all time high.

The relationship between the AMC and Lender has been tenuous in the past due to many factors. However, it is time for the AMC to step up to help their clients by supplying high quality products and services that are currently receiving heavy levels of scrutiny.

Operational and Marketing Analysis Services

Strategic Development Worldwide Best Practice Consulting Services are designed to work with vendors to take a fresh look at operations and marketing efforts to directly target the issues at hand that lender clients are facing. While every vendor is proud to say that their operational processes are high quality, their products are the best, and their customer service is top notch, much of the operations and marketing efforts are still designed for the standard market issues. ***Today's market is not standard!***

The successful Appraisal Management Services provider must step back from the operations and marketing being done today and take a new look at how business has been done. It is easy to assume that the operational and quality processes currently in place will cover the new market issues. But as attention is focused on the lenders and collateral risk, the vendor partner must be able to provide new focus for their clients and also be able to articulate that focus in a new and different way.

Through the SDW consulting services and contacts, communication continually keeps us in touch with the Credit Risk and Valuation experts within the lending community. Their concerns for collateral risk safety surpass any legislative requirements and react to the bigger picture of necessity to reinvent how they look at collateral valuation issues. The vendor who can truly partner with their client base to bring a fresh perspective will get attention. A new and more thorough approach combined with efficient operations and customer service must not only be promised, but also demonstrated and consistently delivered.

Strategic Development Worldwide will supply the most up to date information regarding lender client needs and expectations and how to best address them. An objective look at operations and how to market those strengths will provide a focused and successful effort to gain existing market share as well as bring in lenders who have traditionally not used AMC services in the past.

Focus on the long-term business direction rather than the short term turmoil and design your business and marketing strategies for the future!

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