

Can your house say 'Cheese?'

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FORT COLLINS – Whether or not your house is picturesque, it may be getting its picture taken soon. A national company is trying to capture the image of every house in the United State of America.

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That company, Zaio, wants to create a database online that contains an appraisal for around 90 million homes.

To do that, it's hiring photographers and appraisers around the country to walk through neighborhoods and compile the appropriate information.

Currently, Zaio has a group working in the Fort Collins area.

Before they came, the company contacted local law enforcement to give them a heads up.

"We received a notice from this organization saying they would be in different neighborhoods photographing houses for a database," said Eloise Campanella, spokesperson for the Larimer County Sheriff's Office. "We decided it would be a good idea to let the public know that this seems to be a legitimate organization and not to be alarmed if they see someone (taking a picture of) their house."

Thomas Inserra, Zaio's CEO, says the photographers are sure to take the pictures from either the public sidewalk or street. He adds that all the photos that have a person or license plate number in them get trashed.

"We have done entire cities with millions of photos with no complaints so it's usually quite non-invasive and non-controversial," Inserra said.

Inserra claims Zaio is creating more independent appraisals than many of those conducted in the past.

"That allows financial institutions to more accurately and more efficiently value real estate assets," he said. "We believe it's the best solution to the current mortgage and housing crisis."

Zaio expects to have the project completed in two to three years. Photographers have already snapped photos in the Denver area.

Accessing an appraisal on a particular home requires a fee.

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