

Pendo Executive Alicia Branstetter Receives NAWRB's Roaring Thirty Award

LEE'S SUMMIT, Mo., June 19, 2017 (SEND2PRESS NEWSWIRE) – Pendo, a nationwide appraisal management company, announced that [Alicia Branstetter](#), the company's vice president of marketing, has received the NAWRB (National Association of Women in Real Estate Businesses) Roaring Thirty Award.



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The NAWRB Roaring Thirty Awards honor women leaders in the housing industry who are making positive changes in the industry for all women. There are 15 categories covering various aspects of professional life. Each category has a winner and Leading Lady. Branstetter was named Leading Lady in the Renaissance Woman category, which recognizes women who enjoy multiple successful careers.

Branstetter, a newcomer with less than one year in the mortgage industry, has achieved quantifiable success not only in the housing space, but also in the technology and consumer goods sectors. At Pendo, Branstetter created the company's brand platform, effectively differentiating Pendo in the commodity-based appraisal space, while also creating a repeatable formula that could raise the standard of service among AMCs.

Previously in her career, Branstetter created multiple marketing strategies that quantifiably increased sales volume, revenue, reach, and close ratios for firms that range from established Fortune 100 companies to start-up and

non-profit organizations.

“I changed industries and joined Pendo because of the opportunity to work with two former tech consultants who are determined to raise the standard in the appraisal industry,” said Branstetter. “They’re proving that industry outsiders can be great change makers. It’s such an honor to have my accomplishments, both in the housing space and in other industries, recognized and supported by the NAWRB. When industry old-timers and newcomers all work together, we really can accomplish great things.”

The National Association of Women in Real Estate Businesses (NAWRB) is an organization that supports women in the housing ecosystem by providing them with the tools and opportunities for economic growth and expansion, while advocating and promoting women-owned businesses.

About Pendo Management Group:

Pendo is a nationwide appraisal management company based in Lee’s Summit, Missouri. The company was co-founded by two successful technology entrepreneurs, Jeff Sandman and Mike Peck, specifically to disrupt the appraisal management segment using advanced technology and severely elevated service standards. The company’s proprietary QC technology boasts numerous unique features that assure the highest levels of quality and compliance, while also reducing wait times, elevating service levels, boosting client engagement, and minimizing redundant activities. Pendo was founded in 2009 and is licensed to conduct business in all 50 states.

For more information, visit <https://www.pendomanagement.com/>, email contact@pendomanagment.com or call 816-332-6627.