

Marketing Guidelines for Value Acceptance + Property Data Service Providers

Fannie Mae publishes and regularly updates [Value Acceptance + Property Data Service Providers](#) that have met basic requirements for offering data collection field services, data collection technology, or integration to the property data API. To support implementation of value acceptance + property data, mitigate risk, and promote data collection maturity, Fannie Mae will perform initial data quality assessments of all property data collections delivered to the Fannie Mae Property Data API by a new data collection service provider for a defined period. As these initial assessments are completed, the service provider will be contacted to participate in coaching sessions with Fannie Mae representatives to communicate assessment conclusions and inform service provider data collection best practices.

The published Service Providers list is not inclusive of all possible service providers that could support the value acceptance + property data offering, and only includes those that have completed onboarding activities for one or more of the services described within the document. We encourage service providers not on the list to partner with those who are able to fulfill value acceptance + property data orders until we can work through the evaluation process.



We review and require service providers to meet basic requirements for 1) property data collectors, 2) property data collection app, and 3) API integration.



A service provider that wishes to outsource **all three** items above does not have to engage with Fannie Mae and can partner with any of the published [Service Providers](#) that have met our basic requirements.

Names and terminology

- Service providers are encouraged to use the terminology referenced on the [Value Acceptance + Property Data Fact Sheet](#) – value acceptance + property data, property data collection, hybrid appraisals – but may also use their own branding or terminology.
 - This terminology is meant to describe the processes, not convey brand names, and is intentionally lowercase and not trademarked.
- Fannie Mae and Fannie Mae products may be referenced by name, not acronyms. (For instance, Fannie Mae may be referenced, but not FNMA or Fannie.)
- The Fannie Mae logo may not be used but linking to pages or resources on our website is permissible.

How to talk about lender benefits

- Reduces origination cycle time and may reduce borrower costs.
- Promotes safety / soundness by obtaining current observation of the subject property.
- Provides operational simplicity and certainty at application.

Talking about value acceptance + property data

- Ensure that any marketing provides accurate information.
- Feel free to link to any Fannie Mae resources as appropriate. ([Valuation Modernization](#), [Value Acceptance + Property Data Service Providers](#))
- Fannie Mae does not “approve” any service providers, and service providers may not use language like “Fannie Mae approved.”
- Service providers may not imply that they are the only qualified provider.
- Service providers are encouraged to use language like you are “capable of fulfilling Fannie Mae property data collection orders.”

Value acceptance + property data steps

1. Lender receives value acceptance + property data offer from Desktop Underwriter® (DU®).
2. Lender arranges for property data collection.
3. Lender or service provider submits the results to Fannie Mae’s Application Programming Interface (API).

See table below for more details.

Flowchart for value acceptance + property data execution

