








IMMEDIATE RELEASE

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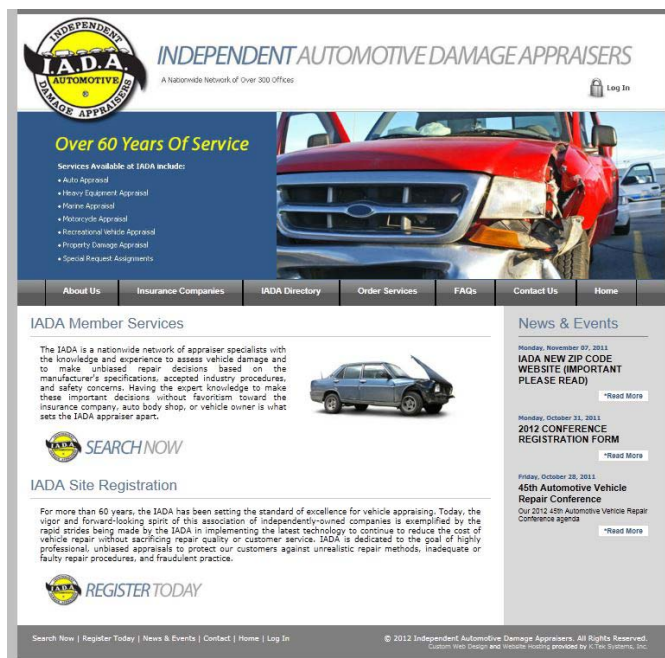
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New Website Release – *Independent Automotive Damage Appraisers*

CLEARWATER, Fla. (November 10, 2011) The IADA is a nationwide network of appraiser specialists with the knowledge and experience to assess vehicle damage and to make unbiased repair decisions based on the manufacturer's specifications, accepted industry procedures, and safety concerns. Having the expert knowledge to make these important decisions without favoritism toward the insurance company, auto body shop, or vehicle owner is what sets

the IADA appraiser apart. For more than 60 years, the IADA has been setting the standard of excellence for vehicle appraising. Today, the vigor and forward-looking spirit of this association of independently-owned companies is exemplified by the rapid strides being made by the IADA in implementing the latest technology to continue to reduce the cost of vehicle repair without sacrificing repair quality or customer service. IADA is dedicated to the goal of highly professional, unbiased appraisals to protect our customers against unrealistic repair methods, inadequate or faulty repair procedures, and fraudulent practice.

K.Tek was selected to create a website to provide insurance companies a directory of automotive insurance appraisers across the country in order to contact and submit an appraisal assignment to. The web site has a search feature to allow insurance companies to find appraisers by state and zip code.



When an appraiser is found through a search, the insurance adjuster can submit an appraisal assignment through the website directly to the appraiser. The website will entice new insurance companies to register, through the use of "Calls to Action" and thus make the site more valuable to prospective IADA members. The website was created using rich graphical elements designed to easily guide the user through the process of registering and submitting appraisal submissions and will help position **Independent Automotive Damage Appraisers** as the leader in its industry. You can learn more about IADA by visiting their website at: www.iada.org

About Us

K.Tek Systems Inc. is a leading Web-based Technology and Business Solutions provider. Our passion is rooted in affording clients premier services including Website Development, Cloud Computing Services, Custom Application Development, Internet Marketing and more. For more information on how **K.Tek Systems** customized solutions can help your company, please feel free to contact us at www.ktek.com or 727-726-1700.

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