

# Appraisal News



## Northern California Chapter of the Appraisal Institute

### President's Message

Bruce Hahn, SRA

**Wow!** I am overwhelmed by the response to my last President's Message. Thank you to the dozens and dozens of you who called or emailed your positive comments, and expressed your concerns with the state of licensing in California. Although some of you may not agree with what I said, based on the large number of responses I received, it is obvious to me that the vast majority of our membership is bothered by the status quo with respect to appraiser licensing in California.

I should provide the actual specifics of two general statements I made last month. I said the OREA staff level is about half what it was originally. Close. Actually there were once 43 employees about a decade ago. Currently OREA has 27 authorized positions with the Director's position vacant, and one investigator's position vacant, but they are currently hiring for this position. So there are currently 25 employees, and soon will be 26.

Also, I stated that the use of Deputy Attorney General's office cost several times more than it did when there was a Staff Counsel. According to Anthony Majewski, Acting Director of OREA, the actual cost for the last year of a Staff Counsel was \$130,000. OREA spent about \$180,000 last year with the Attorney General's Office. The hourly cost of a Deputy AG to OREA increases substantially as of July 1, 2005, so although my statement of several times the cost is not accurate, it clearly costs more.

We really do need to see some changes made at OREA. If you have not already done so, please let Acting Director Tony Majewski hear your comments directly. Although you will not find any way to contact OREA staff by email on the web page, you can reach Mr. Majewski directly by completing the customer survey at the OREA web site <http://www.orea.ca.gov/online/sorea.shtml>. Your Board of Directors is also concerned and has forwarded a letter to the OREA, asking for significant changes to be implemented.

Summer is well underway and there are many, many educational offerings available for you, so be sure to check the educational offerings page of the Chapter web site to find one that suites your needs. Thank you to all the volunteers and staff with both the Northern California and Sacramento-Sierra Chapters who made our Guidance Week in Petaluma a success during mid-June. This was another top-notch program that served all Appraisal Institute

◆ [President's Message, page 7](#)

### July Workshop and Networking Social

THURSDAY, JULY 21

<b>Location:</b>	Sheraton Four Points Hotel 5115 Hopyard Road, Pleasanton	
<b>Directions:</b>	925/460-8000 or <a href="http://www.fourpoints.com">www.fourpoints.com</a>	
<b>Workshop Topic:</b>	<b>Building Your Transferable Skills Set</b>	
<b>Presenter:</b>	<b>Karen J. Mann, SRA – Mann &amp; Associates</b>	
<b>Workshop Registration:</b>	2:45pm	
<b>Workshop Hours:</b>	3:00pm – 6:00pm	
<b>Networking Social:</b>	6:00pm (includes wine and hors d'oeuvres)	
<b>Price:</b>	AI Members	Non-Members
<b>Workshop Only:</b>	\$30	\$40
<b>Social Only:</b>	\$30	\$40
<b>Workshop &amp; Social:</b>	\$30	\$40

**Reservations & Payment:** Advanced reservations by Monday, July 18 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, July 18. Cancellations received after 12 noon on Monday, July 18, and "no shows" will be charged unless we are able to re-sell your reservation. Reservations received after the cut-off date and walk-ins cannot be guaranteed. Remit payment payable to: Appraisal Institute, 1243 Alpine Road, Suite 102, Walnut Creek, CA 94596, register online at [www.norcal-ai.org](http://www.norcal-ai.org) or fax to 925/932-7754. We reserve the right to substitute speakers under circumstances beyond our control. Confirmations are not sent for workshops.

**About the Workshop:** Attention — Residential Appraisers! Are you tired of having clients call you for "comp searches," while promising to give you appraisal work in the future? Are you sick of clients who only want to pay you if the loan goes through? Are you concerned about the new FNMA form? Are you exhausted from keeping up with the stringent demands of appraisal management companies? This 3-hour presentation will provide you with information about how to expand your client base via expanding your skill set. Come join us and be prepared to be challenged to "reach higher"... if you dare!

◆ [Skills Workshop, page 2](#)

# Members Page

## Skills Workshop *from page 1*

**Continuing Education Information:** Approved for 3-hours of Appraisal Institute, OREA (#05754C887) and SBE CEC. Attendees should allow 15 working days for receipt of verified certificates.

**REGISTRATION FORM**  
**Workshop & Networking Social**  
**Thursday, July 21, 2005 — Pleasanton**  
*Kindly observe the July 18 registration deadline.*

Name: \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

I am a/an:  Member (\$30) Includes ASA and ASFMRA members  
 Non-Member (\$40)

I will attend:  Skills Workshop  Networking Social

Charge my:  VISA  MasterCard

Account # \_\_\_\_\_

Exp Date \_\_\_\_ / \_\_\_\_ Signature \_\_\_\_\_

AI Use: Rec'd \_\_\_\_\_ Ck # \_\_\_\_\_ Amt \_\_\_\_\_ Bal Due \_\_\_\_\_ DBM \_\_\_\_\_ DBE \_\_\_\_\_

## Members in the News

**G**ary DeWeese, MAI, was the keynote speaker at the first General Meeting & Symposium in Korea, sponsored by the new Korean Chapter of the Appraisal Institute. Gary's presentation, "REITs in the United States", provided an overview of the market, its historical performance, how REIT shares are valued, and other related topics. Korea is in the early stages of creating its own public real estate securities market and hopes to learn from the U.S. experience. Attendees included Korean MAIs, academicians, institutional investors, lenders and government officials.

Special thanks to **John Hillas, SRA**, and **Anthony Mills, MAI, SRA**, for their leadership and contributions associated with the success of our Associates' Guidance Week held last month in Petaluma. The program offered something for associates at every stage of the designation process and was greatly appreciated!

Appreciation is extended to a number of members including **Steve Castellanos, MAI, SRA**, **Jeanette Caldwell**, **Fred Burke, SRA**, **William Ray, Jr.**, **Rich Paddock**, **Joaquin Reis**, **George Comitos** and **Francoise Fielding** for their assistance with registration at various June education offerings.

Thanks also to **Tom Wilkins, MAI, SRA**, for volunteering to proctor a special online exam.

## 2005 Officers, Directors and Branch Chapter Chairs

- PRESIDENT**  
**Bruce A. Hahn, SRA**  
[bruce@landmarkvaluation.com](mailto:bruce@landmarkvaluation.com)
- VICE PRESIDENT**  
**Claudia Carleton, MAI**  
[claudia@hulberg.com](mailto:claudia@hulberg.com)
- TREASURER**  
**Robin J. Erdmann, MAI**  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)
- SECRETARY**  
**Steve Castellanos, MAI, SRA**  
[scastellanos@bankofstockton.com](mailto:scastellanos@bankofstockton.com)
- EX-OFFICIO**  
**John A. Hillas, SRA**  
[jhillas@sierravaluation.com](mailto:jhillas@sierravaluation.com)
- DIRECTORS**  
**Larry Hopper, MAI**  
[ldhopper@rpaappraisal.com](mailto:ldhopper@rpaappraisal.com)  
**Jeff Enright, MAI**  
[jeff@enrightco.com](mailto:jeff@enrightco.com)  
**Greg Rinehart, MAI**  
[greg@burchardandrinehart.com](mailto:greg@burchardandrinehart.com)  
**Joe Napoliello, MAI**  
[JNapoliello@sanbrunocable.com](mailto:JNapoliello@sanbrunocable.com)  
**Carole Laval, SRA**  
[claval@comcast.net](mailto:claval@comcast.net)  
**Chris Daniel, SRA**  
[ctdaniel@sbcglobal.com](mailto:ctdaniel@sbcglobal.com)  
**Anthony Mills, MAI, SRA**  
[acmills1@msn.com](mailto:acmills1@msn.com)  
**Steve LeGardeur, MAI**  
[slegardeur@jhancock.com](mailto:slegardeur@jhancock.com)  
**Christina Way, MAI**  
[wa-tina@fire2wire.com](mailto:wa-tina@fire2wire.com)
- GOLDEN GATE/MEETING GROUP**  
 Volunteers Needed
- SIERRA BRANCH CHAPTER**  
 Volunteers Needed
- CENTRAL CAL BRANCH CHAPTER**  
**Kelly Stevens**  
[kellystevens@attbi.com](mailto:kellystevens@attbi.com)
- EAST BRANCH CHAPTER**  
 Volunteers Needed
- MONTEREY BAY BRANCH CHAPTER**  
 Volunteers Needed
- NORTH BAY BRANCH CHAPTER**  
**Ray Mattison, MAI**  
[mat2apr3@sonic.net](mailto:mat2apr3@sonic.net)
- SILICON VALLEY BRANCH CHAPTER**  
**Jim Gavin, MAI**  
[James\\_Gavin@standardandpoors.com](mailto:James_Gavin@standardandpoors.com)

## Question of the Month

- Q. WHERE CAN I GET A CURRENT COPY OF THE CALIFORNIA STATE LAWS AND REGS REQUIRED FOR LICENSING/CERTIFICATION RENEWAL?**
- A.** Laws and regulations are available for download from the OREA web site - [http://www.orea.ca.gov/html/laws\\_regs.shtml](http://www.orea.ca.gov/html/laws_regs.shtml). These documents were current when electronically published; however, the statutes are subject to change. OREA makes no representation as of the accuracy of the contents of this electronic publication. It is the responsibility of the reader to consult current code and regulation books.

## Classified Guidelines & Deadlines

The newsletter submission deadline is noon on the 5th of the preceding month. All submissions for the September 2005 issue must be received by noon on August 5. We reserve the right to reject or edit classified ads. Ads are limited to 40 words. A \$40 publishing fee must accompany submission from non-affiliates. Advertising is complimentary for AI members and affiliates. Ads will be printed on a space available basis. The Appraisal Institute assumes no responsibility for the reliability of ads other than to publish them. Submit ads via email to [lisa@norcal-ai.org](mailto:lisa@norcal-ai.org).

## More...Members Page

### What Does Membership in the Appraisal Institute Offer?

Each month we highlight some of the benefits available to Appraisal Institute members. To view a complete list, visit <http://www.appraisalinstitute.org/membership/benefits.asp>

#### Data

**Appraisal Institute Residential Database.** The Appraisal Institute Residential Database is the first national, Web-based source of residential property data by, of and for appraisers. Appraisal Institute Residential Database's data, built around a core of records supplied by licensed/certified real estate appraisers and backed by more than 17 years of data-management expertise. For more information, go to <http://www.fncinc.com>.

**Appraisal Institute Commercial Database.** The Appraisal Institute Commercial Database offers a national databank of appraiser-verified commercial real estate comparable information and a suite of tools to assist the appraisal process, providing access to sale, lease and expense data. Benefits for Appraisal Institute members who contribute to the database include:

- o Continuing ownership of the data published, which can leverage M&Sconnect as a new marketing and distribution channel for their data; and
- o A revenue-sharing royalty of 20 to 75 percent of the record's value every time the record is sold.

For more information, go to <http://www.mandsconnect.com>.

**Find an Appraiser.** Individuals looking for qualified appraisers can quickly find them by using the Find an Appraiser search utility that references a database of Appraisal Institute designated and associate members. Searches may be performed using various geographic and practice area criteria. Members can also use Find an Appraiser to network with other members. See <http://www.appraisalinstitute.org/search.asp>.

#### Real Estate Solution Software

**Realm Software.** The Realm Software offers a 10 percent discount off of the regularly listed price on all new and additional licenses of ARGUS, DYNA, and CONNECT. Argus will also grant an extra 10 percent off to those who complete the Appraisal Institute's course 810, Computer Advanced Cash Flow Modeling or an approved Realm-sponsored ARGUS training course.

For more information, contact: <http://www.therealm.com>, 469/791-1000, e-mail [info@Realm.com](mailto:info@Realm.com).

Please note, the benefits discussed in the program(s) above are for informational purposes only and may be subject to separate terms and conditions effective at the time the member signs up to participate with the company administering the respective program(s). Members may be required to agree to separate terms and conditions by the company administering the respective program(s) prior to participating in the program.

### Join the Chapter's Group Email Distribution

Email is one of the quickest and most effective ways that our chapter members can communicate with each other. Have an appraisal related question? Looking for comparable information? The chapter's group email serves as a great information exchange. Chapter members who do not currently belong to the chapter's group email are encouraged to send an email to [lisa@norcal-ai.org](mailto:lisa@norcal-ai.org) stating their intent to join! Best of all — it's free!

## 2005 Committee Chairs

#### ARRANGEMENTS

Siobhan Semple Stoddard, MAI  
415/472-7833 FAX 415/472-3047  
[siobhan@sempleappraisal.com](mailto:siobhan@sempleappraisal.com)

#### MEMBERSHIP DEVELOPMENT & RECRUITMENT

Anthony Mills, MAI, SRA  
707/765-6246 FAX 707/765-9634  
[acmills1@msn.com](mailto:acmills1@msn.com)

#### ASSOCIATES' GUIDANCE – GENERAL

Anthony Mills, MAI, SRA  
707/765-6246 FAX 707/765-9634  
[acmills1@msn.com](mailto:acmills1@msn.com)

#### ASSOCIATES' GUIDANCE – RESIDENTIAL

Nancy Townsend, SRA  
510/524-6469 FAX 510/527-6409  
[nancy@townsendappraisals.com](mailto:nancy@townsendappraisals.com)

#### EXPERIENCE REVIEW – GENERAL

Rich Labagh, MAI  
650/843-0740 FAX 650/843-0742  
[rlabagh@aol.com](mailto:rlabagh@aol.com)

#### EXPERIENCE REVIEW – RESIDENTIAL

Peggy Darnall, MAI, SRA  
510/452-4477 FAX 510/452-4230

#### EXAMINATIONS

Art Lombard, MAI  
415/627-6392 FAX 415/627-6164  
[arthur.f.lombard@citigroup.com](mailto:arthur.f.lombard@citigroup.com)

#### FINANCE

Robin Erdmann, MAI  
707/766-8313 FAX 707/766-8343  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)

#### GOVERNMENT RELATIONS

Carole Laval, SRA  
559/435-4043 FAX 559/435-4043  
[claval@comcast.net](mailto:claval@comcast.net)

#### EDUCATION — COURSES

Steve Kuhnhoff, MAI – Chair  
925/327-1660 x16 FAX 925/327-1696  
[stevenk@hulberg.com](mailto:stevenk@hulberg.com)

Steve Geller, MAI – Vice Chair  
925/820-4600 FAX 925/838-4559  
[stevengellermai@comcast.net](mailto:stevengellermai@comcast.net)

#### EDUCATION – SEMINARS

Melissa Bach, MAI  
925/256-1463 FAX 925/256-1461  
[mbach@cbppraisal.com](mailto:mbach@cbppraisal.com)

Sara Cohn, MAI  
415/777-2666 FAX 415/977-0555  
[scohn@cbppraisal.com](mailto:scohn@cbppraisal.com)

#### FALL CONFERENCE

Norm Hulberg, MAI – Chair  
408/279-1520 x142 FAX 408/279-3428  
[norm@hulberg.com](mailto:norm@hulberg.com)

Yvonne Broszus, MAI – Vice Chair  
408/279-1520 x142 FAX 408/279-3428  
[yvonne@hulberg.com](mailto:yvonne@hulberg.com)

#### PUBLIC RELATIONS

Joe Napoliello, MAI  
650/875-1459 FAX 650/875-1458  
[jnapoliello@sanbrunocable.com](mailto:jnapoliello@sanbrunocable.com)

#### TECHNOLOGY

Christina Way, MAI  
209/883-2796 FAX 209/883-2684  
[wa-tina@fire2wire.com](mailto:wa-tina@fire2wire.com)

#### NEWSLETTER

DeeDee Miletich, MAI  
831/753-1844 FAX 831/424-5117  
[dmiletich@agloan.com](mailto:dmiletich@agloan.com)

#### NOMINATING

John A. Hillas, SRA  
209/569-0450 FAX 209/569-0451  
[jhillas@sierravaluation.com](mailto:jhillas@sierravaluation.com)

## Board Sets 2005 Chapter Goals

Each fall, the Chapter's Board of Directors devotes a day to outlining the goals for the coming year. At our May Networking Social, the goals set by the 2005 Officers and Directors last fall were displayed in the foyer area for viewing. Since not all members had an opportunity to peruse these documents, it was suggested that we summarize them in our newsletter.

### Goal #1 - Spread The Word/ Promote Ourselves

#### What to Say:

- Differentiate AI vs. non-AI
- Promote qualifications

#### Who To Say It To:

- Legal, lending, government, title co., property management, accountants, brokers, prospective new appraisers, non-AI appraisers

#### How to Say It:

- Advertise: print, radio, Internet
- Speak to market organizations
- Circulate Directory & Newsletters
- Talk radio
- Press releases, Letters to the Editor
- Workshops for New Members

### Goal #2 - Outreach

#### Immediate Investigation Implementation:

- Toll-free number for Chapter Office
- Common e-mail addresses for Board (i.e.: [brucehahn@norcal.org](mailto:brucehahn@norcal.org))
- "Find an Expert" cross-links on web page
- Explore community service opportunities
- Join Walnut Creek Chamber of Commerce

#### Joint Activities:

- Identify other appraisal groups: ASA, NAIFA, IRWA, ASFMRA, NAR, CPAC
- Identify other organizations: CACPA, CA-BAR, CAR, Title/Escrow, Lenders (MBA, APMW) BIA/BOMA, AIA, AAA/Mediators, Financial Planners, Apt. Assn./IREM, Credit Unions, Relocation, Service Clubs, Chambers of Commerce, Business Journal, News Media

#### Create a Task Force To:

- Learn about other organizations: newsletters, web pages, meeting

- schedules, leadership
- Volunteers to be available for:
  - Speaking engagements, general contact – references & referrals
  - Outreach: Their Leadership and Our Leadership
  - Plan joint events & joint fundraising
  - Continuing Education – joint meetings/socials
  - Combined legislative efforts
  - Combined purchasing power
  - Service co-op

#### Executive Director

- ED to join & network with other Executive Directors of allied professional associations
- Get our Executive Director out in the world – higher community profile

### Goal #3 – Vendors/Sponsors

- Investigate accepting newsletter and web page advertising
- Investigate education / networking sponsorships
- Investigate expanding FC to a multi-day event
- Re-vamp & rename other chapter conferences
- Provide specialized education opportunities with allied professionals
- Look into "Just for Fun" stuff: auction, logo items

### Goal #4 – Perceived Member Benefits

#### How to Inform the Members:

- Member Socials – For New Members create a "Welcome to the Institute"

#### Newsletter

- Highlight Member Benefits monthly

#### Leadership Spread the Word

- Hold at least 3 casual social meetings annually at the branch chapter level
- Provide announcements on national and local issues
- Educational offerings
- Acknowledge New Members at meetings

#### Look into

- New Member Mentoring; assign a designated member to a new member during their first 12 months

- Bus/Van pool from outlying geographic / branch chapter areas to conferences, workshops, & socials
- Advertise our "Added Value" benefits aggressively

### Goal #5 – Maintain and Increase the Chapter's Influence on National Task Forces or Committees

#### Representatives would

- Write articles for the newsletter
- Make presentations to the BOD

#### Board would

- Set aside budgeted money to encourage future participation
- Send members of Exec and Executive Director to National Meetings
- Report back & be accountable to BOD
- Recognize those members that participate at a higher than chapter level

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## Appraisers Wanted

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**Acquisitions Associate/Analyst** — Pacifica Companies is a private real estate investment and development firm that has acquired over \$1Billion in assets in the past two years, with plans to continue that trend. Looking for the right person to assist the firm's VP of Acquisitions/MAI with analyzing and locating potential acquisitions. The right person will have strong analytical, communication, computer, and organizational skills. Minimum 4 to 5 years experience analyzing residential and commercial property. Please email resume to [dnauss@pacificacompanies.com](mailto:dnauss@pacificacompanies.com).

**Associated Right of Way Services, Inc. in Pleasant Hill** has an employment opportunity available for a Right of Way Appraiser. We are a turnkey right of way consulting firm, specializing in public projects for transportation, flood control, utilities and redevelopment. Our clients include Federal, State and Local agencies as well as engineering firms. We seek to fill one full-time employee position. Duties include appraising real property for public projects. Assignments to include right of way appraisals on full and partial acquisitions pursuant to Federal and State guidelines and USFAP. College degree and Certified General Appraisal license required. Minimum of 3 years experience required, preferably in appraising for public projects. Real estate license is a plus. AR/WS offers a competitive salary schedule and complete benefits program, including 401k and profit sharing; health, dental, and vision insurance; flexible spending account and mileage reimbursement. Fax resume, references, and salary history to 925/691-6505, attention Denise Lucas, or email [dluca@arws.com](mailto:dluca@arws.com).



# Workshop & Networking Opportunities Cont'd

## North Bay Workshops & Social

from page 5

Note: Lunch is not included with the North Bay STDBOnline offering.

### About the Leasehold Valuation Workshop:

This workshop is an introduction to leasehold valuation issues for the practicing appraiser. It covers the background, concepts and analytical framework necessary for valuing a leasehold interest, and concludes with a discussion of a case study. Topics include:

- Property Rights \* Leasehold Issues
- Conditions that Create Leasehold Value
- Basic Elements of the Valuation Process for Valuing the Leasehold Interest \* Approaches to Value \* Valuation Issues
- Capitalization/Discount Rate Selection \* Case Studies

### Continuing Education Information:

Leasehold Valuation is approved for 2-hours of Appraisal Institute and SBE CEC; an application for 2-hours of OREA CEC has been submitted. Attendees should allow 15-working days for receipt of verified certificates.

### REGISTRATION FORM

## “North Bay Workshops & Networking Social”

Thursday, July 28, 2005 — Santa Rosa

Kindly observe the July 22 registration deadline — FAX 925/932-7754

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

I am an/a:  AI Member (\$30) Includes ASA and ASFMRA Members  Non-member (\$40)

I will attend:  Workshop #1 CCIM STDBonline  
 Workshop #2 Leasehold Valuation  
 PCAM Networking Social

Charge my:  VISA  MasterCard Account # \_\_\_\_\_

Exp Date \_\_\_ / \_\_\_ Signature \_\_\_\_\_

AI Use: Rec'd \_\_\_\_\_ Ck # \_\_\_\_\_ Amt \_\_\_\_\_ Bal Due \_\_\_\_\_ DBM \_\_\_\_\_ DBE \_\_\_\_\_

### REGISTRATION FORM

## “Silicon Valley Lunch & Workshop”

Tuesday, July 26, 2005 — Palo Alto

Kindly observe the July 20 registration deadline — FAX 925/932-7754

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

I am an/a:  AI Member (\$30) Includes ASA and ASFMRA Members  Non-member (\$40)

I will attend:  Workshop: CCIMs Site to Do Business Online  
 Lunch

Charge my:  VISA  MasterCard Account # \_\_\_\_\_

Exp Date \_\_\_ / \_\_\_ Signature \_\_\_\_\_

AI Use: Rec'd \_\_\_\_\_ Ck # \_\_\_\_\_ Amt \_\_\_\_\_ Bal Due \_\_\_\_\_ DBM \_\_\_\_\_ DBE \_\_\_\_\_

## The Professional's Guide to the URAR

### Two Remaining Greater Bay Area Offerings

Join Dawn Molitor-Gennrich, SRA, this summer when she presents the Appraisal Institute's seminar on the new URAR forms. This intermediate level seminar is designed for residential appraisers needing the most up-to-date information on changes to the revised Fannie Mae 1004 Form and other forms.

***It is anticipated that by November 1st all appraisers will be required to use the revised Fannie Mae Forms.***

Be the first to learn exactly how the revised Fannie Mae 1004 Form will impact you. Understand the reasons behind the revisions and how USPAP's Supplemental Standards rule applies. Discuss the significant differences between the prior and the revised URAR Form. Explore the revised definitions, statement of assumptions and limiting conditions and the appraiser's certification as well as important liability issues.

Keep in mind the value of this seminar goes beyond "how to complete the Form." New appraisers will develop a proper understanding of secondary

market guidelines as well as USPAP compliancy issues. For experienced appraisers it will provide a comprehensive review and ability to hone his/her skills. You will also gain a host of tips on appropriate level and content of information that must be reported to effectively complete the Form.

Locations include:

San Francisco – July 22

NEW! Merced – August 26

#### Bonus Opportunity

Residential Forms and Software Vendors Will Be In Attendance. See first-hand how their products and services can assist you

Exhibitors Include:  
Bradford Technologies

This seminar is approved for 7-hours of Appraisal Institute, SBE and OREA (#05754C862). Tuition is \$139 for Appraisal Institute Members and \$149 for Nonmembers. These seminars are filling up quickly. Don't be left out — register today.

For additional details and registration information on these offerings please visit <http://www.norcal-ai.org/event.html>.

## The Appraisal Foundation Seeks Qualified Candidates

WASHINGTON, DC — The Appraisal Foundation is in the midst of its annual search for qualified candidates to serve on one of its three Boards. Completed applications for vacancies on the Board of Trustees, the Appraiser Qualifications Board (AQB) and the Appraisal Standards Board (ASB) must be received by August 1, 2005. Application packages for all positions outlined above are now available on-line at the Foundation web site:

[http://www.appraisalfoundation.org/s\\_appraisal/sec.asp?CID=121&DID=167](http://www.appraisalfoundation.org/s_appraisal/sec.asp?CID=121&DID=167)

If you have any questions please feel free to contact either Phil Proctor ([phil@appraisalfoundation.org](mailto:phil@appraisalfoundation.org)) or Paula Douglas ([Paula@appraisalfoundation.org](mailto:Paula@appraisalfoundation.org)). When requesting information on the applications via e-mail, please use the phrase "2005 APPLICATION INFORMATION" in the subject line, and please include your full name, mailing address and phone number.

## President's Message, *from page 1*

associate members in the Northern part of the state and beyond!

Planning is already underway for 2006, which promises to see more offerings than ever before. There are many opportunities to get involved with the Chapter. Most committees take very little time and you need not be designated to be involved with most committees (only guidance, experience review and the examinations committees require that you be designated). Now is the time to consider getting involved in an area that interests you by sending a quick email to 2006 President Claudia Carleton, MAI, at [Claudia@hulberg.com](mailto:Claudia@hulberg.com). There are many changes coming, especially to education, and being involved means you are among the first to learn what is proposed and to help influence how change is implemented.

Speaking of changes, at the Region I Meeting in Portland last month, an update on the Education Network was given. In addition to all the new 2008 AQB courses that will be launched in the next few years, the 500-series courses will be redesigned after the AQB qualifying education classes are complete. All five of these week-long classes will be replaced with either two or three, 2-day offerings. When all the changes are completed and the new VFR (Valuation for Financial Reporting) courses are available by the end of 2006, the Appraisal Institute will provide over 40 different qualifying and continuing education courses!

Fall will soon be upon us. Please mark your calendars for October 14, 2005 and plan to attend the 55th

Annual Fall Conference. Norm Hulberg, MAI, and the Fall Conference Committee are planning yet another round of top quality sessions that you won't want to miss! And you might also want to consider our own Ann O'Rourke, MAI, SRA's Appraisal Today conference in South San Francisco on August 11 and 12, 2005. Many Northern California chapter members are featured as panelists or moderators, and Ann always does a fantastic job bringing nationally recognized appraisers to speak at her conferences. This year is no exception! Additional information is available at [www.appraisaltoday.com](http://www.appraisaltoday.com).

Enjoy your summer. I look forward to seeing many of you at the July 21st Workshop and Social in Pleasanton! And please, get involved with YOUR chapter!

# Education

## Analyzing Operating Expenses Seminar

**September 16 - Pleasanton**

Join seminar presenter and developer William "Ted" Anglyn, MAI, when he returns to the Bay Area to present Analyzing Operating Expenses. In this practical one-day seminar Ted will discuss analytical methods for determining net income and investment consulting decisions along with prevailing problems in operating expense analysis. Attendees will learn to locate information sources for estimating operating expenses as well as learn about the characteristics and categories of fixed expenses.

This basic level seminar is designed for general appraisers. Tuition is \$165 for Appraisal Institute members and \$195 for non-members. Analyzing Operating Expenses is approved for 7-hours of Appraisal Institute, OREA and SBE CEC. For additional details visit: <http://www.norcal-ai.org/brochure.html>.

### Important Reminder About USPAP Education

Effective January 1, 2005, the 15-hour *National USPAP Course* may NOT be used to satisfy the 7-hour National USPAP Update Course continuing education requirement.

Therefore, only the 7-hour National *USPAP Update Course* may be taken to satisfy the continuing education USPAP requirement after January 1, 2005. If the 15-hour *National USPAP Course* is taken on or after January 1, 2005, as continuing education, the course can be applied towards the overall continuing education hours only.

## Upcoming Educational Offerings

- National USPAP – 15-Hour** **July 20-21**  
 Instructor: D. Michael Mason, MAI, SRA  
 Location: Radisson Hotel, Dublin
- Business Practices and Ethics** **July 22**  
 Instructor: Stephanie Coleman, MAI, SRA  
 Location: Radisson Hotel, Dublin
- Professional's Guide to the URAR** **July 22**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: Holiday Inn SFO North, San Francisco
- Silicon Valley Lunch & Workshop** **July 26**  
 See page 5 for details
- North Bay Workshops & Social** **July 28**  
 See page 5 for details
- Residential Case Study** **August 10-12 and 15-17**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: University of Phoenix, Concord
- Professional's Guide to the URAR** **August 26**  
 Instructor: Dawn Molitor-Gennrich, SRA  
 Location: Merced Co. Assoc. of Realtors, Merced
- Analyzing Commercial Lease Clauses** **September 15**  
 Instructor: Wm. "Ted" Anglyn, MAI  
 Location: Sheraton Four Points, Pleasanton
- Analyzing Operating Expenses** **September 16**  
 Instructor: Wm. "Ted" Anglyn, MAI  
 Location: CarrAmerica Conference Center, Pleasanton
- Basic Appraisal Principles** **September TBA**  
 Instructors: TBA  
 Location: TriValley Area
- Basic Appraisal Procedures** **October 26-29**  
 Instructors: Arlen C. Mills, MAI, & Leigh Budlong, MAI  
 Location: University of Phoenix, Pleasanton
- Advanced Sales Comparison & Cost Approaches** **November TBA**  
 Instructors: TBA  
 Location: TBA

**Yes, please provide me with registration information on the above checked education programs.**

Name \_\_\_\_\_ Phone \_\_\_\_\_

FAX \_\_\_\_\_ Email \_\_\_\_\_

There are three ways to receive advanced notification of these upcoming education offerings: ① visit our website at [www.norcal-ai.org](http://www.norcal-ai.org); ② call us at 925/932-7753; or, ③ fax this page back to 925/932-7754. We reserve the right to cancel or substitute dates, locations and/or instructors as necessary. Interested attendees are encouraged to register at least one month prior to the offering to help avoid possible cancellation.

# News From National

## Leadership Resources Registry

The Leadership Development and Nominating Committee (LDNC) is pleased to roll out Phase I of the new Leadership Resources Registry. The LDNC, in more ways than ever before, is committed to involving members at the grassroots. Our vision is that all members should have the opportunity to serve the organization in leadership positions and decision-making roles, whether their interest lies in serving as committee members or chairs, panel members, project team members, focus group members, content experts, or providing input on surveys and opinion polls.

The Registry also offers an option for Chapters, Regions and individuals to nominate members to serve, not only on the Strategic Planning Committee,

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## Appraisers Wanted, from page 4

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**National Appraisal Firm Located in Walnut Creek** seeks a commercial appraiser with at least two years of experience to join a fast-paced, professional office where you are given excellent technical support and data resources. Qualified candidates are quality-oriented and proficient in MS Word and Excel (Argus experience desirable). Competitive fee splits and benefits offered. Please email your resume to Diane Nowak, MAI, Joseph J. Blake and Associates at [dnowak@blakeglobal.com](mailto:dnowak@blakeglobal.com).

**CBRE Wants You** — especially if you want to make more money! We are looking for a few good quality appraisers to join our team of professionals in Northern CA. Choose your favorite work location, our many offices or your home, and take advantage of our awesome technology and data resources. You will be pleased by our competitive fee split and salary compensation package including 401k, medical, dental, disability, education, licensing and dues reimbursement. Leverage your time off a junior appraiser and see your production numbers soar! That, combined with our really high fees can change your lifestyle—even here in No. CA. Imagine that? See why CBRE has become the world's largest real estate firm and has attracted and retained 17,000+ employees worldwide! Please email your resume to Elizabeth Champagne, MAI, at [elizabeth.champagne@cbre.com](mailto:elizabeth.champagne@cbre.com) or FAX 415/986-6862.

♦ **Appraisers Wanted, page 12**

but also in other positions. Please take advantage of this opportunity now!

To nominate others, simply click on the following link: <http://www.appraisalinstitute.org/lrr/start.aspx?id=BN3Nk97ltpA>

Your National Leadership Development and Nominating Committee representatives have worked hard to bring this opportunity to everyone. We hope you will plan to take part in the 2006 Appraisal Institute governance. If you have questions or need assistance completing the Registry, please contact Dolores Grabowski at [dgrabowski@appraisalinstitute.org](mailto:dgrabowski@appraisalinstitute.org).

## Designated Members: It's Time to Get Your Profile Online

With the redesign of the Find an Appraiser pages <http://www.appraisalinstitute.org/search.asp?ord=Name&npp=10&wc=1> as well as the nationwide Visibility Campaign, having a Member Profile (which costs designated members absolutely nothing) is an invaluable marketing tool. All designated members are strongly encouraged to complete the Member Profile Set-up form, available via the members-only section of the Appraisal Institute Web site. Only those designated members who have completed the Member Profile questionnaire will be pulled up when Directory users search by business services and/or property types.

## Visibility Campaign Moves Into High Gear

The Appraisal Institute has rolled out a new series of print ads promoting the value of the MAI, SRPA and SRA designations to financial planners, attorneys, accountants and lenders. Full-page ads will run May through December in national trade journals targeting mid-senior level executives in publications such as:

- Journal of Accountancy
- Financial Planning Suite

- Practical Real Estate Lawyer
- Probate and Property
- ABA Journal
- National Mortgage Broker
- National Real Estate Investor

For more details about the program or for a comprehensive advertising schedule, please visit our Web site at [www.appraisalinstitute.org](http://www.appraisalinstitute.org) or you may contact the following Appraisal Institute staff for additional information: Don Kelly, VP, Public Affairs, at [dkelly@appraisalinstitute.org](mailto:dkelly@appraisalinstitute.org), 202/298-5583; or Hope Atuel, Director, Public Relations and Marketing, [hatuel@appraisalinstitute.org](mailto:hatuel@appraisalinstitute.org), 312/335-4476.

## Industrial Properties Book Released

Real estate professionals have not seen a new reference work on the challenges of valuing industrial property since 1984. With the release of *Appraising Industrial Properties*, a significant addition to appraisal literature representing the combined efforts of more than a dozen valuation experts and specialists, is now available.

The Appraisal Institute's new text is a comprehensive survey of the different factors an appraiser must consider when valuing industrial real estate. Topics of special significance to the valuation of industrial property covered in this text include highest and best use considerations; environmental issues relating to industrial processes; legal issues such as zoning and eminent domain; real estate taxation; and the impact of government assistance such as tax abatement and free enterprise zones on the competitive market.

The increasing specialization of industrial real estate presents appraisers with a whole new range of considerations in the valuation process. *Appraising Industrial Properties* will help readers make sense of the new terrain and navigate a successful course through the challenges created by the evolution of industry in the 21st century.

Members can acquire a single copy of *Appraising Industrial Properties* at the introductory member price of \$36 through August 31, 2005. The regular price is \$45 for members and \$50 for nonmembers. Stock number: 0690M. Visit <http://www.appraisalinstitute.org/ecom/publications/default.asp> to order your copy today.

## 2005 Annual Fall Conference: Mark Your Calendar

Hopefully you have already marked your calendar to attend our 2005 Annual Fall Conference, Exhibitor and Career Fair on Friday, October 14 at the San Francisco Hilton. Larry Stone, Santa Clara County Assessor will kick off the day with a presentation on "Proposition 13: Good or Bad for California?" Below is a glimpse into four of the 16 cutting-edge sessions that will be presented throughout the day.

### Scope of Work

This is a year that will witness major changes to the structure and content of the Uniform Standard of Professional Appraisal Practice (USPAP). This core professional document is expected to be purged of one of its most visible elements — The Departure Rule. This Rule created the categories of Complete and Limited appraisal reports. In its place will be an enhanced Scope of Work Rule. Many appraisers argue that these changes do not represent a significant change in USPAP. Others see these changes as confusing to appraisers and clients, were inadequately debated within the profession, and may make it easier for unscrupulous appraisers to damage the profession and the public trust.

Each panel member will briefly discuss his or her understanding to the 2005-2006 changes to USPAP. Each will also be asked to address key terms that appraisers and clients will be required to understand such as: credibility, client reliance, accuracy, reliability, intended user and intended use and the peer practice standard. The panel discussion will explore such things as the roles and responsibilities of the appraiser and the client to create an adequate scope of work for each assignment. What will be required to create a credible appraisal report and is there one standard for a Self-Contained report and another for a Restricted report? Has there been a fundamental change in how the classic "three approaches to value" are employed in the appraisal process?

### Market Value and Building Deficiencies

This session will take a big picture look at building deficiencies with a focus on real estate value. The experts on this panel will discuss physical and functional deficiencies within the reality of market transactions. Learning to understand and evaluate building deficiencies is an essential step to the development of an accurate appraisal. Topics will include: Physical deficiencies: Why buildings stand up – looking at buildings with expert eyes, Functional obsolescence: How design impacts function, feasibility, and market appeal, and Market Value: How does depreciation and obsolescence impact marketability and value?

### Residential Market Trends

The residential market in California is very dynamic with home values having increased substantially over the past nine years. Currently, economists are debating

whether the California market, particularly in the San Francisco Bay Area, is a "bubble" or if these higher prices are here to stay. Knowing the latest trends and what changes to anticipate as a result of this extremely strong market is valuable to real estate appraisers.

Individual appraisers tend to know what is happening in their immediate market area. This session will give a more general overview by professionals whose job it is to track and forecast residential trends.

### Silicon Valley — Peninsula Office and Industrial Market Update

Has the bottom been reached? Are we in for another boom? What does the future hold for Silicon Valley and what changes are to take place before the market returns? Who are the future tenants going to be? Where have rents and vacancies gone and where are they going? How will the market respond as compared to the high interest rates and cap rates of the 1980s? These and other questions will be analyzed in this session covering the office and industrial markets in Silicon Valley and the Peninsula.

Our panel of experienced office/industrial brokers will offer its insight into what is driving these markets and how deep the impact is being felt. Topics covered will be vacancy, rental rates, cap rates, absorption, construction activity, and investment in the office and industrial properties in the Silicon Valley and Peninsula markets, along with the trends in these markets. This session is essential for appraisers and real estate professionals whose business includes these geographic areas and who want to get the latest perspective as to what is going on in these markets.

### Other Breakout Sessions Include:

- San Francisco Market Update*
- East Bay Market Update*
- Retail – What Creates Value?*
- Attorney Preparation of Witnesses*
- Going Concern Value*
- Subdivision Appraising*
- Valuing Large Tracts of Land*
- Current Issues in Residential Appraising*
- Playing to Your Natural Strengths in Business Development*
- Technology Update*
- International Appraising: What are Other Countries Doing?*

Early and group registration discounts will be available. Watch for registration information coming later this month.

A limited number of guest rooms have been blocked at the San Francisco Hilton. When contacting the SF Hilton at 415/771-1400 for guest room accommodations, be sure to mention that you are with the Appraisal Institute to receive our group rate starting at \$169 (subject to availability).

# Agenda for Associates

## Alert: Important Course Changes for Residential Associates

Appraisal Institute courses Residential Case Study (formerly titled Course 210) and Advanced Residential Form and Narrative Report Writing (formerly titled Course 500) will be retired in May of 2006. These courses will be replaced with a series of other courses/exams.

Many SRA associates will need to successfully complete Residential Case Study and Advanced Residential Form and Narrative Report Writing by May 2006 in order to complete their designation education under the current requirements. Current residential associate members who do not complete these two courses by May 2006, will be required to take multiple new courses, at a significant increase in hours, as follows:

The following three new courses will replace *Residential Case Study* (Course 210—39 hours):

- *Residential Market Analysis and Highest & Best Use* (15 hours)
- *Residential Site Valuation & Cost Approach* (15 hours)
- *Residential Sales Comparison & Income Approaches* (30 hours)

*Advanced Residential Form and Narrative Report Writing* (Course 500—40

hours) will be replaced with:

- *Residential Report Writing & Case Studies* (15 hours)
- *Advanced Residential Applications & Case Studies/Part 1* (15 hours)
- *Advanced Residential Report Writing/Part 2* (30 hours)

Residential associates who have questions regarding the impact of these changes on their pursuit of designation should contact Carrie Vann at [cvann@appraisalinstitute.org](mailto:cvann@appraisalinstitute.org).

### Residential Case Study

August 10-12 and 15-17  
Concord

### Advanced Residential Form and Narrative Report Writing

November 6-12  
Dublin

<http://www.norcal-ai.org/brochure.html>

## General Comprehensive Exam August 22-23

For those planning ahead, the August 2005 Comprehensive Exam will be presented on

August 22-23, 2005 at the

University of Phoenix in Pleasanton.

Registration details can be found at

[http://www.appraisalinstitute.org/membership/members\\_downloads/guidebook.pdf](http://www.appraisalinstitute.org/membership/members_downloads/guidebook.pdf)

## Help! I Have a Question

Need help understanding the requirements for designation or a little nudge to get your demo started? Confused about all of the changes that have occurred since you became an associate member? Fear no more! Contact the following committee chairs for assistance:

### Membership Development & Retention

Anthony Mills, MAI, SRA

707/765-6246 FAX 707/765-9634

[acmills1@msn.com](mailto:acmills1@msn.com)

### Associates' Guidance — General

Anthony Mills, MAI, SRA

707/765-6246 FAX 707/765-9634

[acmills1@msn.com](mailto:acmills1@msn.com)

### Associates' Guidance — Residential

Nancy Townsend, SRA

510/524-6469 FAX 510/527-6409

[nancy@townsendappraisals.com](mailto:nancy@townsendappraisals.com)

### Experience Review — General

Rich Labagh, MAI

650/843-0740 FAX 650/843-0742

[rlabagh@aol.com](mailto:rlabagh@aol.com)

### Experience Review — Residential

Peggy Darnall, MAI, SRA

510/452-4477 FAX 510/452-4230

In addition, feel free to contact the Member Services Department at the National Office. The professionals who staff this department, are experts in helping to determine your needs and can help put you on the path toward designation.

### Comprehensive Exam

Carrie Vann

312/335-4189

[cvann@appraisalinstitute.org](mailto:cvann@appraisalinstitute.org)

Katie Powell

312/335-4187

[kpowell@appraisalinstitute.org](mailto:kpowell@appraisalinstitute.org)

### Associate Records

Dorothy Williams

312/335-4172

[dwilliams@appraisalinstitute.org](mailto:dwilliams@appraisalinstitute.org)

### Experience Review

Marilyn Moore

312/335-4173

[mmoore@appraisalinstitute.org](mailto:mmoore@appraisalinstitute.org)

Harriet Kudlacik

312/335-4157

[hkudlacik@appraisalinstitute.org](mailto:hkudlacik@appraisalinstitute.org)

### Status/Demo Reports

Nancy Morales

312/335-4177

[nmorales@appraisalinstitute.org](mailto:nmorales@appraisalinstitute.org)

Margaret Latimore

312/335-4174

[mlatimore@appraisalinstitute.org](mailto:mlatimore@appraisalinstitute.org)



## Upcoming Programs & Events at a Glance

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>JULY 10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>
<b>July 2005</b>			USPAP 15-Hour — Dublin		Practices & Ethics — Dublin	
				IN PLEASANTON BOD Meeting Transferable Skills Workshop Networking Social		URAR Seminar — San Francisco
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
		STDBonline Workshop — Palo Alto		IN SANTA ROSA STDBonline & Leasehold Valuation Workshop Networking Social		

### Appraisers Wanted *from page 9*

**Commercial Appraisal Firm** with offices in San Francisco, San Jose and Walnut Creek seeks a commercial appraiser for our San Francisco office. Applicants must have past commercial real estate appraisal experience and/or a strong educational background in real estate. Must be detail oriented, analytical, strong writer, computer proficient, articulate and organized. Please contact E. Wessels at [ewessels@cbppraisal.com](mailto:ewessels@cbppraisal.com) with cover letter and resume.

**Review Appraiser – Concord, CA.** Determine value of 1-4 unit residential properties for collateral purposes: full/limited desk reviews on residential appraisals and incoming loan application packages. CA State Certified Appraiser (General or Residential) license. 5+ years experience with residential review time. PC proficiency required. Please call Recruiting at 925/681-6135 or e-mail: [ghansen@fmtinv.com](mailto:ghansen@fmtinv.com), FAX 925/356-6638. In the subject line please include: Job ID-1004. Fremont Investment & Loan.

## Legislative Update Report: Government Relations

Your California Government Relations Subcommittee maintains a regular ongoing dialogue with the Office of Real Estate Appraisers. While we do not agree on all issues, the dialogue is productive and gives Institute members real input into licensing issues. As part of recent discussions, OREA Acting Director Tony Majewski noted that new license issuance continues to increase rapidly, especially among the trainee classification. The increase in new licenses has had a dramatic, but perhaps temporary, effect on OREA's fund balance. Where a few short years ago the Office had projected a negative fund balance in the near-term, this is no longer the case.

We learned very recently that OREA

is in the process of drafting regulations to implement a temporary reduction in license fees. The Government Relations Subcommittee will be involved in this process as it moves forward. The goal will be to lower fees in light of the changes in licensee population, but still provide the Office with resources necessary on a going-forward basis. The Office believes that a responsible fee structure can accommodate a temporary reduction, while still permitting them to meet their regulatory mandate and modernize operations.

If you have any questions about the foregoing, please contact me: Carole Laval, SRA, 2005 Chair, CSGRS, [claval@comcast.net](mailto:claval@comcast.net)

## 2005 Chapter Officers

**PRESIDENT**

**Bruce Hahn, SRA**  
Landmark Valuation  
2081 Stratton Road  
Walnut Creek, CA 94598-2353  
925/932-4044 FAX 925/932-4844  
[bruce@landmarkvaluation.com](mailto:bruce@landmarkvaluation.com)

**VICE PRESIDENT**

**Claudia Carleton, MAI**  
Hulberg & Associates  
One Almaden Boulevard, Suite 700  
San Jose, CA 95113  
408/279-1520 408/279-3428  
[claudia@hulberg.com](mailto:claudia@hulberg.com)

**TREASURER**

**Robin J. Erdmann, MAI**  
The Robin Erdmann Group  
Real Estate and Land Use  
Economic Consultants & Appraisers  
1885 Falcon Ridge Drive  
Petaluma, CA 94954  
707/766-8313 FAX 707/766-8343  
[robinerdmann@comcast.net](mailto:robinerdmann@comcast.net)

**SECRETARY**

**Steven Castellanos, MAI, SRA**  
Bank of Stockton  
Post Office Box 1110  
Stockton, CA 95201  
209/929-1441 FAX 209/929-1394  
[scastellanos@bankofstockton.com](mailto:scastellanos@bankofstockton.com)

**CHAPTER OFFICE**

1243 Alpine Road, Suite 102  
Walnut Creek, CA 94596  
925/932-7753 FAX 925/932-7754  
[www.norcal-ai.org](http://www.norcal-ai.org)  
**Executive Director**  
Lisa M. Estes  
[lisa@norcal-ai.org](mailto:lisa@norcal-ai.org)  
**Administrative Assistants**  
Pat Moore  
[pat@norcal-ai.org](mailto:pat@norcal-ai.org)  
Alex Long-Smith  
[alex@norcal-ai.org](mailto:alex@norcal-ai.org)

*Library Hours by Appointment*