

Appraisal Buzz Interview with Vladimir Bien-Aime, President of eTrac

For our readers, who may not know of your company, eTrac, founded in 1999, develops web-based appraisal solutions for real estate appraisers.

Q. Why is eTrac causing such a buzz at the Appraisal Institute 75th Anniversary conference?

A. The excitement at the conference is due to the launch of our new eTrac WebForms technology that will free appraisers and allow them to be completely mobile and autonomous. Imagine going to an Internet Café, logging on to any available computer and getting your work done. It may sound simple, but currently it is not possible. With eTrac WebForms, everything will change.

Q. Why create residential appraisal forms software with so many forms vendors in the market?

A. I think the current forms vendors have done a great job with the desktop technology available but history has taught us to take giant leaps forward and now we need to completely rethink our approach.

Consider the possibilities with software that requires no installation or networking and runs on any Internet enabled computer. This means you can open up shop with no significant investment on expensive servers, high-end desktop computers or costly techies that bill by the hour. It's amazing that in the year 2007 you can't buy residential appraisal forms software for Macintosh or Linux operating systems. We have listened to our clients and we know there is a definite market for our web forms technology.

Q. It's hard to believe vendors that have been doing forms for 20 years have not thought of this yet. I imagine since you are the first to have this technology generally available to appraisers, they will probably be forced to pay a premium?

A. We are actually going to be offering the eTrac WebForms Lite version for free.

Q. We all know things do not generally come free without a catch. Why would anyone offer these forms for free?

A. There are several reasons why the Lite version is free.

With the current economy, I think appraisers could use a break from their typical vendors "nickel and diming" them to death. We believe this technology is going to truly change the way appraisers work and it should not be cost prohibitive. We want every appraiser to be exposed to a technology that can truly have an immediate impact on their bottom line. All appraisers need to do is register and provide us feedback for improvements.

Q: Security is especially important in the industry, especially when it comes to delivering documents via PDF. What kind of security will your system have?

A: With so many concerns about data mining, fraud, and identity theft, we made sure to put systems and processes into place. We have two approaches to security, one which involves archiving and the other which includes automated fraud detection. Both of these methods will ensure our client's security and integrity.

Q. How would appraisers register for eTrac WebForms?

A. Just visit <http://www.myetrac.com/webforms/> to register and of course we can always be reached at 877-693-8722.