a la mode, inc.
The leader in real estate technology

Save time and make the most money on every appraisal

Live CE training, paperless mobile inspections, cloud appraisal backup, non-lender marketing, and more

Save $100

SEE DETAILS INSIDE →

a la mode, inc.®
The leader in real estate technology

Let's make 2016 your best year yet

You're not just a typist. You gather data, develop reports, then deliver — on short deadlines — while complying with changing regulations. That's on top of running your business: managing clients and orders, accounting, and marketing to stay busy throughout 2016.

Your hands are full. **We know formfilling is a small part of your job, so we're the vendor with tools for every part of your business.** We'll put our formfilling up against anyone and we'll win. (Over half of all appraisers agree.) But that's not all you do.

The "wheel" on the right represents what you've told us about your world. If you prefer technology for the core Report process, your hot buttons are green. If you think it should help run your Business, you'll identify with the blue. (Some, like **Deliver** and **Account**, are both.) The hub is our **Cloud** in terms of collaboration with clients, your staff, and others.

Your world looks clean in a graphic, but in reality it's chaotic. That's why you need a partner who can roll with you and who acts on what you want.

Our approach to business is the same as it's been for 30 years. We answer the phones and are available when you are (nights, weekends, holidays), we offer pragmatic CE training that solves your real problems, and constant innovation that helps boost your efficiency and profits. We also price products fairly and advocate for appraisers.

In this catalog, you'll see solutions in the context of the wheel and the way you conduct business. Rely on us to help you make 2016 your best year yet.

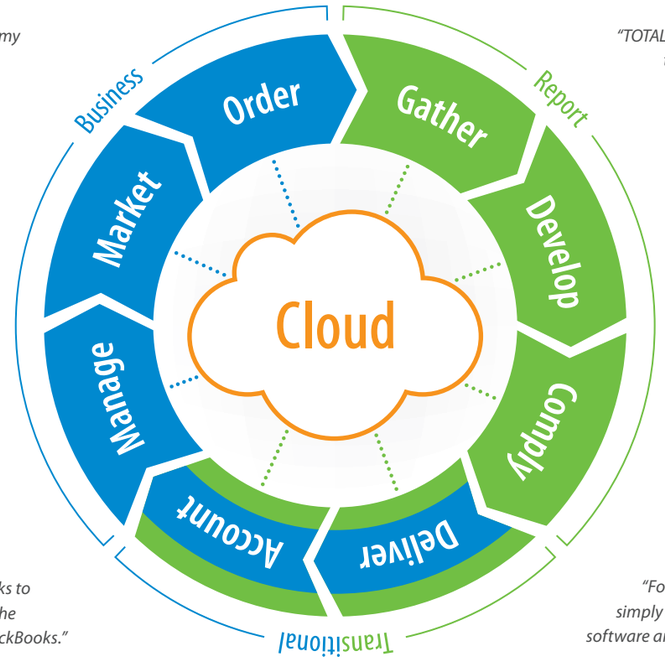
No matter what your office is like, our tools will make you more efficient and profitable

Order
"My XSite is where 95% of my business comes from!"
— Rick Neighbors

Market
"XSellerate does a wonderful job of reaching my clients."
— Woody Fincham, SRA

Manage
"The Appraisal Desktop makes it a breeze to quickly answer a client's question or resend an invoice."
— Gregory Mellies

Account
"It only takes a couple clicks to import the invoice from the Appraisal Desktop to QuickBooks."
— Rob Pullon

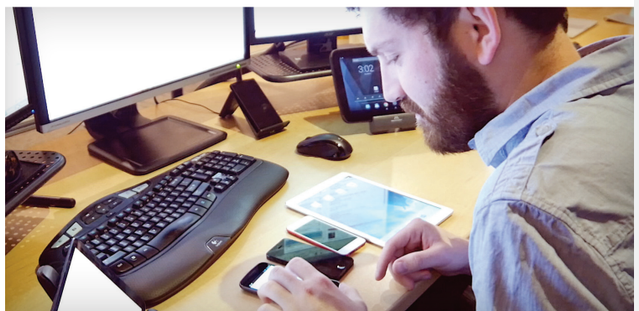


Gather
"TOTAL for Mobile is a 'must-have' tool in my appraisal office."
— Philip Marler

Develop
"With SmartAddress, I am confident that my UAD-formatted comparables are 100% consistent. Every time."
— Clinton Cook

Comply
"With Vault, I back up every report without having to think about it."
— Bill Roark

Deliver
"For nearly every client, I can simply hit a few clicks within the software and the report is delivered."
— Dustin Harris



What's inside

02 Live events
04 TOTAL (formfilling)
14 Switch to TOTAL
15 Memberships
16 TOTAL Sketch
18 TOTAL for Mobile
20 Going paperless with Greg Mellies
22 TOTAL Store
24 Loyalty Rewards
25 InterFlood
26 Mileage Estimator
27 Delivery
28 Vault with Exact
30 XSites and XSellerate
36 Community Partnerships Program
38 Elite
41 Real appraiser stories
41 $100 off coupon

Live events

Comply | Manage

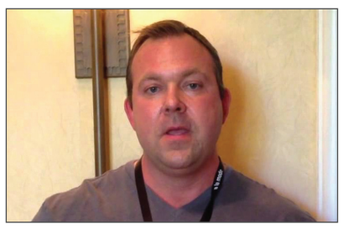
Live CE training that actually improves your business

We're the only appraisal software vendor that offers extensive live CE training events. Through our Community Partnerships Program (see page 36), we work with appraiser advocacy groups to bring our expert training to cities nationwide.

We cover everything from getting started with TOTAL to advanced time-saving techniques to going mobile with helpful apps, and much more. Best of all, you can get a discount code for attendance if you're a member of a partner organization.

"I can't thank you guys enough for all of your suggestions, innovation, and motivation at the Roadshow. ***That was the best and most valuable event I have ever attended as an appraiser.*** *I spent the day Sunday at the computer store and started upgrading my office and mobility. Thanks to you guys."*

— Martin Van Kirk, Washington Appraisal Group, Inc.



Watch real appraiser stories from the Roadshow: alamd.co/Roadshow

Don't miss these career-changing sessions

- Get hands-on with dozens of popular mobile devices
- Sketch a complex (over 5,000 sq. ft.) property on a mobile device along with the instructor
- Go paperless without being overwhelmed
- Learn how to get started with TOTAL and transition from your former software
- Solve measuring problems using a DISTO
- Learn power user TOTAL settings and shortcuts to shave time off of every report
- Completely automate your forms using integrated Worksheets
- Secure your signatures using TOTAL's SureDocs technology
- Learn how to import your MLS data automatically without rekeying
- Save time working with comps, photos, maps, and more
- Get essential tips to speed up desktop sketching
- Discover new apps and technology for sharing files, optimizing driving routes, scanning documents, and more

"We're looking for software and ideas that will improve our practice and shorten the time. Our time is very valuable. The class has been excellent. I found several ideas.

I've been using a la mode since 1987, and even today at the seminar, I found eight to 10 things in the first day that are going to help my business. *I highly recommend this course to anybody.*

It's well worth the time spent, and I would definitely take it again."

— Ray Blubaugh, Blubaugh Appraisal Company, Inc.

ALL NEW EVENTS FOR 2016!

Visit alamode.com/events for dates and locations and to RSVP.

TOTAL

Develop | Comply | Manage

Better software, no surprises

Developing reports is the cornerstone of your business. With more and more client demands, you need software that won't slow you down and actually saves you time. More appraisers choose TOTAL because it's intuitive, stable, built for today's technology (it runs beautifully on Windows 10), and includes the features that save you the most time on every report.

Save $100

Use coupon code CATA100 to take $100 off TOTAL, making it just $199.

One license covers multiple computers per user!

www.alamode.com/TOTAL

"I can't believe I struggled with unintuitive appraisal software for so many years. ***TOTAL is wonderful and is saving me 30 minutes on every report right out of the box.*** I'm sure it will save even more as I become more familiar with it."

— Patrick Bolen, Bolen RE Appraisals

Save time on every report:

- Rapidly fire up new reports with SmartStart
- The Conversion Wizard copies over reports and data from your previous software
- 100% free and robust mobile application
- Easily reuse data and keep your subject and comp data consistent with SmartAddress
- Add PDFs and docs in a click
- Easily organize all supporting files and go paperless with the Digital Workfile
- Insert commonly used data into multiple fields at once with QuickLists
- Photo handling is a breeze with the intelligent QuickPix Database and Photos PowerView
- 100% secure digital signature with paper trail
- Save time on UAD comp adjustments with Detailed View that breaks down each field into individual line items
- SmartAdjust handles your numeric, non-numeric, and UAD adjustments automatically
- Easily roll back to a previous version of your report with Timeline

WinTOTAL Aurora user?

TOTAL comes free with your Membership.

Send feedback to our Product Managers any time!

Drag your Addenda PowerView to another monitor to work on it side-by-side with your form!

The simplest multiple monitor workflow

If you've never used a system with more than one screen, you're missing out on perhaps the biggest productivity boost since the laser printer. With TOTAL's modern multi-window architecture, in a click you'll undock your addenda, workfile, E&O, and more — and work between screens effortlessly.

Watch the TOTAL multiple monitors video:

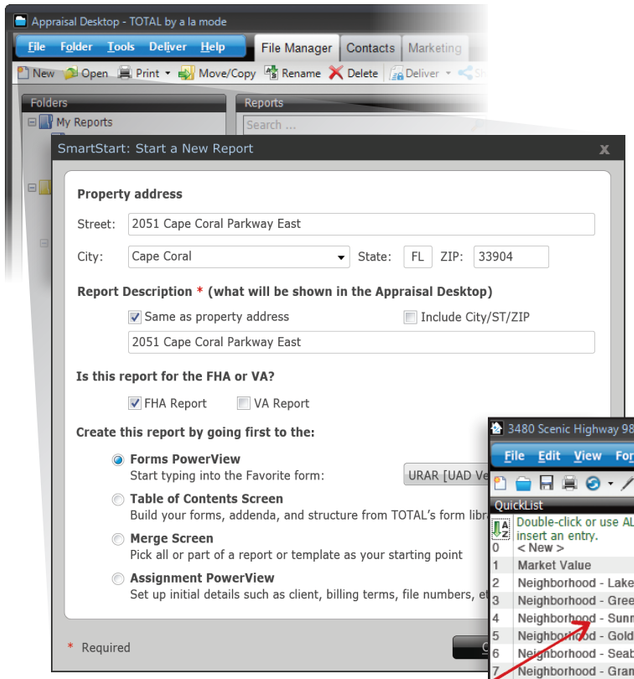
alamd.co/mulmon

Save $100 with code CATA100

Dive right in, you'll be up and running in five minutes

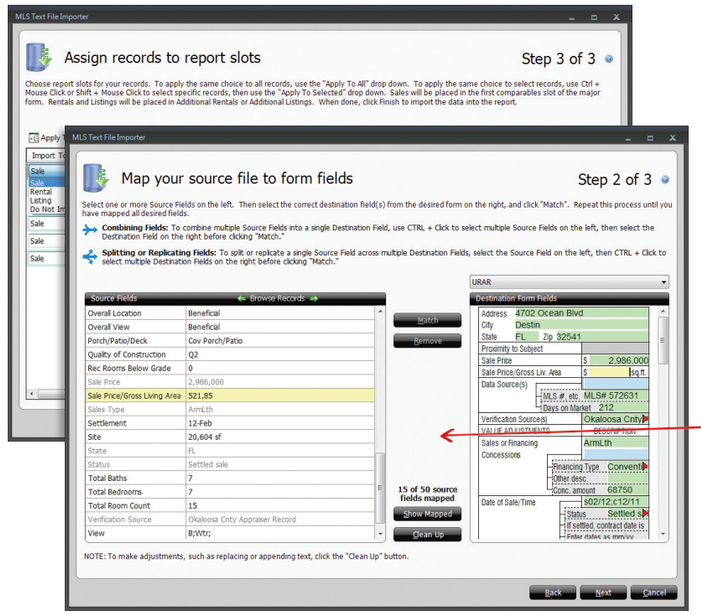
If you like to just "get in and go," you'll love TOTAL. It's never been faster or easier to start reports. And you'll love the time-saving tools for pulling in data from previous reports, your databases, MLS, and more.

Use the Aurora Transition Assistant to copy over your reports, settings, QuickLists, signatures, and more. Or, if you recently switched, import files and databases from your previous software with our simple Competitor Conversion Wizard.



Fire up new reports in no time

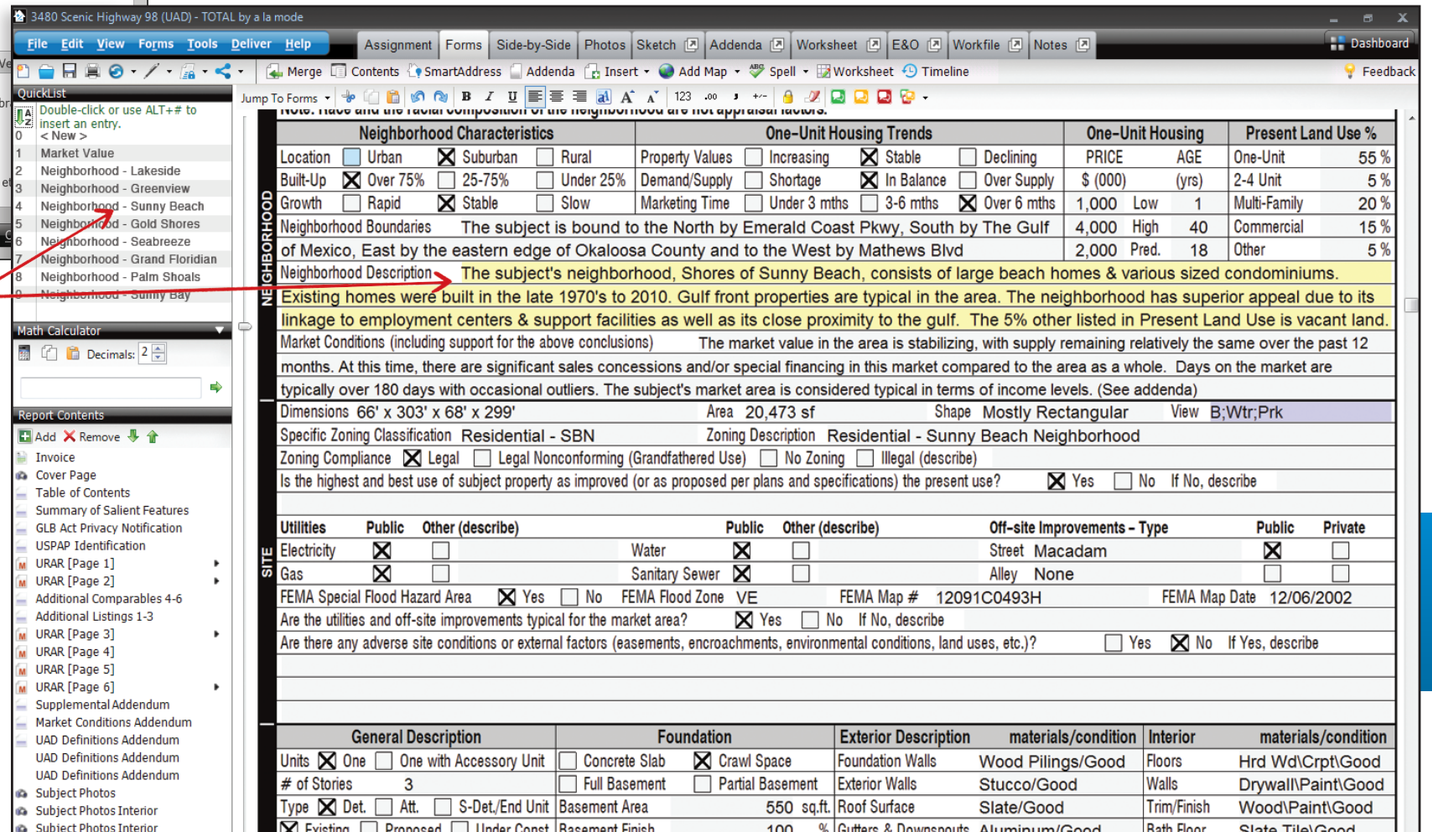
Use SmartStart to enter the subject address, then choose how much (or little) information you want to enter up front. You can dive straight into your form or use SmartMerge to pull in data from old reports or templates in a snap.



Pull MLS data directly into your reports

Say goodbye to the frustrating task of copying and pasting from your local MLS. Our free MLS Text File Importer pulls sales, rentals, and listings data exported from your MLS directly into your report. And built-in cleanup tools translate REALTOR® language into UAD-compliant terms. Once you've finished your report, it's all saved into your Comps Database for future use.

You control what data gets pulled in from your MLS comps, rentals, and listings.



Fill out the Neighborhood section in a click.

Superpowered common responses

In TOTAL, your QuickLists (common responses) aren't limited to saving data for just one field at a time. You can select multiple fields and save them as a single set of data to fill out entire sections later.

Watch the video here:
alamd.co/multiql

See it in action: Filling out the 1004MC automatically

Learn how to use TOTAL's Worksheets to automate your entire 1004MC.

Watch the video here:
alamd.co/auto1004MC

WinTOTAL Aurora user?

TOTAL comes free with your Membership.

Save $100 with code CATA100

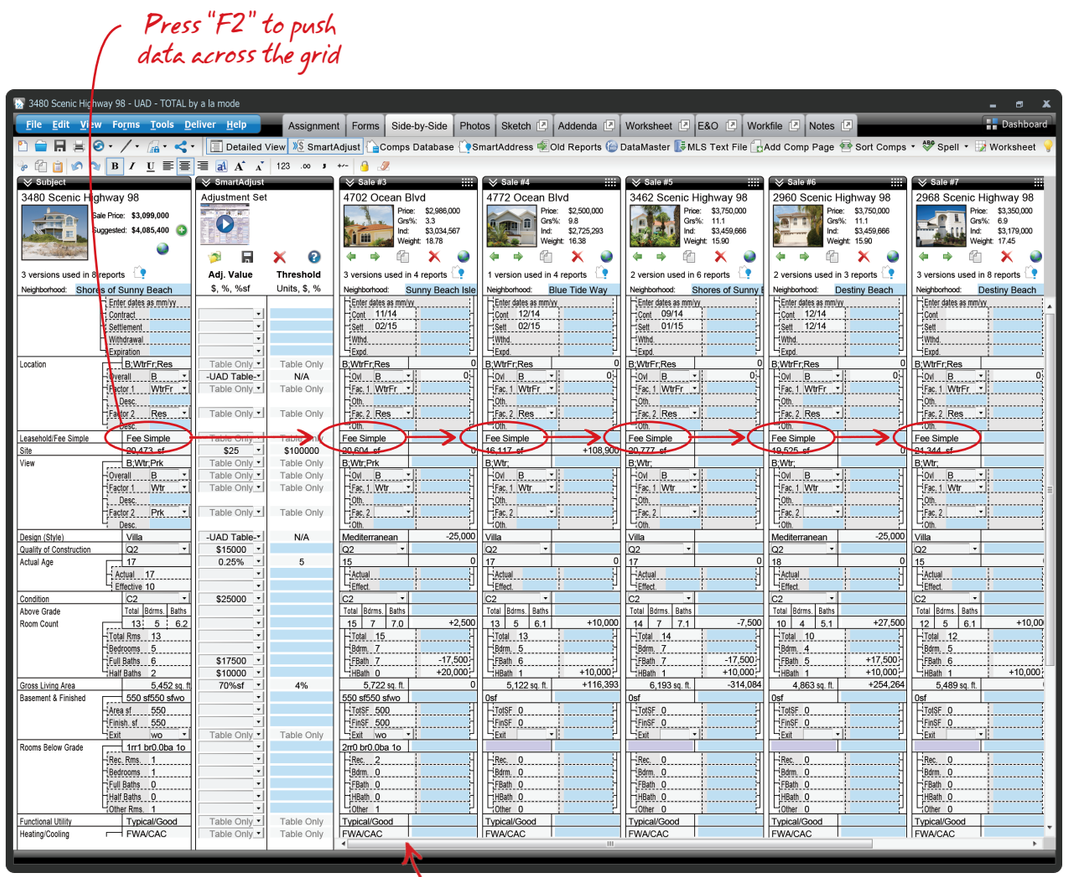
Save the most time with all your comps side-by-side on one screen

Our Comps Side-by-Side PowerView shows all your comps, rentals, or listings in one horizontally-scrolling screen. It's the most logical way to handle your comps. But we didn't stop there — TOTAL also includes Detailed View and SmartAdjust to help with UAD and non-numeric adjustments.

SmartAdjust is the only adjuster that handles both numeric and non-numeric adjustments, and does it for UAD and non-UAD reports in one consistent interface. You can use percentages, percentage per square foot, and dollars, all in conjunction with our unique text-based lookup tables.

What's a table? It's how you handle text like "C1" versus "C2", tying adjustment factors to different values automatically.

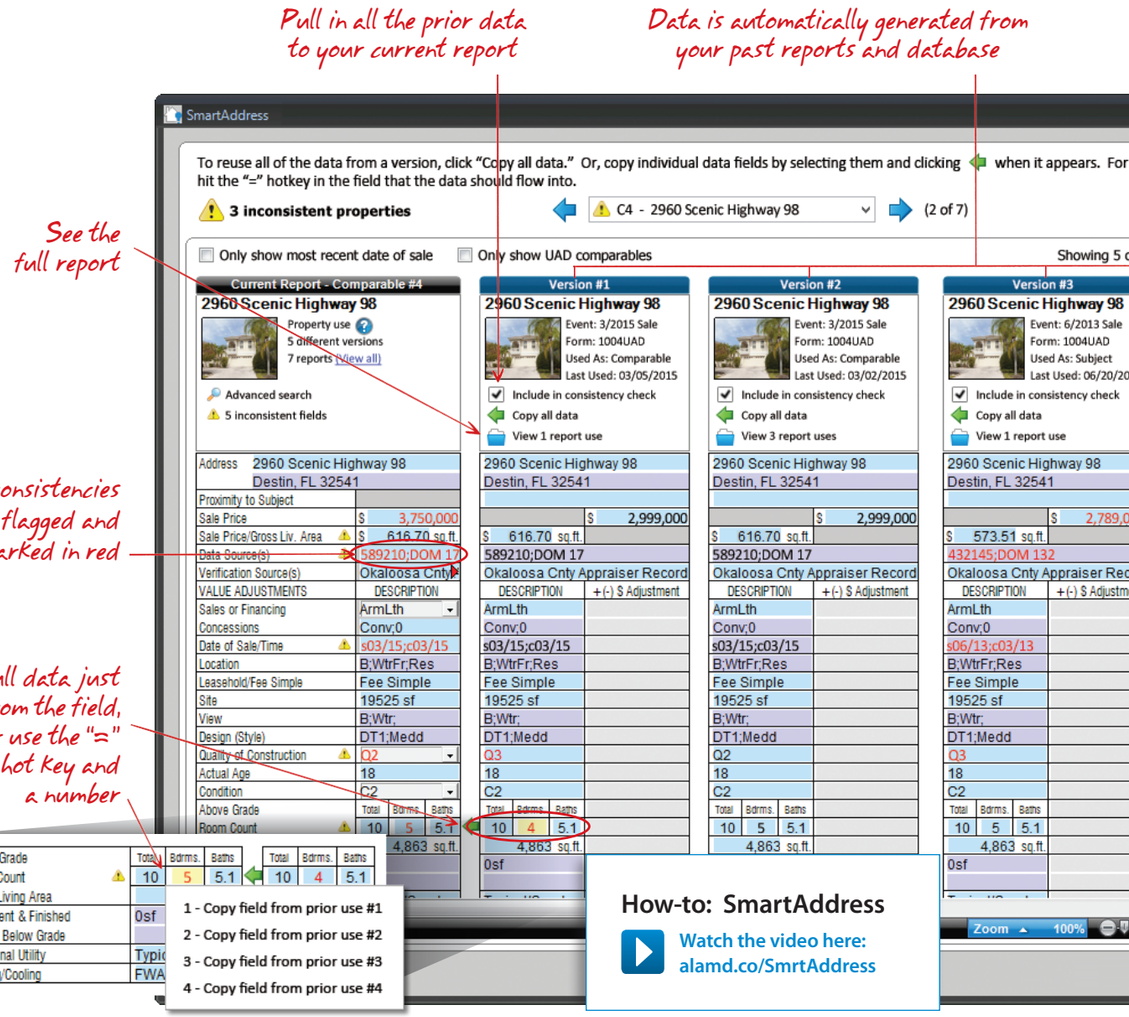
You'll save time on EVERY field in the grid — especially the compound UAD fields, like basement and bathrooms, which Detailed View automatically breaks out into separate line items for you to apply individual adjustment factors. So, for bathroom count you'll see one sub-line for full baths, one for half baths, and can adjust separately for each. They'll be adjusted together in the grid and factors are applied across all comps.



Easily reuse data and stay consistent with SmartAddress

SmartAddress instantly alerts you to subject and comp properties you've used before so you can easily pull in prior data and check for inconsistencies. Because it's automatic and pulls from all of your past properties (and TOTAL auto-saves all your comps to your database), it's unlike anything available in other appraisal software.

With one click, SmartAddress displays all the previous versions of a property that you've used (not just the most recent) side-by-side. This makes it easy to compare them and spot inconsistencies. From there, you can merge in entire previous records or pick and choose which field data you want to add to your current report. It's a huge time saver!



Save $100 with code CATA100

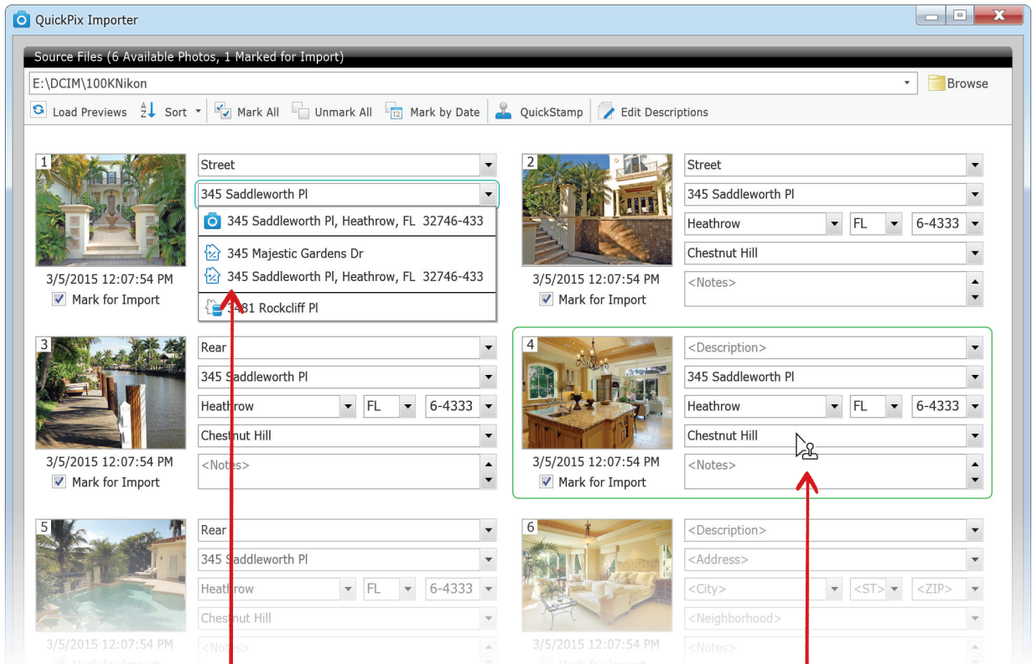
Exceptionally simple yet powerful photo handling

After a day of inspections, the last thing you want to do is organize photos. Photos PowerView and QuickPix Database put an end to this process.

Our QuickPix Importer pulls in thumbnails from your camera or PC for you to review and quickly pick which to use. When you add a photo to a report, the property information is automatically added into the QuickPix Database for easy searching later by address, room type, neighborhood, and more. From there, you can drop images straight onto your form without worrying about entering details.

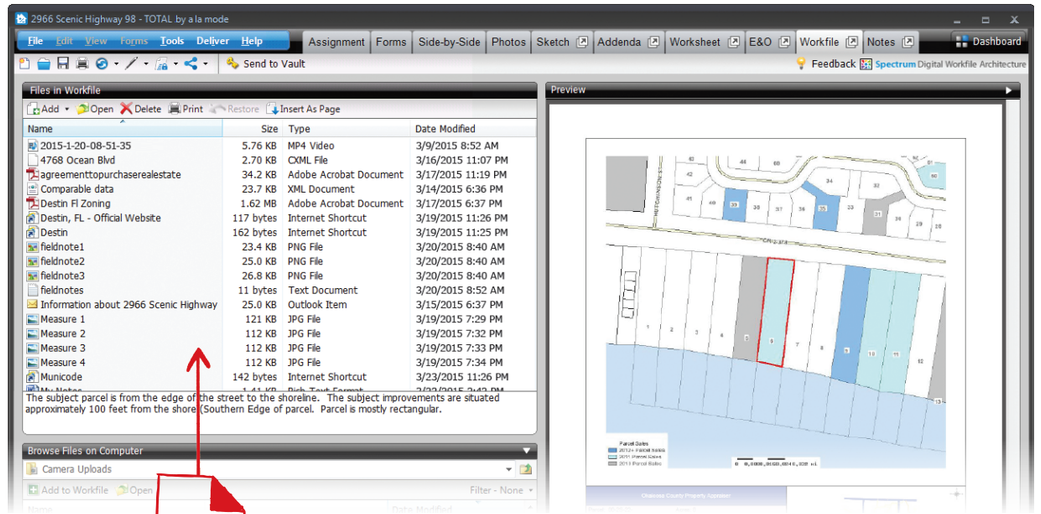
You'll see everything in one modern PowerView that makes working with photos incredibly easy. Finally, as you add photos to your form, they're precisely compressed to keep your report small while maintaining beautiful clarity.

Building a photos database has never been easier



Let the QuickPix Importer auto-complete photo information (like the address) using data from your open reports.

QuickStamp lets you copy all the address data from one photo and "stamp" it onto other photos with a single click.



Drag and drop in photos, PDFs, e-mails, and more to add them to your Workfile.

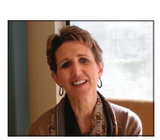
Go truly paperless without thinking about it

The appraisal process is clear: First you research, then you analyze, and then you write your report. Unfortunately, other software skips the first two steps completely.

TOTAL ties together pre-inspection notes and research, assignment data, e-mails, MLS data, comps searches, photos, comps adjustment criteria, the sales contract, and more, all into the same digital file that contains the final appraisal. That's because our Spectrum Digital Workfile Architecture is at the core of how TOTAL manages data.

Simply browse to, drag and drop, or paste any file into the Workfile. TOTAL also adds files automatically, such as the delivered PDF, comps that didn't make the cut, and TOTAL for Mobile inspection data (including voice recordings).

Everything is saved with your report and easily flows into Vault or your other digital storage. Later, if questioned by an underwriter or auditor, easily open your Workfile from the cloud instead of sifting through e-mail clutter or expensive paper filing cabinets.



"Your ability to drag items from your computer directly into the Workfile is a huge timesaver." *— Robin Sibinski, Home Run Appraisals*

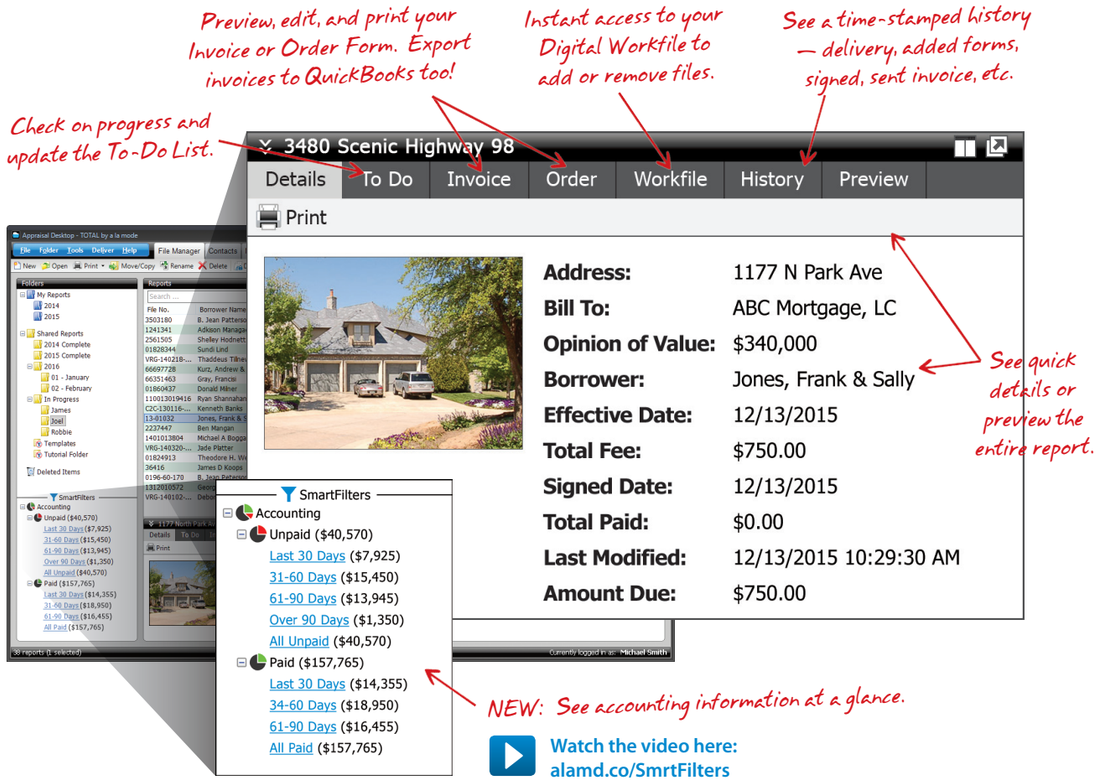
Watch the testimonial video here: alamd.co/robins

Save $100 with code CATA100

Easily manage orders, invoices, tasks, and reports

Whether you have an office manager or manage everything yourself, you'll appreciate the simplicity and customization of the Appraisal Desktop. All your appraisals are easily searchable and you don't need to open a report to view crucial details. Make quick changes, print an invoice, deliver, and more all in a click.

You'll also appreciate SmartFilters, which gives you access to your accounting info at a glance. You can filter paid and unpaid reports by date and client. Need to know which clients haven't paid in the last 30 days? Just select that filter and see a breakdown of all your clients, how much they've paid, and how much they owe.



Watch the video here:
alamd.co/SmrtFilters

Flexible E&O PowerView to easily stay compliant

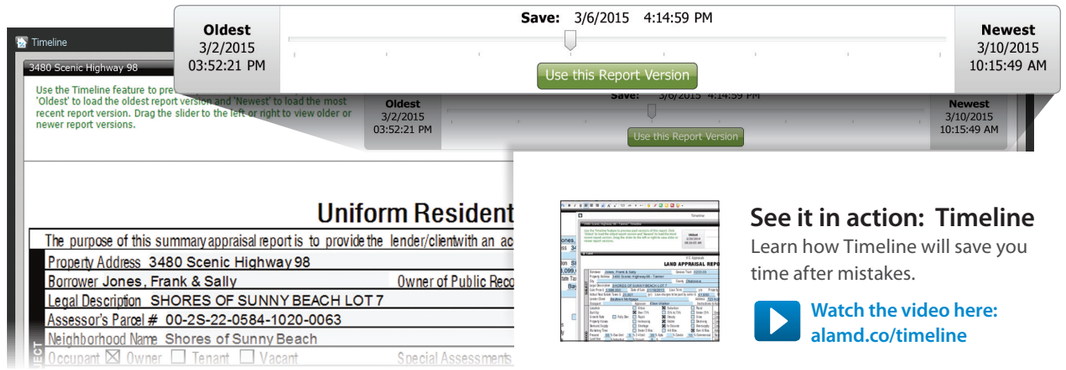
With TOTAL's E&O PowerView you can see warnings side-by-side with your form or in a separate window. This makes it easy to catch errors and make changes. UCDP Hard Stops as well as potential CU flags are clearly marked so you can't miss them. Simply double click any error message to jump right to that area of the form and fix it. The PowerView also gives you the ability to customize the non-UAD rules and warnings you see.

Roll back reports to earlier versions with Timeline

You've been there. That heart-stopping moment of losing hours of work after making a mistake. For instance, you merged data into the wrong report and saved it. With TOTAL's Timeline, never worry again.

As you fill in your forms, TOTAL saves copies of your report in various stages as you enter data, add and swap forms, merge data, or deliver. Using Timeline, you can roll back your report to the version before you made any major change.

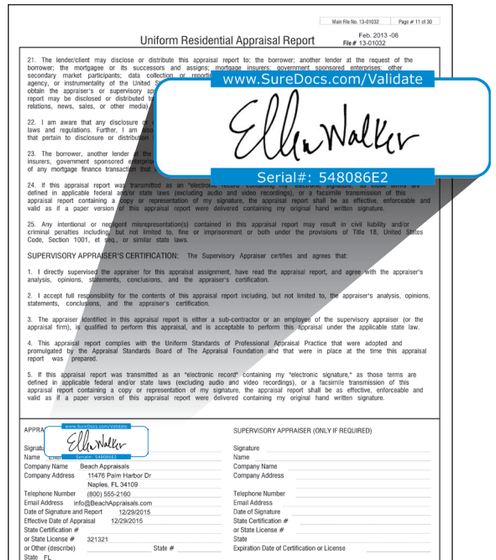
> ***"Timeline saved my butt!***
>
> *Now that is a cool feature. After hours of work, I just overwrote a file by mistake. Poof… hours of work gone! Then I saw Timeline, selected a copy that had been saved just a few minutes before my dumb mistake. And poof… hours of work restored!* ***I was back where I left off in no time."***
>
> *— Cris Wilmes, Able Appraisal*



See it in action: Timeline

Learn how Timeline will save you time after mistakes.

Watch the video here:
alamd.co/timeline



Get peace of mind from fraud and identity theft with secure signing

With SureDocs, your reports are protected by a secure signature block with your unique serial number specific to each report. The first time you set up SureDocs, TOTAL verifies your identity and saves it to your account. You or your client can visit the SureDocs validation page to verify the authenticity and integrity of your data.

Switch to TOTAL

Switching is easier than you think. Our new customer Welcome Team will walk you through the transition. And, with our ironclad 100% money back guarantee, you have 100 days to put TOTAL to the test.

We'll even buy out your current software contract. Since TOTAL + a Silver Membership is just $648, you could even switch for free!

Plus, our $349 Silver Membership pricing is guaranteed for 10 years. That means you'll pay just $349 next year for the maps, data, and support you need.

Call 1-800-ALAMODE or visit www.alamode.com/switch to get started today!

EXAMPLE:

What you paid your vendor		$745.00
	÷	12 mo
Time remaining on your contract		$62.08
	x	8 mo
Your discount + $100 catalog coupon		$596.64
TOTAL Essentials		$648.00
	–	$596.64
Your final price!		$51.36

WinTOTAL Aurora user?
TOTAL comes free with your Membership.

Memberships

Legendary service, no hidden fees

We don't nickel and dime for the maps, data, mobile tools, and delivery you need. All of our annual Memberships include:

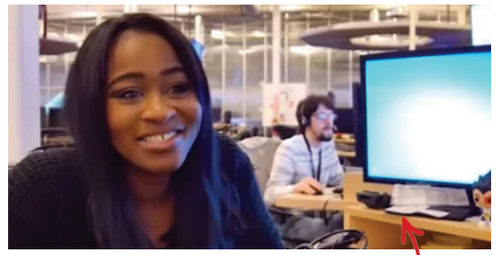
- Unlimited Bing™ street maps
- Unlimited Bing aerial maps
- Unlimited flood and census data
- Unlimited TOTAL for Mobile syncing
- Software maintenance updates
- New and updated forms
- DataCourier compliant XML + PDF delivery
- 90 days of XSellerate automated marketing system
- Vault Express automatically backs up your last 20 reports to our servers — great if you're out of the office or experience a computer crash
- Live phone support with industry-trained, expert technicians based in Oklahoma

Our US-based support team is here 24x7x365. So if you're up in the middle of the night trying to get a report out the door, or doing inspections on the weekend, we're just a phone call away. Simply choose the Membership level that fits you best.

Membership levels:

Silver	8AM - 5PM CT, M-F
Gold	6AM - 9PM CT, M-F
Platinum	24x7x365
Elite-Only	Priority 24x7x365 Bypass the queue to be first in line when you call.

Save $100 with code CATA100
www.alamode.com/membership



Support Rep Tiara shares her story of helping appraisers nights, weekends, and holidays.

Watch the video here: alamd.co/Tiara

"I've been an appraiser for over 22 years, using a la mode the whole time. A computer whiz, I am not. I've ran across very few problems over the years, and most of those were operator errors. But, when I did call, I can honestly tell you I received the help I needed, every time. Most importantly, the people who answered my calls treated me with respect and dignity! Not one time was I ever talked down to, in the way most IT people treat people. ***When I open up the a la mode software and proceed to write reports, I know that it's dependable and works properly. It has been the one constant thing in my appraisal career I did not have to worry about. You have an excellent product with a well-trained staff!"*** *— Anita Weller, Home Appraisal Co.*

TOTAL Sketch

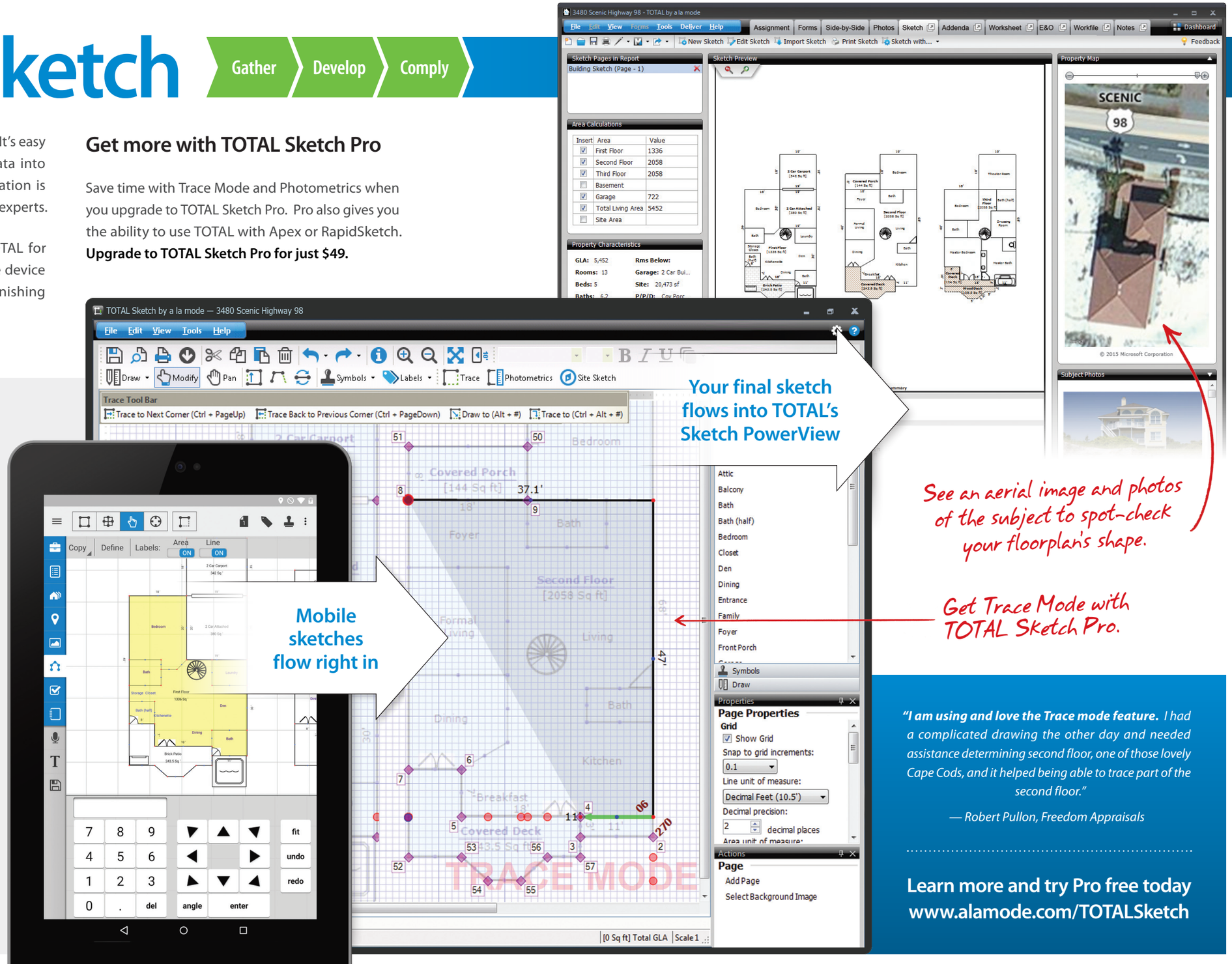
Gather | Develop | Comply

TOTAL Sketch is included free with TOTAL. It's easy to use, built in-house, and transfers all data into TOTAL. That means no third-party integration is needed and it's fully backed by our support experts.

You can also use our free mobile app, TOTAL for Mobile, to draw everything on your mobile device then sync to easily make edits and add finishing touches in TOTAL Sketch.

Get more with TOTAL Sketch Pro

Save time with Trace Mode and Photometrics when you upgrade to TOTAL Sketch Pro. Pro also gives you the ability to use TOTAL with Apex or RapidSketch. **Upgrade to TOTAL Sketch Pro for just $49.**



Sketching made simple

- Syncs with TOTAL for Mobile – create sketches in the app and add finishing touches on your desktop
- Area calculations flow into your report
- Unlimited customizable area types
- Easily draw angles, curves, and polygons
- Draw multiple areas at once or combine walls into areas
- Huge library of customizable labels
- Easily copy, paste, undo, and redo
- Large icons to more easily sketch on your Windows touchscreen tablet
- Built-in hotkeys for faster sketching without leaving your keyboard
- In TOTAL, view a Bing™ aerial map and photos side-by-side your sketch to spot-check your floorplan's shape
- **Pro** — Integration with Apex, RapidSketch, and Phoenix Sketch.
- **Pro** — Trace Mode: A phenomenal timesaver on multi-story properties
- **Pro** — Photometrics: Upload an aerial image, specs, etc., set the scale, and trace

*"**I am using and love the Trace mode feature.** I had a complicated drawing the other day and needed assistance determining second floor, one of those lovely Cape Cods, and it helped being able to trace part of the second floor."*

— Robert Pullon, Freedom Appraisals

Learn more and try Pro free today
www.alamode.com/TOTALSketch

TOTAL for Mobile

Gather | Develop

Unlike other companies, we're truly mobile-centric. Since 1991, we've built our own mobile tools to work seamlessly with our desktop products instead of relying on a third party. So it's no surprise our TOTAL for Mobile app is the perfect companion for TOTAL.

All the field data you collect (including voice notes, photos, sketches, and more) on your iOS® or Android™ device flows into your TOTAL report and your Spectrum Digital Workfile built into TOTAL.

Even if you've tried other apps before, they don't compare. Bottom line: You'll be completely paperless and won't need a clipboard or other cumbersome devices again. **Best of all, it's 100% free!**

Read Greg's story on the next page or watch the video:
alamd.co/GregPaprless

Why it's the best app for appraising

- Intuitive interface lets you get in and go
- No Wi-Fi or data connection needed to collect data and sketch
- Start reports from PC or mobile, data flows seamlessly through the cloud
- Take unlimited photos within the app and they'll be correctly placed in your report
- Prioritize the most important fields to collect the data you need most right away
- Sketching is as easy as swipe and tap
- Built-in driving directions for comps
- Add voice notes on the fly and use speech-to-text to fill out your report data
- Works with your Bluetooth® DISTO™ laser measurers

FREE DOWNLOAD

Swipe and tap for precise sketches in the field

Simply enter your measurements, then swipe and tap to draw exterior and interior walls. From there, it's easy to define lengths, angles, arcs, and areas. Then, drop in custom symbols and labels for a completed sketch.

More mobile forms than any other vendor

TOTAL for Mobile includes the 1004, 1004 UAD, 2055, 2055 UAD, AIC, Condo, Condo UAD, Disaster Inspection, ERC, Field Review, GP Condo, GP Residential, GP Land, 1004C, 1025, and more on the way!

Download TOTAL for Mobile for free in the App Store, Google Play, or Amazon Appstore.

Available on the App Store | GET IT ON Google play | Available at amazon

TOTAL for Mobile

"It saves me 30 minutes to two hours per report."

Tablets and smartphones offer the biggest productivity boost since the digital camera — don't miss out!

Unlike other vendors, our mobile solution is 100% free and made in-house to work seamlessly with our desktop tools. All of your data flows into TOTAL. No more error-prone data entry, no time wasted resketching, or going back to the property.

Don't take our word for it, check out Greg Mellies' story.

TOTAL for Mobile is included free with TOTAL, for both Android™ and iOS, plus full integration with DISTO laser measurement devices, at no charge — not even any per-use "tokens" like Bradford and ACI.

"How many times have I had to go back out and measure a house again? With TOTAL for Mobile I don't have to do that."

"Before I go out in the field, I pull all the comps and plug everything into TOTAL so I can export it out to TOTAL for Mobile. From the time I arrive on the property, it takes anywhere from 20 to 30 minutes. It just depends on how detailed it is, how big of a property it is. **Most properties I can do in 20 minutes.**

I work my way around the interior, entering my information into TOTAL for Mobile. **Between not having to type the information over again, and not having to take it from a written sketch and put it back in, I'd say it saves me anywhere from 30 minutes to two hours per report.**

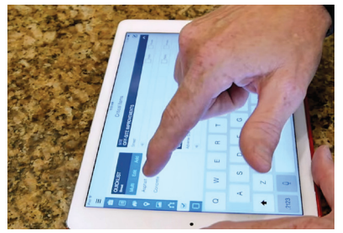
After bringing the report down from the cloud, I'll make minor tweaks to the sketch and modifications to the report before doing my adjustments on the sales comparison approach. I think the biggest fear we had going in, and the fear that most people run into, is whether or not your digital information is going to be there when you get back. **I've never lost a report.**

Going from clipboards to a digital device was a change but now it's taken out a lot of the process. It used to be you'd take a clipboard out into the field and you'd write everything down, hope you got it right with your measurements, come back, start plugging it in. So you were basically doing the work twice. Not only has it taken away that extra step, but when I get back to the office, I don't have to worry if my house measurements are going to measure up or if I missed a wall. **How many times have I had to go back out and measure a house again? With TOTAL for Mobile I don't have to do that.**

It takes me about the same amount of time to sketch the property, take my pictures, and enter all of my information. Where the savings really happens is when I get back to the office and I don't have to redo all of that over again. **It's just a push of a button and it's in my report. Once you do it the first couple of times, it's a cakewalk from then on.**"

— Greg Mellies, Mellies Appraisal

Take photos within TOTAL for Mobile. They're automatically added in your report.



Just tap through your saved QuickList data to quickly fill in your forms without typing.

Ensure accuracy by auto-correcting sqft when cutting out open-to-below areas.

Put TOTAL for Mobile to the test on five houses

Download TOTAL for Mobile for free on your device and try it on five houses: #1 on your own home, #2-4 on vacant properties, and #5 on a traditional assignment. By your fifth inspection you should have the hang of it and start to see the time savings back at the office. And remember, our expert technicians are always just a phone call away!

Visit www.alamode.com/mobile or find TOTAL for Mobile in the app store.

Available on the App Store · GET IT ON Google play · amazon apps Available on kindle fire

TOTAL Store

Extend the power of TOTAL with integrated apps

TOTAL Store integrates a host of third-party appraisal apps seamlessly into TOTAL. You'll find regression, mobile data gathering, sketchers, MLS/data providers, analytics and stats tools, training resources, and more. There are also spreadsheets and services created by appraisers just like you.

After all, no two appraisers work exactly alike. That's why the Store allows you to customize TOTAL for your one-of-a-kind workflow. More than a shopping cart, everything's tightly integrated and at your fingertips.

Check out these vendors and many others when you visit TOTALStore.alamode.com.

Valu+
Powered by National Data Collective

Public records data that exports directly into a la mode TOTAL software

- 50% off your first month for a la mode users - Mention this ad when calling
- No Contracts, No Hidden Fees, Unlimited Usage
- Plat Maps, Flood Maps, Deed History, Custom Comp & Census Track searches*
- Pay Per Use, Monthly, Quarterly and Yearly billing options available
- Free 3 day trial - no credit card required

(*) Data quantity and quality varies by state

Call NDC today at (800) 964-2374 to take advantage of your 50% off offer!
www.alamode.com/ndc

Appraisal Report Data Entry Service

We Typed 200,000+ Reports!

"What a great tool to have at our disposal when things get hectic. We can always count on ieImpact for accurate data input! Kudos to your services and the people who work so hard!"
- Trevor P, Real Value Appraisals

Don't waste your valuable time doing data entry. YOU focus on valuation analysis and LET US input all the data you need into the reports for just $12.49 Per Report.

Report areas we normally fill in

- ☑ Subject Data and Field Inspection Notes
- ☑ Sales Comp Analysis Grid
- ☑ Prior Sales History for Subject and Comps
- ☑ 1004 MC Form, Sales Contract
- ☑ Plat Map and Sketch

Software Packages

- ☑ a la mode's Aurora and TOTAL
- ☑ ACI's ACI2010
- ☑ Bradford's ClickFORMS
- ☑ SFREP's Appraise-IT
- ☑ Narrative1

New Customers Get 3 Reports Typed for Free.
No Credit Card Needed.

Call us at 1-888-694-0005

www.alamode.com/ieIMPACT
ieIMPACT Technologies Inc.
San Jose, California, USA

DataMaster
FOR APPRAISERS

The BEST data import tool for residential appraisers that saves up to *60 MINUTES PER REPORT.*

- 16 charts/graphs
- Customized field text
- Eliminates typos
- No contracts

Download today and start saving time!
alamode.com/datamaster

Leica DISTO™

Go truly mobile with unparalleled outdoor laser-measure performance and Bluetooth.

Visit the TOTAL Store DISTO shop at: alamode.com/disto

HEXAGON - when it has to be right Leica Geosystems

Building Cost Estimates in Real Time

Use Marshall & Swift® SwiftEstimator® in EVERY Residential Appraisal for only $75/Month

- Optimized workflow offers seamless integration with URAR form
- Single-screen design
- Unlimited monthly (single user) or single use pricing available

Visit alamode.com/swiftestimator to learn more!

CoreLogic®

NYSE: CLGX

©2016 CoreLogic, Inc. All rights reserved.

LOYALTY REWARDS GET PAID

HOW TO

Save hundreds on your renewal

Get rewarded when your friends switch

Tell your friends to switch to us. When they do, you'll save big on your next renewal (you could even pay nothing)!

Here's how it works:

- Tell your appraiser friends how much you love our products and have them call 1-800-ALAMODE.
- When they buy TOTAL, you'll get a 50% credit based on their first order with us.

That's it! Simply get two or more friends to spend what you spend a year and you'll get your renewal for free. Or, if one colleague spends double what you spend, your renewal will be $0. Use your credits on any a la mode service — renew, upgrade, or try something new.

EXAMPLE:

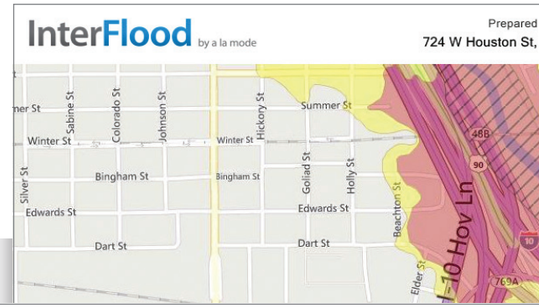
Friend buys TOTAL + Silver Membership		$648
	÷	2
Your Loyalty Reward Credit		$324
Silver renewal		$349
	−	$324
Your renewal		$25

1-800-ALAMODE
www.alamode.com/loyalty

InterFlood

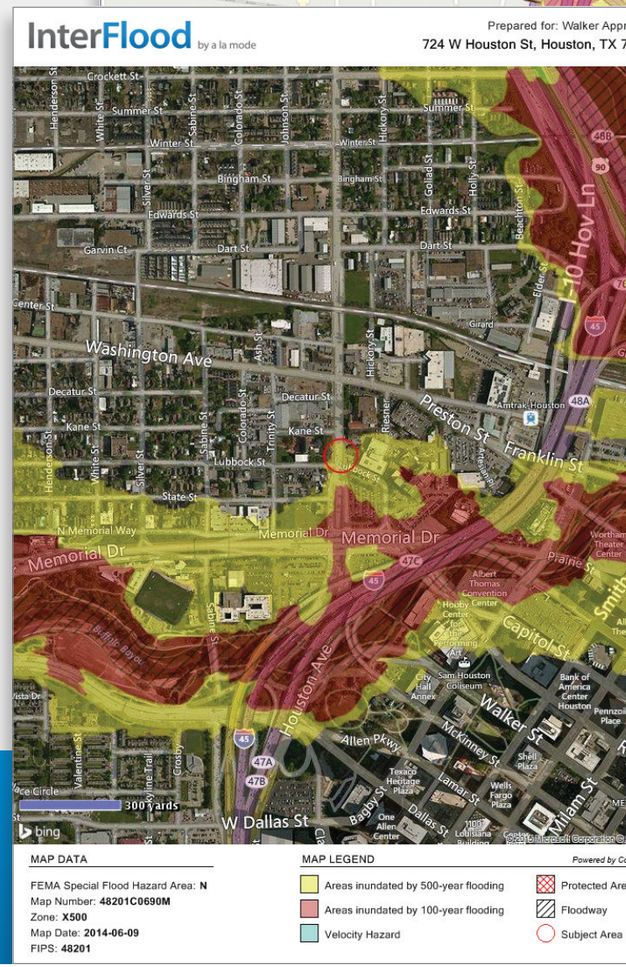
Instant hi-res flood maps and data

InterFlood inserts a professional, easy-to-read flood map automatically. There's no copying and pasting needed. It just works!



Better flood maps without the work

- New and improved maps look professional, clean, crisp, and are easy to read
- Your choice between aerial and street maps
- Up-to-the-minute data with the LOMR information from FEMA included
- Panels are properly sized for your legal addenda — no more excruciating panning and zooming on the FEMA website or inside huge map panels
- "Set it and forget it" option automatically adds maps to every report where the subject is in a flood zone — no more copying and inserting images
- Addresses are geocoded and the subject property is automatically circled — no image editing or guessing
- Easier readability for your clients with clearly marked streets and a detailed legend
- Great for commercial narratives — get maps from InterFlood.com and paste them into your word processor or narrative software
- If needed, use GPS coordinates or position the subject property using a Bing street map



Stop wrestling with the FEMA website. InterFlood plans start at just $19.
Visit www.InterFlood.com

Mileage Estimator

Account

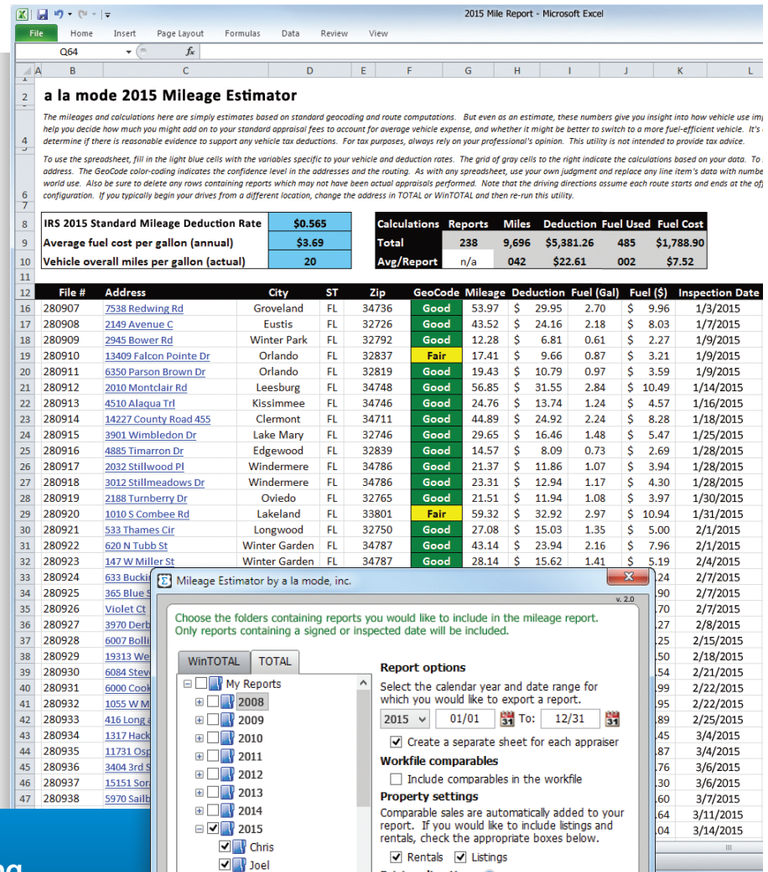
Estimate your appraisal mileage in seconds

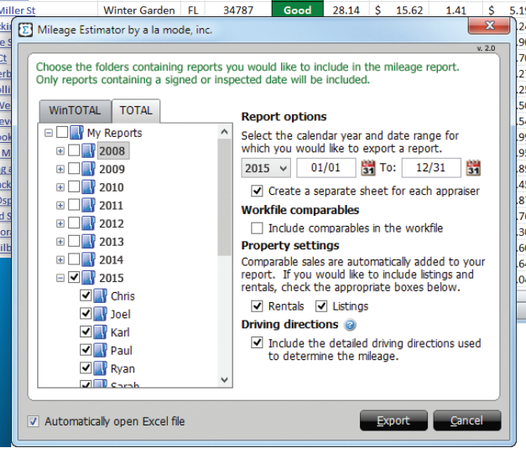
Tax time may be when you dive into vehicle costs, but you need to make decisions based on your vehicle expenses all year. How much should you add to your fees to cover expenses? Is it time to rethink your coverage areas, or at least your fees in outlying areas?

In seconds, Mileage Estimator turns your annual TOTAL and WinTOTAL databases of signed or inspected reports into a customizable spreadsheet with mileage, fuel consumption, fuel expense, and even deduction estimates. From there, it's easy to calculate costs.

See how much your drive time *really* costs

- Two easy steps: simply point it to your reports folders and export the data
- Maps the distance from your office to the subject property and all comps for each report
- Fuel and standard deductions are calculated using geocoding
- Include comps from the Workfile that didn't make it into the final report
- Generate reports for the full year or a specific date range
- Create appraiser-specific reports (great for multi-appraiser offices)
- Everything shows up in one customizable, easy-to-read Excel or OpenOffice spreadsheet
- Your tax pro will thank you





For just $49, you can't go wrong. Get Mileage Estimator at www.alamode.com/Mileage.

Delivery

Deliver

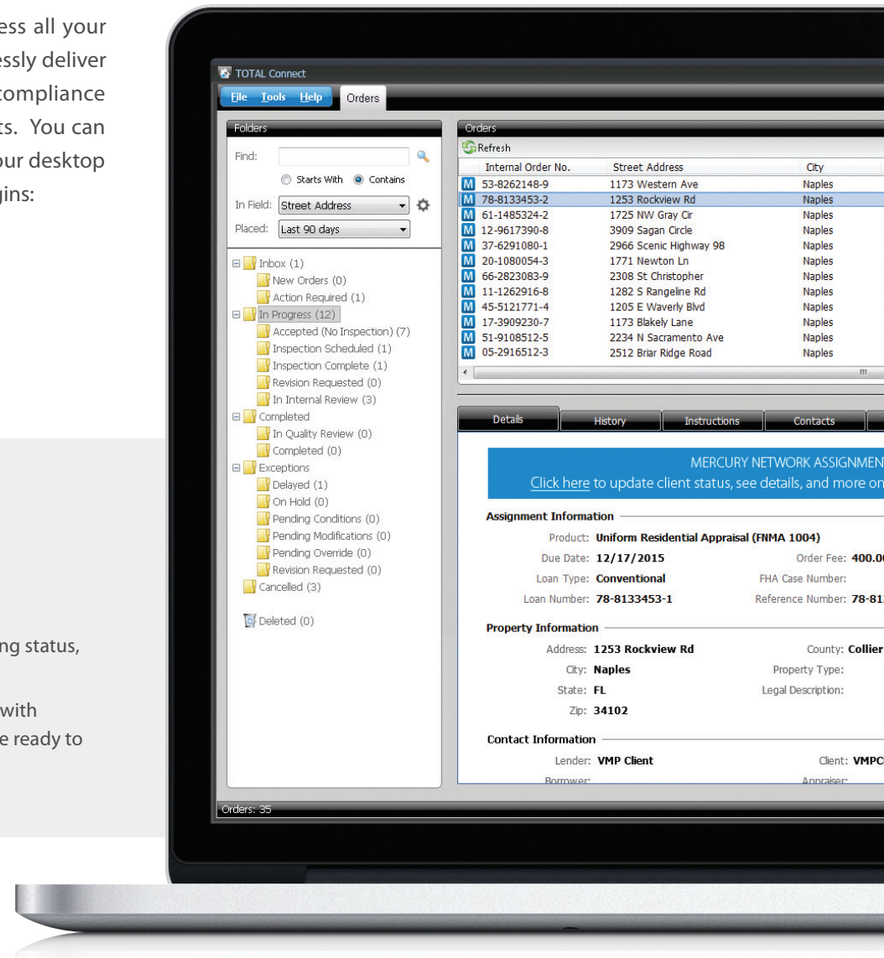
Comply

Use TOTAL Connect to access all your delivery plugins and seamlessly deliver reports to your clients in compliance with their own requirements. You can deliver reports right from your desktop with these free delivery plugins:

- Mercury Network
- DataCourier (XML + PDF)
- GotAppraisals
- StreetLinks

Seamless, compliant report delivery

- Fully compliant, integrated delivery system
- Manage your orders, including status, from your desktop
- Fully integrated with TOTAL with one-click launch when you're ready to deliver the report



More plugins

If you're delivering to any of the clients in the list at right, you'll need TOTAL Connect Pro. It's only $299 a year, and gives you access to all of the premium plugins.

- AppraisalPort (.ENV files)
- Axios Valuation Services
- GAC / ISGN Solutions, Inc.
- Metro-West
- PCV Murcor
- Title Source (TSI)
- Valuation Support Services (Rels)

Vault with Exact

Comply Manage

Cloud-based protection for your appraisals, databases, and more

We launched Vault with Exact back in 2000 — about a decade before "the cloud" became a household term. Today, nearly 12 million appraisal files are stored, along with thousands of appraisers' office settings. It's the best way to keep your appraisals safe, go paperless, and collaborate with other appraisers. It's also the best option to restore work completely and quickly.

There are plenty of other storage methods, but Vault with Exact is the only one designed for appraisers, with your specific workflow and data in mind. If disaster does strike and you need to move to a new PC or laptop ASAP, Vault with Exact will have you up and running in minutes — like the setback never happened. Don't leave your business to chance, get Vault.

Recovering after a crash with Vault and Exact: alamd.co/GaryH

Moving to a new PC with Vault and Exact: alamd.co/SteveT

Accessing appraisals remotely with Vault: alamd.co/SamR

Get Vault with Exact if you:

- Rely on traditional storage methods, which cost hundreds per year in ink, paper, and storage space
- Plan to get a new PC soon and will need to quickly transfer all of your appraisals, personalized settings, and databases
- Need USPAP-compliant, paperless protection from natural disasters, theft, and PC meltdowns
- Collaborate and share settings with trainees, other appraisers, or office managers
- Want to work remotely and spend less time driving back and forth to the office to work on reports
- Field urgent calls from clients, underwriters, and auditors with questions about past appraisals
- Have been burned by the "cheap" and generic storage solutions that aren't built for appraisers — unable to get your settings and files recovered quickly (if at all)

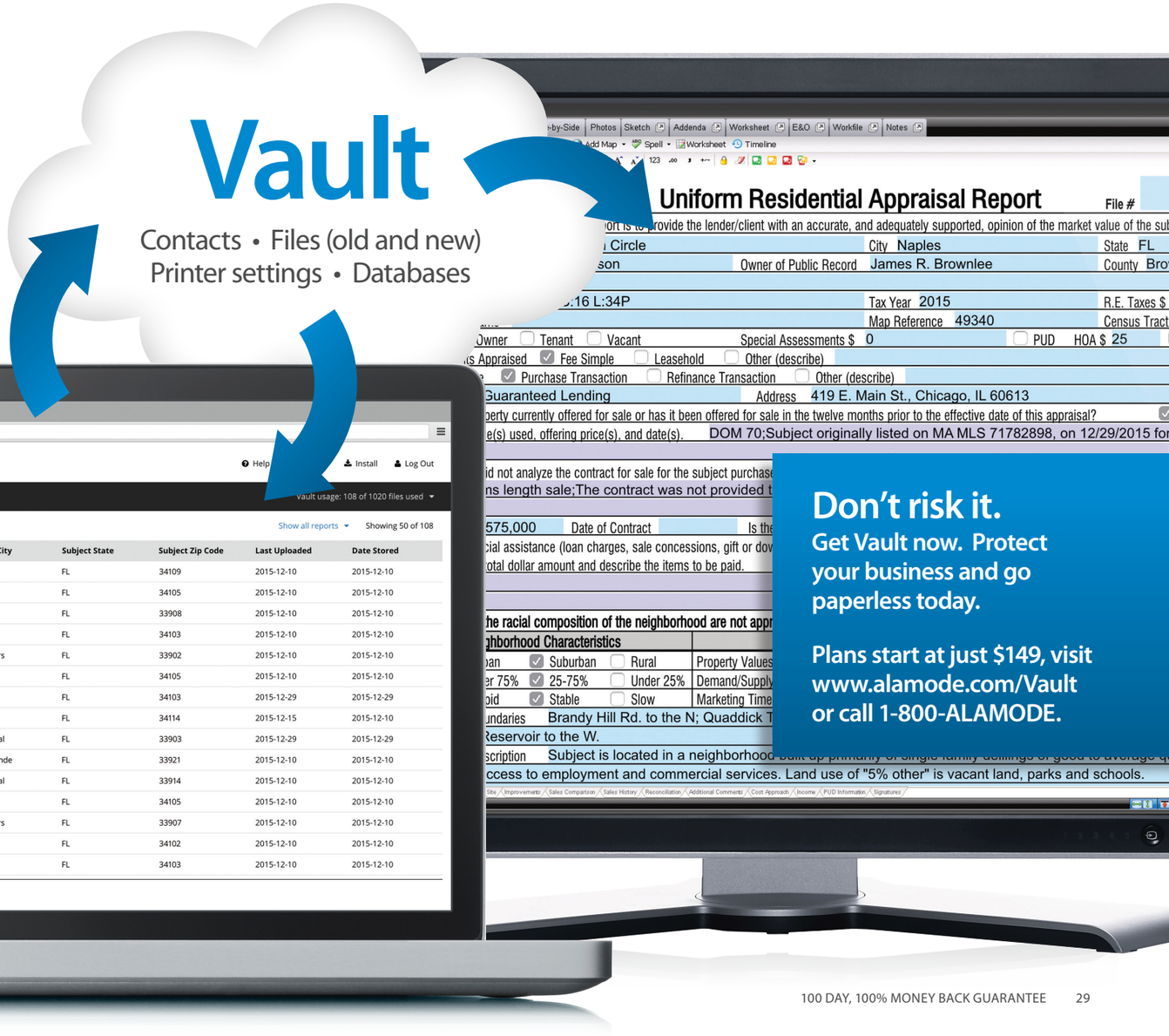
Don't trust your business with "cheap" online file storage or unreliable external drives

Online storage solutions are good for personal files but they're not built for appraisers. Many don't back up your databases or settings. And, they won't auto restore to a new PC, so it could take days to get back to work.

External drives are prone to fail and susceptible to fires, flood, and theft. And most external drives require manual labor to move to a new computer.

You incur too much risk when you depend on a system other than Vault. It's easy to save a file, but getting you back up and running quickly so you don't miss deadlines is hard.

Instead, rely on Vault. Installation only takes about five minutes and from there, your data will get backed up every night automatically. If disaster strikes, you'll be back to work in minutes.



NON-LENDER
HIGH-FEE
ORDERS

XSites and XSellerate

Get all the tools you need to market your business for high-fee non-lender orders

Save $100 on any new product over $199 through March 15th.

Use code CATA100 online or call 1-800-ALAMODE.

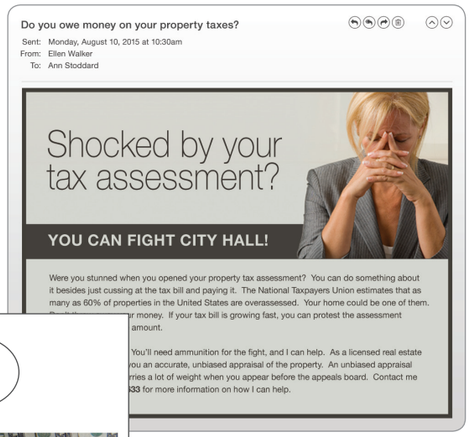
Everything is backed by our 100 day, 100% money back guarantee.

XSellerate

Market

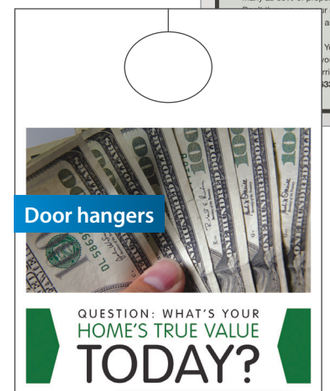
Proactively brings in high-fee, non-lender orders all year

We hear it a lot: **"I'm slow but my biggest competitor is still busy."** Usually those appraisers are still busy because they marketed themselves to non-lender clients even when mortgage work was plentiful. No matter what the market is doing, it's critical to market yourself. You need XSellerate.



Take control of your income with XSellerate

- **Non-lender** — Choose from over 300 print and e-mail ads targeting attorneys, homeowners, real estate agents, financial advisors, and more.
- **Proactive marketing** — Incredibly effective campaigns are sent constantly, even when you're busy appraising.
- **Counter cyclical, high-fee** — When interest rates rise and AMC/lender markets start to slow, you'll keep getting high-fee orders.
- **Guaranteed** — You'll get new, better clients within 100 days or your money back.



Proactive marketing made incredibly easy

1. Choose your campaign
2. Choose your contacts
3. Choose the schedule

Only $299/year or free with an Enterprise XSite!

Plus, save $100 now through March 15th. See details on p. 41.

www.alamode.com/XSellerate
1-800-ALAMODE

Appraiser XSites

Account | Manage | Market | Order

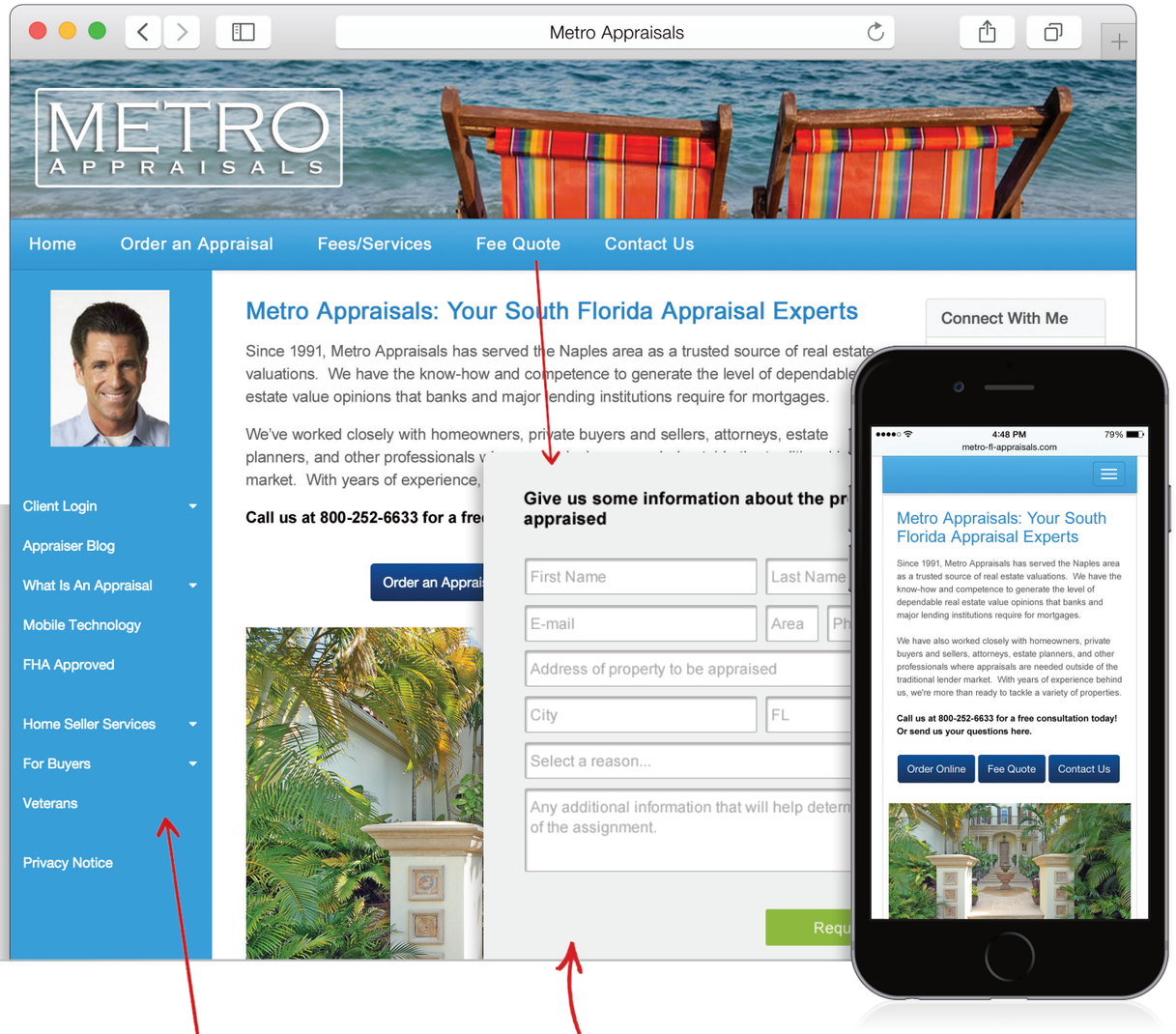
Beat market slowdowns with websites and campaigns that build non-lender clientele

You're an appraiser, not a marketing expert. We get that. But business today is conducted almost entirely online, so having a website is essential. You need a site where current clients and prospective ones (including non-lenders like attorneys and homeowners) learn about your services and order appraisals.

And there's a big difference between ordinary websites and an XSite that actually brings you high-fee orders and showcases your expertise. With XSites, you get an easy-to-use, professional site with pages that attract new non-lender clients and keeps the old ones coming back with ordering and new ways to contact you.

The most effective websites for appraisers

- Choose your own domain name (www.yourcompanyname.com) or easily transfer an existing name
- Customize your images, colors, layouts, and more
- Hundreds of pre-written pages show off your areas of expertise to homeowners, attorneys, CPAs, etc.
- Chat with site visitors before they move onto your competition's website
- Convert casual visitors into clients with customizable lead capture forms
- Interactive coverage area maps, images that link to your social media, mobile messaging, etc.



Your website will exude credibility and professionalism with very little effort. We've done all the work.

Add a Fee Quote page to make it easy for visitors to request a quote.

Launch your XSite in minutes

Simply choose your domain name (".com"), pick your theme, and you'll be online in minutes. Plus, everything can be edited with our simple word processor. As soon as you make a change, it appears on your site instantly.

Business Management to help run your entire business

Our Business Management tools help you run your company with fewer hassles and more profit. See the full list of features at alamode.com/XSites. Highlights include:

Getting paid faster

Collections work is uncomfortable and time-consuming. XSites will help with:

- The ability to require certain clients to pay before downloading reports
- Clients can log in to your site to check status, download the final PDF, and more
- Automatic late payment notices that get sent when invoices go past due
- Create and track one-off invoices for jobs that don't include a typical report (expert witness, comp checks, etc.)

Avoiding unnecessary fee negotiations

Clients order online using the appraisal order page (no phone tag). And you can set up fee tables to charge different fees for different clients without advertising it. Or customize your fees by product type. Everything shows up as the client is filling out the order form.

Plus, once the order is assigned, the appraiser's split is automatically calculated based on your custom fee table.

Incredibly useful, handy reports

You'll have a summary of your business including top clients by volume, how your current workload compares to another time period, what's due, late payment analysis, and more. Drill down to minute details too.

Appraiser XSites

Account | Manage | Market | Order

Don't get left behind, get your share of the non-lender pie.

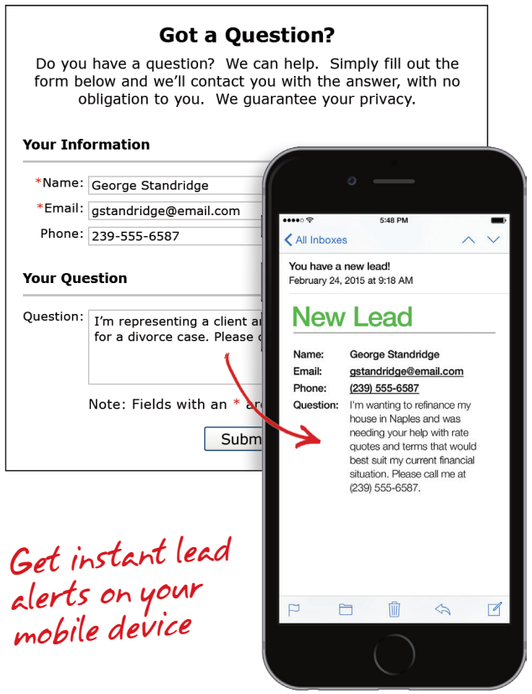
Get and keep high rankings in Google and other search engines

Search engines like Google reward sites with fresh content by ranking them higher. Our exclusive GhostWriter technology ensures your site constantly has new, unique content.

It takes your information (such as specialties, service areas, etc.), cycles them through pages written by marketing experts, and remixes them in millions of unique ways. They look impressive, and read like a real person wrote them.

Forms turn anonymous web visitors into hot leads

Use our "Got a Question?" and "Contact Us" forms or, for even more non-lender leads, add specific forms like "Need an appraisal for PMI removal?" or "Property taxes too high?" The lead is sent straight to your e-mail and phone so you can respond in record speed. And, with XSellerate, those contacts are automatically added to the perfect marketing campaign.

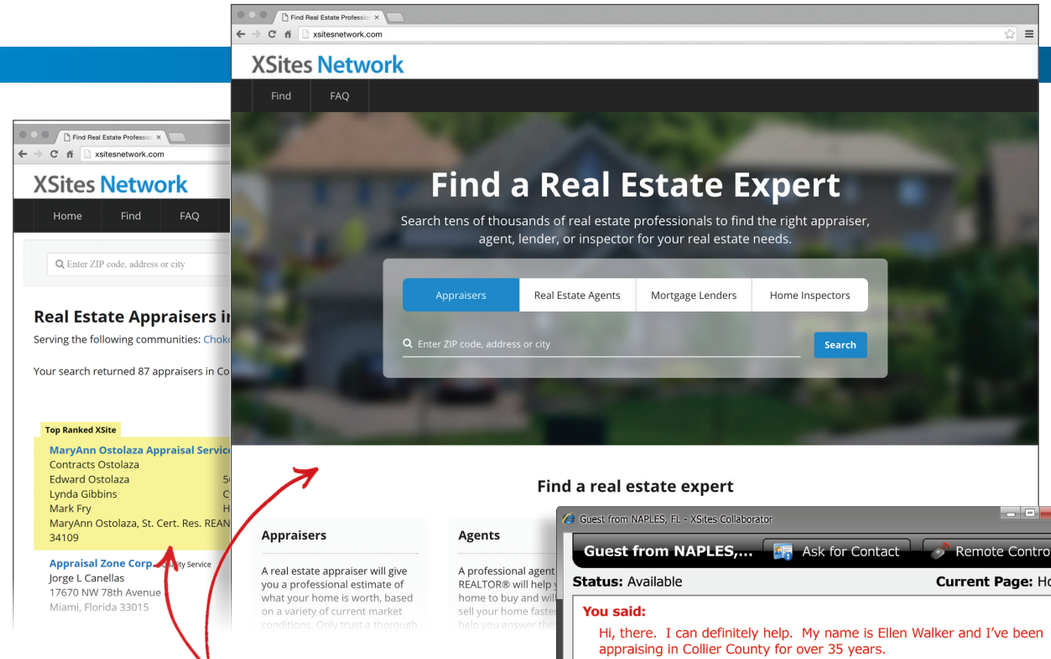


Get instant lead alerts on your mobile device

"While we all need appraisal software to do our jobs, there's another product we need to be successful in today's world: a website. ***I am happy to say my XSite has been a major factor in the success of my appraisal business!*** *It's actually my only form of advertising, other than a tailgate sign on my pickup (to keep me from getting shot when taking comp photos).* ***My XSite is where 95% of my business comes from!*** *I don't even have phone book listing or have an office with a sign out front, etc.*

Folks, if you don't have an XSite, you're missing the boat!"

— Rick Neighbors, Texas Real Estate Appraisers



Get more non-lender leads with the newly redesigned XSites Network! Search engines love our listings and potential clients find you fast.

See instantly when visitors hit your website

With an XSite, you get XSites Desktop. One of its best features is it notifies you when guests are browsing your page. For instance, if a homeowner has a question about tax challenges, you can answer it on the spot rather than forcing them to move onto your competition's site. Potential clients will be impressed.

But that's just one of the XSites Desktop tools. Check it out at www.alamode.com/XSites.

The appraiser marketing system guaranteed to deliver new business

An XSite will help you get more high-fee, non-lender leads and turn them into clients. Since your website is built for appraisers, you get paid faster, and generate referrals and repeat business.

In fact, we're so confident in it, we guarantee it. If you don't get new business because of your XSite and XSellerate within 100 days, we'll refund every penny.

Turn visitors into clients with stats, chat, and more exclusive features

Your XSite also comes with stats for tracking visitors and improving your site ranking, automatic status messages sent to your clients as you work on their appraisal, desktop tools that score your website's effectiveness with custom tips, and more. You have everything you need right at your fingertips — no guesswork.

Save $100 on an Enterprise XSite!

Use your coupon to get an Enterprise XSite (including XSellerate — a $299 value!) for just $699 for a year. See details on page 41.

Visit www.alamode.com/XSites or call 1-800-ALAMODE.

Community Partnerships Program

Our Community Partnerships Program helps strengthen appraiser organizations and coalitions with financial, technical, educational, and logistical support.

Any organization can join, regardless of size or number of members who use our software.

Affinity Partners

We donate a portion of revenues to each organization when appraisers purchase or renew products and utilize that organization's specific "Give Back" code.

Partnered Education

We host Continuing Education training in partnership with organizations in their locales. Members receive discounts and groups often host their own meetings in conjunction.

Support Technology

Organizations get a free website and marketing tools to reduce coalition's operating costs.

Event Participation

We sponsor, exhibit, and speak at your events to boost attendance and generate revenue.

These are some of our 28 partners:

Let's make the appraisal industry ***stronger!***

Visit alamode.com/community to learn more and get involved for free.

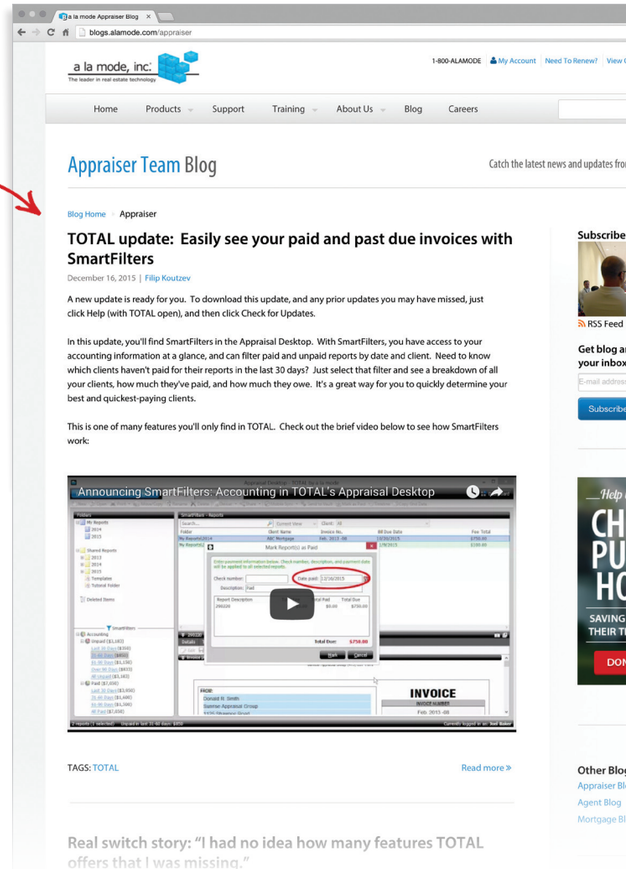
Training

Beyond live training events, we offer resources for you to make the most of your investment. Our full-time Product Coaches and documentation specialists help you every step of the way.

Find tips on the AppraiserTeam Blog

Our blog showcases upcoming features, product and app reviews, industry news, and more. We also bring you regular, simple tips to improve your productivity and get the most out of your tools.

Never miss a post!
Subscribe at www.appraisertips.com



Get your tough questions answered live in our free webinars

Our webinars cover everything from getting started with TOTAL to mobile, non-lender marketing, and more. Plus, we've had so many appraisers switch, we host "Switching from ACI" and "Switching from ClickFORMS™" regularly.

Sign up for a free webinar.
Visit www.alamode.com/training

"One-on-one consultations help our customers not only get past the basics, but start focusing on all that we can do to make them more successful and efficient."

— Melinda Lanier, Product Coach

Expert Product Coaches for one-on-one training

Looking for help getting the most out of TOTAL or any of our tools? Elite members have access to one-on-one help from our Product Coaches. Simply schedule a time and they'll show you the ropes and answer all your questions too.

Elite System

Report | Transitional | Business

Save time, save money, and get better clients with our complete bundle

Whether you're struggling to keep up with orders and miss your free time or need to grow your business and be more profitable, you need our Elite System.

Appraisers who truly use Elite are thriving. They get new, better paying non-lender clients with their XSite and XSellerate. They save time on every report with InterFlood and TOTAL Sketch Pro. They have instant access to their files and never worry about securely storing reports with Vault and Exact. And they have peace of mind, even on deadlines, with live, priority phone help 24x7x365.

Elite Members also enjoy exclusive services like one-on-one Product Coach training and one day of free live CE training where you'll learn how to easily save an hour per report.

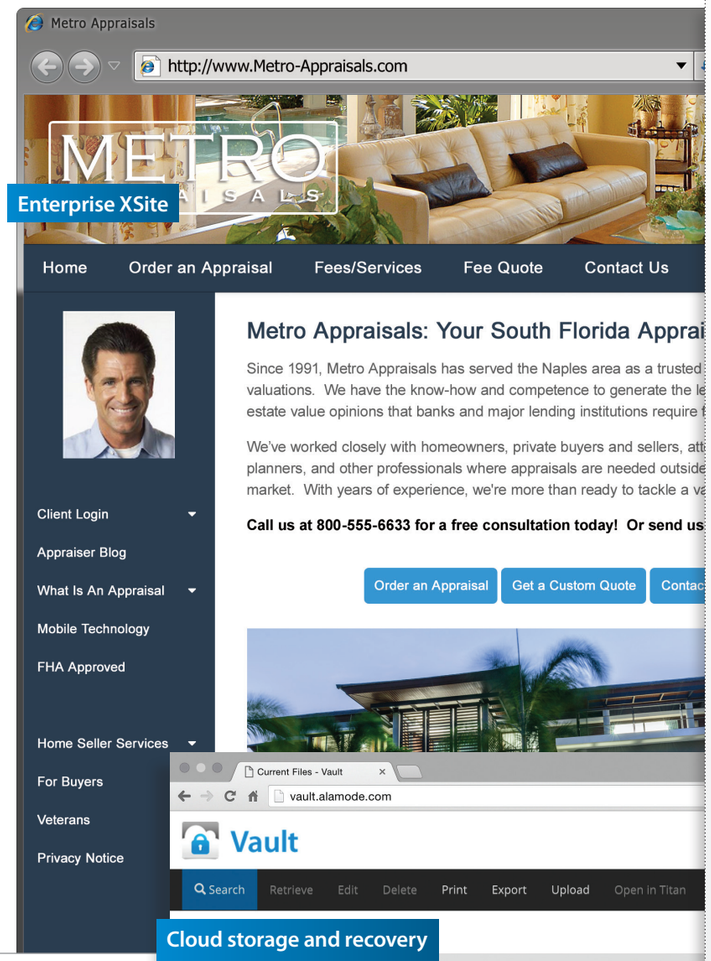
The Elite System retails for $3,476, but with its $1,977 bundle discount PLUS $100 off, it's just $1399. And, as always, you're backed by our 100 day money back guarantee.

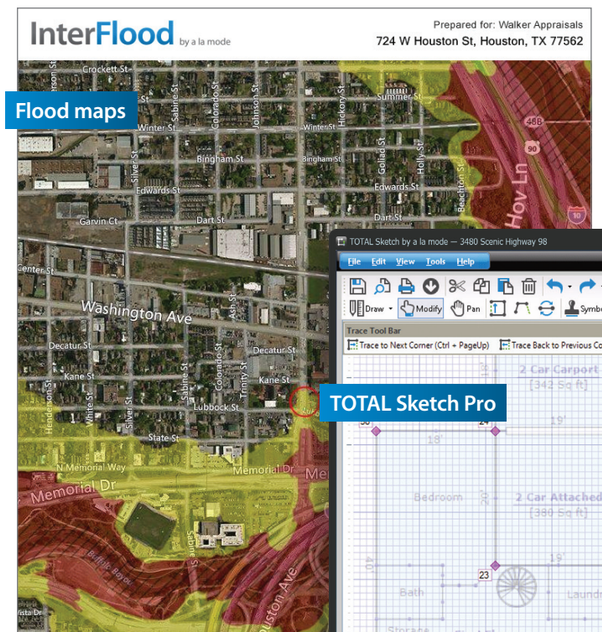
"I'm an Elite member and always have been... I am now fully mobile and paperless. I use the marketing campaigns and the XSite. I do not use AMCs. ***I bring all my business in directly through my XSite."***

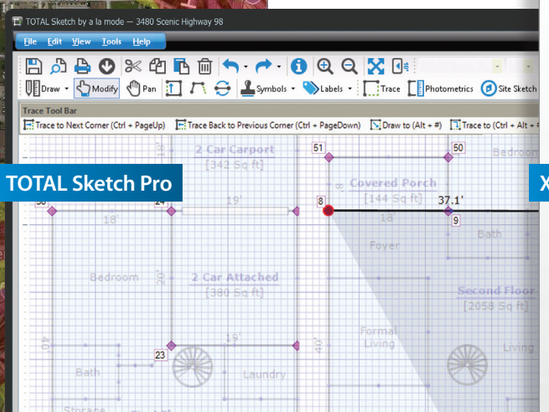
Danielle Evans,
Gateway Appraisal Services

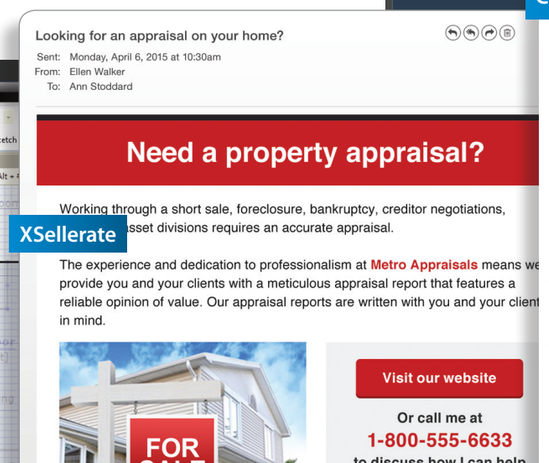
Watch the video here:
alamd.co/EvansElite

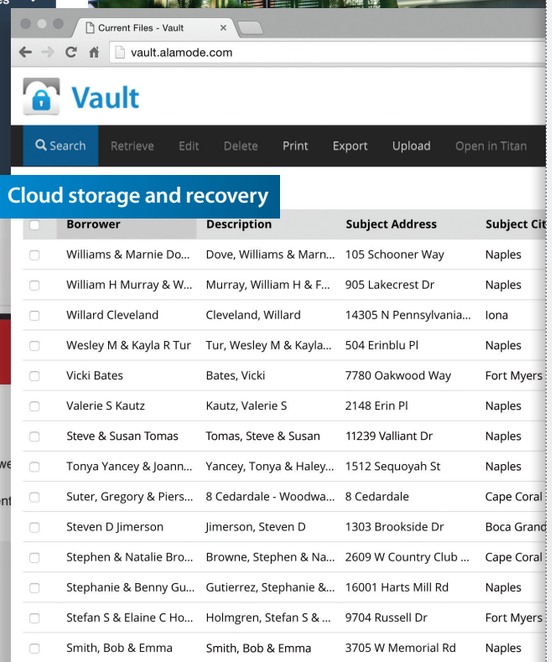
Private 24x7x365 Elite-only support line jumps you ahead of the other callers — even the Platinum line











What's included:

Exclusive services that keep you ahead

- One day of free CE training (up to seven hours of credit)
- One-on-one Product Coach training
- Elite-only workflow webinars
- Private Elite-only support line jumps you ahead of the other callers — even the Platinum line

Land more high-fee clients

- Enterprise level XSite
- XSites Desktop and Collaborator
- XSellerate proactive marketing
- Directory listings, Fee Quote page, and more coming

Save time and money

- 24x7x365 priority tech support
- All TOTAL Connect Pro plugins
- TOTAL Server License
- TOTAL Sketch Pro
- InterFlood high quality instant flood maps
- Vault cloud-based file backup, sharing, and recovery
- Exact automatic settings backup
- Instant and unlimited location maps
- Go paperless with DirectFax
- Automatic "past due" notices

Go Elite and save $100 with code CATA100.

Plus, get credit for time remaining on your current services.
Visit www.alamode.com/Elite or call 1-800-ALAMODE.
See coupon details on page. 41.

Real stories

Our customers share their experiences.

Hear Brad's advice:
alamd.co/bradbassi

"I made the transition from ACI to a la mode's TOTAL. I had some significant concerns over this transition, but because of the support of the product specialists and especially the technical support people, the transition has gone a lot easier than I thought it was going to… ***If you're looking to make a switch, I highly recommend it."***

— Brad Bassi, Straw Hat Appraisals, LLC

"…I used ClickFORMS and a la mode at the same time because I was doing work for a friend of mine. When I used them side by side, ***a la mode was completely superior and the cost was way cheaper."***

— Jacob Valverde, Evolution Appraisal

Watch the video here:
alamd.co/JacobValverde

"I've been with a la mode since 1994. They have made my life easier. ***I love that they are on top of all the new changes and making the software and other tools easy to use****."*

— Tami Steffen Mrochinski, B & B Appraisals

"I have been an a la mode customer for 15 years. In that time, I have seen the many improvements, upgrades, and advancements in technology that a la mode has made. They are constantly striving to improve their products and provide the best appraisal software and support in the industry.

For me, their appraisal products are a very important part of my business, if not the most important part. The customer and technical support they provide is hands down the best in the industry. ***TOTAL allows me to be more productive and, in turn, increase my income.*** *I have also had many appraiser colleagues who have switched from other appraisal software products and were amazed at the increase in productivity and the ease of the transition.*

I would suggest to any appraiser that is interested in increasing their productivity and making their workday a little less stressful to consider TOTAL."

— Ron Styles, Styles Realty & Appraisals, Inc.

Read all the real appraiser stories at www.alamode.com/testimonials

EXCLUSIVE SAVINGS

$100 OFF

Take $100 off orders over $199

Call 1-800-ALAMODE or go to www.alamode.com/appraiser and use coupon code CATA100 to save.

Hurry, offer ends March 15th!

Everything is backed by our 100 day, 100% money back guarantee.

Coupon valid for new purchases of $199 or more. Not retroactive and can't be used on renewals or third-party purchases. Valid through 3/15/2016.

$100

OFF YOUR ORDER

Use code CATA100 online or call 1-800-ALAMODE.

100% DAY MONEY-BACK GUARANTEE

Ends 3/15/2016. See details on page 41.

a la mode, inc.
The leader in real estate technology

9110 Strada Place, Suite 6210
Naples, FL 34108
www.alamode.com

CPCATA0216 a la mode and its products are trademarks or registered trademarks of a la mode, inc. Other brand and product names are trademarks or registered trademarks of their respective owners. All prices, terms, policies and other items are subject to change without notice. © 2016 a la mode, inc.

PRESORTED
Standard Mail
U.S. Postage Paid
a la mode, inc.

Be the next TOTAL success story!

Get started today at www.alamode.com/TOTAL and save $100 with code CATA100.

"I recently switched from ACI to a la mode's TOTAL software. *I'd been with ACI for about 15 years. I was extremely apprehensive about trying to go from one software platform to another, and learning how to use it. Until I actually started using TOTAL, I had no idea how many features that TOTAL offers that I was missing in ACI, and how easy it was for me to learn.*

The amount of time I've saved per report is increasing every time I complete a new report. *How much integration it allows between the mobile and desktop is awesome. I can almost fill out an entire first page of a URAR report form at the inspection and then transfer that to my desktop — not have to reenter information from a note pad into the software itself. It really helps. It's really cool.* ***I can't believe I didn't make the switch sooner."***

— Robert Watson, Watson Appraisal Service, LLC

WinTOTAL Aurora user? You get TOTAL free! Get started today at myaccount.alamode.com.