

# General Demonstration Appraisal Report Writing Seminar

Instructor: **Bonnie Roerig, MAI**

Friday, March 2, 2012

University of Phoenix, 3590 North First Street, San Jose, CA

*A required seminar offering for those planning to take the Capstone Program  
Must be taken within 24 months of taking the Capstone Program\**

**Appraisal Report Options &  
Alternatives:**

- Traditional Demo
- E-Demo
- Three Appraisal Reports
- Research Project
- **NEW! Capstone Program**

**Components, descriptions,  
analyses, conclusions and value  
opinions**

**Gain answers to questions you  
have about completing your  
demo**



**Tips for preparing your report:**

- Eligibility & Grading
- Selecting a Property
- Policies & Guidelines

**Required for those submitting  
via the E-demo option and/or  
resubmitting their demo if not  
already taken**

**Benefit from the collective  
experiences shared by other  
participants**

This one-day program will focus on the mechanics of demonstration appraisal report writing and grading and will help ensure that the appraiser's presentation is logical and understandable. The seminar will also provide an extensive examination of the cost, sales comparison and income capitalization approaches, highest and best use, reconciliation, and the final value opinion.

**Associate Members of the Appraisal Institute are encouraged to attend this seminar before beginning their demonstration report. Attendance is mandatory for those wishing to submit an E-Demo or attend the Capstone Program**

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**General Demonstration Appraisal Report Writing Seminar / Friday, March 2, 2012 – San Jose**

Register online at <http://www.norcal-ai.org/event.html> or remit a completed registration form with appropriate seminar fee payable to:  
Appraisal Institute, 1243 Alpine Road, Suite 102, Walnut Creek, CA 94596 – FAX 925/932-7754

**Recommended Text:**  *The Appraisal Writing Handbook*  Pre-ship text (fee applies)  Hold text for pickup at registration

Name \_\_\_\_\_ Designation(s) \_\_\_\_\_

Firm Name \_\_\_\_\_ Email \_\_\_\_\_

Business Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Bus Phone \_\_\_\_/\_\_\_\_/\_\_\_\_ FAX \_\_\_\_/\_\_\_\_/\_\_\_\_ Home \_\_\_\_/\_\_\_\_/\_\_\_\_

I am an Appraisal Institute Member Chapter Name / Affiliation \_\_\_\_\_

Charge My  AmEx  VISA  MC Acct # \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

For internal use only: Rec'd \_\_\_\_\_ Check# \_\_\_\_\_ Amount \_\_\_\_\_ DBCA \_\_\_\_ OLRS \_\_\_\_ Conf \_\_\_\_ Grp \_\_\_\_

Attendance is mandatory for Associate Members intending to submit an E-demo or attend the NEW Capstone Program.

Additionally, Associate Members who have never taken this seminar and need to review and resubmit their demo report must attend this seminar prior to resubmission.

### Seminar Hours & Materials

Onsite check-in will begin at 8:30a.m. on Friday, March 2. The seminar will run from 9:00a.m. – 5:00p.m. Participants registered two weeks prior to the offering will be sent their seminar handbook in advance. Express handbook shipping may be available for late registrants; additional fee applies. Attendees will be on their own for break services and lunch.

### Tuition

Tuition fee includes seminar handbook. **Note:** The Appraisal Writing Handbook (text) is not included with tuition fee.

#### Appraisal Institute Members

##### BEST VALUE:

Register by February 3..... \$179  
Register by February 17..... \$205  
Standard tuition (after Feb 17)..... \$230

#### Nonmembers

##### BEST VALUE:

Register by February 3 ..... \$199  
Register by February 17 ..... \$225  
Standard tuition (after Feb 17)..... \$250

Secure online registration is available at

<http://www.norcal-ai.org/event.html>  
AmEx, MasterCard & VISA accepted

We reserve the right to change locations, substitute instructors or to cancel this program if sufficient registrations are not received by February 10. In the event of cancellation, tuition fees will be refunded. All other costs incurred are the registrant's responsibility. Special accommodations are available for individuals who have been professionally diagnosed as physically or learning disabled and can provide appropriate documentation prior to the course. Without advanced notification in writing, accommodation may not be available.

### Who Should Attend?

This seminar is designed for general associate members of the Appraisal Institute who are planning to begin their general demonstration appraisal report.

### Equipment

An HP-19BII, HP-17BII, HP-12C, or equivalent calculator. Laptops are not required.

### Optional Text

While not required, this is a terrific guide to written composition designed for the special requirements of the appraisal profession

#### The Appraisal Writing Handbook

Members - \$21.25

Nonmembers - \$28.25

Add \$1.60 for advanced shipping

Prices include CA sales tax. For advanced shipment of texts, please add specified shipping fee. All texts are sent via U.S. Mail or UPS.

### Confirmation Letters

All confirmed registrants will receive a confirmation letter via email.

### Directions, Parking & VTA

For best results when using your GPS or [www.mapquest.com](http://www.mapquest.com) enter the exact street address. Ample complimentary parking is available onsite.

### Take Public Transportation

The University of Phoenix San Jose Campus is conveniently located near the VTA Light Rail Tasman Station. Visit <http://www.vta.org> for details

### Accommodations

Hilton Garden Inn  
408/719-1313  
30 Ranch Drive, Milpitas

Sierra Suites Hotel  
408/486-0800  
3915 Rivermark Plaza, Santa Clara

For additional lodging options in the San Jose area visit [www.sanjose.com](http://www.sanjose.com).

*"Bonnie is clear, concise, and easy to understand. Her tone is enthusiastic which makes it easy to pay attention and follow along."*

### Continuing Education Credit

Approved for 7-hours of Appraisal Institute and OREA (#06754C955) CEC. Verified attendance certificates will be returned by mail within 15 working days of the seminar. Full (100%) attendance required.

### Cancellations

Written cancellations received by Friday, February 17 are subject to a \$40 cancellation fee. Cancellations received after that time but prior to noon on Friday, February 24, are subject to a \$60 cancellation fee. No refunds for cancellations received after Friday, February 24 or for seminar "no shows." Cancellations can be faxed to the chapter office at 925-932-7754 or emailed to [pat@norcal-ai.org](mailto:pat@norcal-ai.org).

### Dress In Layers

We recommend that you dress in layers as meeting room temperatures are often difficult to control

### Questions & Contact Information

Northern California Chapter  
1243 Alpine Road, Suite 102  
Walnut Creek, CA 94596  
T 925-932-7753 F 925-932-7754  
[www.norcal-ai.org](http://www.norcal-ai.org)

### What is Capstone?

The General Demonstration Report—Capstone Program is a new option Associate Members may choose to complete their demonstration of knowledge requirement for their MAI designation. Like the traditional requirement, the same skills and knowledge base are required to produce a complete demonstration appraisal report. However, this program was designed to offer an option that accelerates the completion of the report. Instead of selecting and compiling data on a property, participants are provided with a subject property and data to analyze and then write the report in a limited time span of approximately two months.

**Learn More About Capstone**