

Andraya LaFredo

Snohomish, WA | [REDACTED] | [REDACTED] | [REDACTED] | [REDACTED]@ [REDACTED]

PROFESSIONAL SUMMARY

Certified Residential Real Estate Appraiser and valuation software trainer with experience spanning residential appraisal, appraisal review, market analysis, regulatory compliance, and appraiser education. Skilled at translating complex analytical tools and valuation software workflows into practical, defensible appraisal practices. Experienced presenter and instructor who trains appraisers nationwide on technology-enabled methods for improving accuracy, efficiency, support for adjustments, and report credibility.

CORE COMPETENCIES

- Real Estate Valuation & Market Analysis
- Analytical Techniques & Supported Adjustments
- USPAP, GSE Guidelines & Regulatory Compliance
- Appraisal Report Writing & Review
- Quality Control & Process Improvement
- Valuation Software Training & Demos
- Appraisal Technology Adoption
- Conference Presentations & Public Speaking
- Training Content Development
- Comparable Sales Analysis & Reconciliation

PROFESSIONAL EXPERIENCE

TrueFootage

Valuation Software Trainer | April 2025 – Present

- Train appraisers across the country on valuation software workflows, analytical techniques, market analysis practices, and defensible appraisal methodology.
- Deliver live demos, individual and group training, and conference presentations showing how appraisers can use technology tools to improve accuracy, efficiency, and support for real property appraisal conclusions.
- Explain software-driven analytics, market trends, comparable selection considerations, adjustment support, and reconciliation concepts in clear, practical terms for working appraisers.
- Promote best practices for using valuation technology as a support tool while maintaining appraiser judgment, compliance awareness, and credible assignment results.
- Collect appraiser feedback from training sessions and product demonstrations to help refine training resources, user guidance, and software adoption strategies.

Aloft, Inc.

Education Content Creator & Course Instructor | 2023 – Present

- Designed and delivered appraisal training courses covering quality control practices, real estate market analysis, market-based adjustments, and regulatory compliance.
- Developed educational materials aligned with the new UAD appraisal reporting process in collaboration with Fannie Mae and Freddie Mac initiatives.
- Conducted live virtual training sessions to strengthen appraisers' understanding of market analysis, adjustment support, and report writing techniques.
- Authored instructional content clarifying GSE-required appraisal practices to improve compliance, consistency, and appraisal accuracy.

Aloft, Inc.

Appraisal Review Lead & Residential Appraiser | 2023 – Present

- Conducted detailed appraisal reviews to evaluate compliance with USPAP, GSE, client, and internal quality standards.
- Assisted appraisers in resolving valuation complexities, strengthening market support, and improving report clarity.
- Implemented streamlined quality control processes to improve appraisal efficiency and reduce revision rates.

Mikayla Industries

Certified Residential Appraiser | 2021 – 2023

- Performed residential property valuations for single-family homes, condominiums, multi-family properties, and vacant land.
- Conducted market research and comparable sales analysis to develop credible, well-supported opinions of value.
- Prepared detailed appraisal reports that met industry and regulatory standards and supported lending and financial decision-making.
- Consulted with real estate agents, lenders, and clients to provide valuation insights and explain market-supported conclusions.

Independent Consultant

Licensed Real Estate Broker | 2018 – Present

- Provided market analysis to assist buyers and sellers in real estate transactions.
- Conducted contract negotiations and reviewed purchase agreements for accuracy and compliance.
- Delivered training for newly licensed real estate agents in market research, valuation concepts, and contract analysis.

EDUCATION

Bachelor of Arts in Psychology | Pacific Lutheran University

CERTIFICATIONS & LICENSES

- Certified Residential Real Estate Appraiser (WA License #23018038)
- Licensed Real Estate Broker (WA License #136918)
- Certified Distance Education Instructor (#72582)

TECHNICAL SKILLS

- Valuation & Appraisal Tools: TrueFootage/TrueTracts valuation software, ACI, TOTAL, MLS platforms
- Training & eLearning Tools: Articulate 360, Canva, LMS platforms, live webinar and presentation platforms
- Productivity Software: Microsoft Excel, PowerPoint, Word

SELECTED ACCOMPLISHMENTS

- Presented valuation technology and software demonstrations to appraisal audiences, emphasizing accuracy, efficiency, and defensible appraisal support.
- Spearheaded training programs on UAD appraisal reporting and GSE-aligned appraisal practices.
- Led process improvements in appraisal quality control, reducing client-requested revisions and enhancing report accuracy.
- Trained appraisers nationwide on appraisal best practices, compliance, market analysis, and technology-supported valuation workflows.