



Appraisal News

Northern California Chapter of the Appraisal Institute

2004 Annual Fall Conference Plus Career and Vendor Fair

Friday, October 22 — San Francisco Hilton

Have you taken advantage of our early registration deadline to register for this year's 54th Annual Fall Conference, which will be held on Friday, October 22 at the San Francisco Hilton? Save up to \$75 by registering by September 17. You will want to be one of the over 500 real estate appraisers and related professionals who attends this interesting and informative conference. John Ross, EVP, Appraisal Institute, will start off the morning as our Opening Speaker. Our 16 breakout sessions include:

- Tired of Appraising Commercial Properties?
- Residential Market Trends: Why Boom and Not Bust?
- Before You Say "Yes": Clients, Assignments and Pricing
- Internet Research
- Who Gives You the Authority to Tell Me I'm Wrong?
- M&S Connect / AI Commercial Database
- Network Security and the Paperless Office
- San Francisco Market Update

♦ *Fall Conference, page 4*

The Art / Science of Real Estate Feasibility Analysis Seminar

Carr America Conference Center, Pleasanton
Instructor & Developer: Mike Robbins, PhD, CRE
Friday, September 24

Real estate is the ultimate spatial commodity, and as such, it is not only extremely susceptible to change occurring on surrounding parcels, but importantly, upon parcels located within its primary market sector.

Feasibility tools now provide the opportunity

to examine, monitor, and forecast economic change in a spatial context.

The explosive growth of analytical tools and integrated data sets is reshaping the landscape of real estate analysis. The attendee will develop a more comprehen-

♦ *Feasibility, page 11*

September Chapter Workshops and Networking Social

THURSDAY, SEPTEMBER 23

Location: Sheraton Four Points Hotel
5115 Hopyard Road, Pleasanton

Directions: 925/460-8000 or www.fourpoints.com

Parking: Complimentary

Workshop #1: "Beat the Clock and Make More Money"

Presenter: Karen J. Mann, SRA –
Mann and Associates

Registration: 2:45pm

Workshop Hours: 3:00pm – 6:00pm

Social: 6:00pm
(includes wine and hors d'oeuvres)

Price: AI Members Non-Members

Workshop

Only: \$30 \$40

Social Only: \$30 \$40

Workshop

& Social: \$30 \$40

♦ *Workshops & Social, page 5*

Scope of Work: Expanding Your Range of Services

San Jose Hyatt Friday, September 17

The scope of work decision is one of the most critical decisions you will make in the initial development of your report. This decision, resulting research and analysis, and proper communication of both client and intended user(s) can be keys to a beneficial relationship with clients and increased future success.

This seminar addresses the wide range of services you can offer your current and potential clients. It also clearly highlights the practical application of the scope of work decision in a variety of everyday appraisal assignments. Understanding scope of work will provide you with new appraisal and consulting opportunities, improve profitability and increase client satisfaction, all without breaking any rules! You will learn how to customize your work, gain flexibility, and provide your clients with services that further satisfy their needs.

After completing this seminar, you will be able to

- Understand the evolution of scope of work in USPAP and the level of flexibility it provides in today's appraisal assignments.

♦ *Scope of Work, page 9*

Members Page

Members in the News

Thank you to **Art Lombard, MAI**, Examinations Chair, **Pete Doherty, MAI**, **Peter Overton, MAI**, **Wayne Prescott, MAI**, **Howard Levy, MAI**, **Rick Smith, MAI**, **Dave Hardy, MAI**, and **Rob Denton, MAI**, for volunteering their time to proctor the August Comprehensive Exam in Oakland. Their contribution of time has helped over 10 MAI associates get that much closer to obtaining their designations!

Appreciation is extended to **Kathryn Sturgis-Bright** and **Robert Walker** for rising early to handle registration at our capacity crowd offering of Alan Blankenship's popular Effective Appraisal Writing Seminar. We also thank **Robin Erdmann, MAI** and **Shelia Mone** for their assistance in registering attendees for our recent third offering of Course 110: Appraisal Principles in Novato.

Hot August Workshops and Networking Socials! Kudos to **Tina Way, MAI**, and **John Hillas, SRA**, for putting together a fantastic panel of experts to present the San Joaquin and Stanislaus Counties Annual RE Forecast and Update. Ditto for **Chris Daniel, SRA** and **Karen Mann, SRA**, for the Beat the Clock and Make More Money Workshop in Santa Cruz. [Note: If you missed this informative program, you are in luck! Karen has agreed to present it again on September 23 in Pleasanton. See page 1 for details.] A big round of applause is extended to **Ray Mattison, MAI**, and **Tony Correia** for the joint Appraisal Institute/ASA/ASFMRV Vineyard and Winery Valuation Workshop held in Santa Rosa. A special thank you to Tony for also donating all of the wine for this event. Together these local programs served over 200 attendees!

Robin Erdmann, MAI, has been appointed to serve on the Appraisal Institute's 2005 Summer Conference Committee. With his many years of service on the Northern California Chapter's Annual Fall Conference Committee, he will be a great resource to this national committee!

Member on the Move

Jim Bautovich, MAI
6481 Timber Springs Drive
Santa Rosa, CA 95409
707/538-9700
jbautovich@aol.com

New Email Addresses

Christina Way, MAI
wa-tina@fire2wire.com
Dessa Griffith, SRA
dessagriffith@SBCGlobal.Net

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 stating their intent to join! Best of all — it's free!

2004 Officers, Directors and Branch Chapter Chairs

PRESIDENT

John A. Hillas, SRA
jhillas@sierravaluation.com

VICE PRESIDENT

Bruce A. Hahn, SRA
bruce@landmarkvaluation.com

TREASURER

Claudia Carleton, MAI
claudia@hulberg.com

SECRETARY

Robin J. Erdmann, MAI
robinerdmann@comcast.net

EX-OFFICIO

Neil A. Lefmann, MAI, SRA
neil@nalefmann.com

DIRECTORS

Bill Bambas, MAI
bambow@sbcglobal.net

Jeff Enright, MAI
jeff@enrightco.com

Mitch Dunshee, MAI
mdunshee@sbcglobal.net

Greg Rinehart, MAI
gdr62@pacbell.net

Joe Napoliello, MAI
JNapoliello@sanbrunocable.com

Carole Laval, SRA
claval@comcast.net

Chris Daniel, SRA
ctdaniel@sbcglobal.com

Anthony Mills, MAI, SRA
acmills1@msn.com

Steve Castellanos, MAI, SRA
scastellanos@bankofstockton.com

GOLDEN GATE/MEETING GROUP Volunteers Needed

SIERRA BRANCH CHAPTER
Christina Way, MAI
wa-tina@fire2wire.com

CENTRAL CAL BRANCH CHAPTER
Larry Hopper, MAI, SRA
ldhopper@rpaappraisal.com

Kelly Stevens
kellystevens@attbi.com

EAST BRANCH CHAPTER
Rob Hensley, MAI
Robert.Hensley@CBRE.com

MONTEREY BAY BRANCH CHAPTER
Chris Daniel, SRA
ctdaniel@sbcglobal.net

NORTH BAY BRANCH CHAPTER
Raymond Mattison, MAI
mat2apr3@sonic.net

SILICON VALLEY BRANCH CHAPTER
Jim Gavin, MAI
James_Gavin@standardandpoors.com



**2004 Annual
Fall Conference**
Vendor and
Career Fair
Friday, October 22
San Francisco Hilton
Celebrating 54 Years!

New Course 300
**RE Finance & Statistic
& Valuation Modeling**
January 19-20
Livermore

Members Page

2004 Committee Chairs

Arrangements

Siobhan Semple Stoddard, MAI

Membership Development

Steve Castellanos, MAI, SRA

Associates' Guidance

— General

Anthony Mills, MAI, SRA

Associates' Guidance

— Residential

Chris Daniel, SRA

Experience Review

— General

Peggy Darnall, MAI, SRA

Experience Review

— Residential

Michael Dambacher, SRA

Finance

Claudia Carleton, MAI

Government Relations

Carole Laval, SRA

Courses

Steve Kuhnhoff, MAI

Seminars

Frank Schmidt, MAI, SRA

Fall Conference

Peter Overton, MAI

Public Relations

Joe Napolliello, MAI

Technology

Karen Mann, SRA

Newsletter

Sara Cohn, MAI

Melissa Bach, MAI

Nominating

Neil Lefmann, MAI, SRA

Examinations

Art Lombard, MAI

Workshops

John Hillas, SRA

Melissa Bach, MAI

Rob Hensley, MAI

Rick Smith, MAI

What Does Membership in the Appraisal Institute Offer?

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

Office Management Software and Services

eTrac Appraisal Office Management Software

eTrac is multi-faceted software that allows complete virtual management of an appraisal business. It receives, tracks, notifies, and connects clients, staff, and appraisers in real time 24/7. eTrac is offering Appraisal Institute members a 15 percent discount on their software package. For more information visit <http://www.myetrac.com/> or contact eTrac at 877/693-8722.

Paychex, Inc.

Paychex, Inc. is a provider of payroll, human resource, and benefits outsourcing solutions for small to medium sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services, including direct deposit, check signing, and Readychex®. Human resource and benefits outsourcing services include 401(k) plan, recordkeeping, workers' compensation administration, section 125 plans, a professional employer organization, and other administrative services in business. Paychex is offering Appraisal Institute members 15 percent off of their normal payroll processing pricing. Additionally, they are offering a 15 percent discount on selected Human Resource processing fees. Please contact 1-800/729-2439 to sign up for this service.

Insurance

Liability Insurance Administrators (LIA)

Errors and Omissions Insurance

For information regarding the Appraisers Liability Insurance Program contact: <http://www.liability.com/>. Liability Insurance Administrators (LIA) P.O. Box 1319, Santa Barbara, CA 93102, 800/ 334-0652.

REAGIT Health, Life and Disability

This group of insurance plans, including health, life and disability, can provide comprehensive coverage for you and your family. For information about specific plans and their coverage, contact: Real Estate Appraisers Group Insurance Trust 300 S. Wacker Drive, 7th Floor, Chicago, IL 60606, 312/922-9350 or 800/222-9958 <http://www.reagit.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.

Attention All Members: Keep Us Posted

If you have recently moved, received a new phone, fax or e-mail, please submit your updated information in writing to the Chapter Office. Your assistance in helping us keep your mailing and phone information up-to-date is greatly appreciated, plus it allows us to help others get in touch with you. When making an address change, please indicate if the update represents your business or home address and whether it is your preferred mailing address.

Do you know that you can update your address information with the National Office online? Simply visit the Members Only section at www.appraisalinstitute.org.

**Register to attend this year's
Annual Fall Conference
by September 17 & save
up to \$75.**

Fall Conference

from page 1

- Residential Consulting Services
- Residential Retrofit: Enhance Your Profit Margin
- Appraiser's Work File
- East Bay Market Update
- Commercial Building Inspection
- Hot Spots and Pitfalls of Appraising Affordable Housing
- Real Estate Damage Economics
- Silicon Valley Market Update

Below is a peek at some of the timely and interesting breakout topics:

Who Gives You the Authority to Tell Me I Am Wrong? The Often Awkward Role of the Reviewer

Appraisers all presumably have the same goal, which is to provide accurate and credible valuation services. However, the reviewer has a number of potential masters that can include the reviewer's employer, a client, the various state licensing agencies (OREA), compliance with the requirements of the Appraisal Standards Board (USPAP), and for most reviewers, the regulatory requirements of FIRREA by way of contact with the Office of Thrift Supervision or the Office of the Comptroller of the Currency. The primary goal of the panel members is to present their agencies understanding of the role of the reviewer.

The initial suggestion, or hypothesis, is that these potential masters do not have identical expectations regarding the role of the reviewer. Each of these panelists is confronted on a daily basis with successes, and failures, with respect to meeting the goal of providing accurate and credible valuation services. From these unique vantage points, we have asked them to share their insights into "issues" facing the reviewer, including common and not so common problems encountered by those who would review the work of others.

The Appraiser's Work File

A work file is required by USPAP for all appraisal, appraisal consulting and appraisal review assignments. Why? What must a work file contain? When does a work file need to be created? Where, and for how long does it need to be kept? This session is designed to remind *designated and seasoned appraisers* about what needs to be kept in the work file, inform *associate members* what needs to be in these files for a smooth experience review and assist *all appraisers* in determining what can be left out of a litigant support file to both comply with and avoid disclosure issues. Discussion topics include:

Evidence Of Compliance * Practical Considerations * Oral Reports Including Court Testimony * What Constitutes "Retention?" * Accepting the Assignment * Research Data * Information Provided to You by Others * The Defense Counsel's Wish List * Liability / Disclosure / Standards Issues.

Inspecting Commercial Properties

Property inspection is an integral part of the appraisal process. It is important for the appraiser to be aware of issues that have an impact on value. It is also important for the appraiser to know when he or she needs to alert the client that they need assistance, from inspection

professionals, to assess the impact on value of various issues. The session will focus on three areas of inspecting a commercial property. 1) Commercial property inspection in general. 2) Identifying HVA/C systems and their energy efficiency. 3) Assessment of seismic integrity for various commercial building structures. This breakout session is designed to provide basic inspection tools and knowledge.

East Bay – I-680 Corridor Office and Industrial Market Update

Has the high tech implosion affected the East Bay and I-680 Corridor? To what extent? Are there variances from sub-market to sub-market? What are these and what is driving them? What types of tenants are moving in? Will the "For Rent" and "Available for sublease" signs ever come down? Where have rents and vacancies gone and where are they going?

These and other questions will be analyzed in this session covering the office and industrial markets in East Bay and I-680 corridor markets. 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 East Bay and the I-680 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.

Internet Research

Information is a vital part of appraising. The Internet is a powerful tool that can be used in a variety of ways to help collect the information necessary for valuing real property. But, the Internet can also provide information overload. Skill is required to successfully utilize the Internet to get the information you want, when you want it, while staying within the constraints of the fee. Developing good skills at using the Internet can make you more profitable as research can be accomplished quicker and more thoroughly. Learn what resources are readily available on the Internet and how this information can easily be imported into your analysis and reports.

The 24/7 Office: Making the Most of the Appraisal Institute Commercial Database and M&Sconnect

If you're not already using the Appraisal Institute Commercial Database and want to take advantage of all the facets of Marshall & Swift's M&Sconnect (formerly AppraiserLoop), you should attend this program. Learn how the Appraisal Institute Commercial Database and M&Sconnect can improve your efficiency, productivity and profitability. By creating a virtual office using M&Sconnect, you will be able to manage your appraisal assignments and appraisal-related data from anywhere at any time. During this session you'll learn how to create assignment folders and pre-populate them with data from the Appraisal Institute Commercial Database, LoopNet listing records, NRB shopping center records and public assessor/recorder data. You can decide whether to keep your data private, or share it with other appraisers through the Appraisal Institute Commercial Database. The session will include a discussion of the Appraisal Institute Commercial Data Standard.

Workshops & Social

from page 1

Workshop #2: "Satisfying the General Experience Credit Requirement"

Moderator: Anthony Mills, MAI, SRA
2004 General Associates' Guidance Chair

Panelists: Peggy Darnall, MAI, SRA
2004 General Experience Review Chair
David Hamilton, MAI
2004 General Experience Review Screener

Registration: 3:45pm

Workshop: 4:00pm – 6:00pm

Social: 6:00pm
(includes wine and hors d'oeuvres)

Price: AI Members Non-Members

Workshop

Only: \$30 \$35

Social Only: \$30 \$35

Workshop

& Social: \$30 \$35

Reservations & Payment: Advanced reservations by Friday, September 17 are required to ensure adequate seating and workshop materials. Cancellations without penalty must be received by 12 noon on Monday, September 20. Cancellations received after 12 noon on Monday, September 20, 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 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 Workshop #1:

Beat the Clock and Make More Money

This workshop is intended to provide the appraiser with the tools to enable them to accomplish more in less time — thereby increasing their earnings. We will be reviewing the "proven" motivational aspects of organization (the reality and the mental process) as well as the actual tools available for the modern appraisal firm. The transition from the traditional methods of preparing and storing appraisal reports to the streamlined process utilizing modern tools and techniques can be intimidating. This session will provide both the general appraiser and the residential appraiser options to "beat the clock" or to abandon the "deadline dilemma" most currently face. With the correct mindset and with the proper tools, time will no longer be the enemy. There are a lot of "time management" systems in the marketplace, but they are not necessarily tailored to the needs and the unusual requirements of an appraiser. The goal of this session is to provide the appraiser with adequate information and tools so that they can begin "beating the clock" immediately.

Topics to be covered include:

Busting Time Wasters * Productivity Concepts & Principles
Organization: Where to Begin * Gadgets & Gizmos * Paper *
Calendar * Internet Comparing Narrative Report Software
for Both Residential & Commercial Appraisers

Applications for 3 hours of Appraisal Institute, OREA and SBE CEC have been submitted. Those seeking CEC should arrive by the 3:00pm start time and allow 30 working days for the processing of attendance verification certificates.

Registration form for "Beat the Clock" workshop is at the top of the next column.

Beat the Clock and Make More Money Thursday, September 23, 2004

Kindly observe the September 17 registration deadline

Name: _____ Phone _____

Email _____

I am a/an: AI Member (\$30)
 Non-Member (\$40)

I will attend: Beat the Clock Workshop
 Networking Social

Charge my: VISA MasterCard

Signature _____

Account # _____

Exp Date ____ / ____

AI Use: Rec'd _____ Ck # _____ Amt _____

Bal Due _____ DBM _____ DBE _____

About Workshop #2: General Experience Credit

The criteria for satisfying the General Experience Credit requirement for Associate Members seeking the MAI designation has changed significantly in the last few years. These changes have a vital impact on what Associates are expected to do and what they will be asked to submit to the Appraisal Institute in order to complete this portion of the membership process. This 2-hour workshop will provide you with the most up-to-date information on what the current requirements are — including policy changes that were made during executive sessions in June 2004. Whether you are a new Associate, or one who has been pursuing a designation for several years, this workshop will guide you through the process and help you to understand what you need to do in order to efficiently complete the Experience Credit requirement.

The topics to be covered include:

Past and Current General Experience Credit Requirements *
The Mentoring Review Process * A Mock Mentoring Review *
The Screening Process * Criteria for the Specialized
Experience Level

Note: Continuing education credit is not available for the General Experience Review Workshop.

"General Experience Credit Workshop" Thursday, September 23, 2004

Kindly observe the September 17 registration deadline

Name: _____ Phone _____

Email _____

I am a/an: AI Member (\$30)
 Non-Member (\$35)

I will attend: Experience Workshop
 Networking Social

Charge my: VISA MasterCard

Signature _____

Account # _____

Exp Date ____ / ____

AI Use: Rec'd _____ Ck # _____ Amt _____

Bal Due _____ DBM _____ DBE _____

Update on AI Curriculum Changes

This February, the Appraiser Qualifications Board approved the new real property appraiser core curriculum requirements to be implemented in January 2008. The Appraisal Institute will release four of the new courses that are currently under development later this year. Current courses that have similar content will be retired as the new courses are released. The new courses under development have been submitted to state regulatory agencies for either qualifying education or continuing education.

New 90-Hour Residential Licensure Package

To be more competitive with the market and to get a jump start on what will be required in 2008, the Appraisal Institute has developed a 90-hour Residential Licensure Package. The package includes the rewritten *Basic Appraisal Principles* course, the rewritten *Basic Appraisal Procedures* course, the new *Residential Highest & Best Use/Market Analysis* course, and The Appraisal Foundation's *National Uniform Standards of Professional Appraisal Practice*, 15-Hour course. Watch for these new offerings sponsored by the Northern California Chapter in early 2005.

Please note that *Principles and Procedures* courses have been reduced to 30 hours each. The exams for these four-day courses will be offered at the end of day four.

coming this fall

Appraising the Tough Ones

Instructor:
Dawn Molitor, SRA
The Toll House Hotel
Los Gatos
November 12

Registration Info
Coming Soon

Education



- Scope of Work** **September 17**
 Instructor: Stephanie Coleman, MAI, SRA
 Location: Hyatt, San Jose
- Course 120: Appraisal Principles** **September 22-24 and 27-29**
 Instructor: Cliff Cryer, MAI, SRA
 Location: University of Phoenix, Novato
- State of the Profession Workshop** **September 23**
 [Due to panelist availability this workshop has been postponed]
- General Experience Review Workshop** **September 23**
 Presenters: Peggy Darnall, MAI, SRA and Dave Hamilton, MAI
 Location: Sheraton Four Points, Pleasanton
- Beat the Clock and Make More Money** **September 23**
 Presenter: Karen Mann, SRA
 Location: Sheraton Four Points, Pleasanton
- The Art Science of RE Feasibility Seminar** **September 24**
 Instructor: Mike Robbins
 Location: Carr America Conference Center, Pleasanton
- Course 400: National USPAP – 7 Hour Update** **October 7**
 Instructor: Stephanie Coleman, MAI, SRA
 Location: Holiday Inn, Emeryville
- Course 420: Business Practices and Ethics** **October 8**
 Instructor: Stephanie Coleman, MAI, SRA
 Location: Holiday Inn, Emeryville
- 2004 Annual Fall Conference** **October 22**
 Instructor: Panelists
 Location: San Francisco Hilton, San Francisco
- Course 700: Expert Witness** **November 4-5**
 Instructors: Rocky Shiplett, MAI and Steve Matonis, MAI
 Location: San Jose Hyatt, San Jose
- Appraising the Tough Ones** **November 12**
 Instructor: Dawn Molitor, SRA
 Location: The Toll House, Los Gatos
- Diminution: Estimating Loss in Value Seminar** **Fall TBA**
 Instructor: Richard M. Betts, MAI, SRA
 Location: East Bay

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; 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.

Course 700 — The Appraiser as an Expert Witness

November 4-5 * Hyatt San Jose

They're back! Join Rocky Shiplett, MAI, and Steve Matonis, MAI, at the Hyatt San Jose this fall when they present Course 700: The Appraiser as an Expert Witness. This two-day course introduces the basic concepts and strategies needed to engage in litigation valuation. It explores the scope of activities appraisers can expect in a legal action, including assessing the status of a case, developing a USPAP-compliant appraisal without preparing a written report and understanding legal terminology and jargon. The course addresses how litigation assignments differ from lender assignments and how to market appraisal services to litigation clients. Participants work in small groups to practice effective deposition and direct testimony techniques and a mock trial with a residential case study gives them the opportunity to experience a realistic courtroom environment in which to polish their skills.

Topics include:

- Legal terminology
- Litigation valuation assignments
- Preparation for deposition and trial
- Direct examination and cross-examination
- Working with other experts as part of a valuation team

Due to the number of registrations already received, interested attendees are encouraged to register early. Registration information can be found at <http://www.norcal-ai.org/event.html>

Associate Updates

Glenn L. Frizzell

Right of Way Consultant
County of Santa Clara
101 Skyport Dr.
San Jose, CA 95110
glenn.frizzell@rda.co.santa-clara.ca.us

Jason Scholz

125 Promontory Terrace
San Ramon, CA 94583
djscholz@msn.com

Agenda for Associates Who Are You Going to Call?

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

Steve Castellanos, MAI, SRA
209/929-1441 FAX 209/929-1394
scastellanos@bankofstockton.com

Associates' Guidance — General

Anthony Mills, MAI, SRA
707/765-6246 FAX 707/765-9634
acmills1@msn.com

Associates' Guidance — Residential

Chris Daniel, SRA
831/624-6142 FAX 831/624-6148
ctdaniel@sbcglobal.net

Experience Review - General

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

Experience Review — Residential

Michael Dambacher, SRA
209/532-8833 FAX 209/532-8634
mikedambacher@sbcglobal.net

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

Katie Powell
312/335-4187
kpowell@appraisalinstitute.org

Associate Records

Dorothy Williams
312/335-4172
dwilliams@appraisalinstitute.org

Experience Review

Marilyn Moore
312/335-4173
mmoore@appraisalinstitute.org

Harriet Kudlacik
312/335-4157
hkudlacik@appraisalinstitute.org

Status/Demo Reports

Nancy Morales
312/335-4177
nmorales@appraisalinstitute.org

Margaret Latimore
312/335-4174
mlatimore@appraisalinstitute.org

Question of the Month

Q. WHAT IS THE COMPREHENSIVE EXAMINATION?

A. The Appraisal Institute's Comprehensive Exam is a 2-day, 4-part modular exam with multiple-choice questions that is based upon the body of knowledge, and may cover anything in the Appraisal Institute's required examinations, current appraisal literature, and the Appraisal Institute's Bylaws and Regulations. It is designed to measure an examinee's ability to integrate classroom knowledge with judgment. General associate members must be examined on all modules at the initial examination and thereafter must be examined on all modules for which credit has not been granted. For more information visit <http://www.appraisalinstitute.org>.



Preparing for 2005: Education Survey Reply Requested

As you know, the Appraisal Institute provides premier courses and seminars that keep pace with today's appraisers' needs. To help us best meet your designation and continuing education needs, please take a moment to complete the survey below. Your input will assist us in making sure that the programs you need and want are offered locally:

COURSES

- NEW! Basic Appraisal Principles Course
- NEW! Basic Appraisal Procedures Course
- NEW! Residential Market Analysis and HBU
- Course 300: RE Finance Statistics and Valuation Modeling
- Course 310: Basic Income Capitalization
- Course 320: General Applications
- Course 330: Apartment Appraisal: Concepts & Applications
- Course 400: 7-Hour National USPAP Update
- Course 410: 15-Hour National USPAP
- Course 420: Business Practices and Ethics
- Course 500: Advanced Residential Form and Narrative Report Writing
- Course 510: Advanced Income Capitalization
- Course 520: Highest & Best Use and Market Analysis
- Course 530: Advanced Sales Comparison and Cost Approaches
- Course 540: Report Writing and Valuation Analysis
- Course 550: Advanced Applications
- Course 600: Income Valuation of Small, Mixed-Use Properties
- Course 610: Cost Valuation of Small, Mixed-Use Properties
- Course 620: Sales Comparison Valuation of Small, Mixed-Use Properties
- Course 700: Appraiser as an Expert Witness
- Course 705: Litigation Appraising: Specialized Topics and Applications
- Course 710: Condemnation Appraising: Basic Principles and Applications
- Course 720: Condemnation Appraising: Advanced Topics and Applications
- Course 800: Separating Real and Personal Property from Intangible Business Assets
- Course 810: Computer Enhanced Cash Flow Modeling
- Course E3: Advanced Rural Case Studies

SEMINARS

- Analyzing Commercial Lease Clauses
- Analyzing Distressed Real Estate
- Analyzing Operating Expenses
- Appraisal Consulting: A Solutions Approach for Professionals
- Appraisal of Local Retail Properties
- Appraisal Review – Single-Family
- Appraisal Review – General
- Appraiser Valuation Modeling
- Appraisal and RE Lending
- Appraising Convenience Stores
- Appraising from Blueprints & Specifications
- Appraising Environmentally Contaminated Properties; Understanding and Evaluating Stigma

- Appraising High Value and Historic Homes
- Appraising Manufactured Housing
- Appraising the Tough Ones: Complex Res Valuation
- Avoiding Liability as a Residential Appraiser
- Basic Income Modeling Using Spreadsheets
- Beyond the Cap Rate: Intro to RE Invest Analysis
- Case Studies in Commercial H&BU
- Case Studies in Residential H&BU
- Case Studies in Limited Partnership & Common Tenancy Valuation
- Conservation Easements
- Convincing Residential Appraisals
- Crossing the Line: Home Mortgage Fraud
- Demonstration Appraisal Report Writing – General
- Demonstration Appraisal Report Writing - Residential
- Dynamics of Office Building Valuation
- Effective Appraisal Writing
- Energy Performance and Commercial Property Value
- Eminent Domain
- Evaluating Commercial Construction
- Evaluating Residential Construction
- Golf Course Valuation
- Feasibility Analysis, Market Value and Investment Timing
- Federal and State Laws & Regulations Workshop (4-hour)
- FHA Appraisal Inspections
- Highest and Best Use Applications
- Home Mortgage Fraud
- Introduction to Business Valuation
- Introduction to Environmental Issues for Real Estate Appraisers
- Introduction to Applications
- Introduction to Income Capitalization
- Land Valuation Adjustment Procedures
- Land Valuation Assignments
- Leasehold Valuation/Adv Inc Capitalization
- Litigation Skills for the Appraiser
- Mark-to-Market: Valuation for Financial Reporting
- Mathematically Modeling RE Data
- Overview of Income Capitalization and RE Investment Trusts
- Partial Interest Valuation – Divided
- Partial Interest Valuation – Undivided
- Rates and Ratios: Making Sense of *GIMS*, *OARs* and *DCF*
- Real Estate Finance, Value and Investment Performance
- Real Estate Fraud
- Regression Analysis
- Residential Design and Functional Utility
- Residential Sales Comparison Approach
- Scope of Work: Expanding Your Range of Services
- Section 8/ HUD: Rent Comparability Studies
- Serving the Client: Applications and Use of the Streamlined Appraisal Process
- Small Hotel/Motel Valuation: Appraising the Limited-Service Lodging Facility
- Subdivision Analysis
- Supporting Capitalization Rates
- Supporting Sales Comparison Grid Adjustments for Residential Properties
- Technology Update

- The Road Less Traveled: Special Purpose Properties
- Uniform Standards for Fed Land Acquisition
- Understanding/Testing DCF Valuation Models
- Uniform Appraisal Standards for Federal Land Acquisitions: Practical Applications for Fee Appraisers
- Valuation of Detrimental Conditions in Real Estate
- Wetlands Valuation
- Other: _____

Education Survey Reply Form

Name _____

Phone (_____) _____ FAX(_____) _____

Email _____

City of Residence _____

City of Employment _____

Northern California Chapter Member: Yes No

Check all that apply: MAI SRPA SREA SRA RM
 General Associate Residential Associate Affiliate

I am seeking education for:

- Continuing Education
- Appraisal Institute Designation Requirements

Thank you for your prompt response. We look forward to helping you meet your education needs in 2005! Return to: Appraisal Institute, 1243 Alpine Road, Suite 102, Walnut Creek, CA 94596 or FAX to 925/932-7754.



National AI Staff Members Wendy Woodburn, Manager, Membership Services and Hope Atuel, Director of PR and Marketing, represented the Appraisal Institute at the Appraisal Today Conference in So. San Francisco in early August.

development projects on the horizon, including Rincon Hill, commercial corridors, and China Basin. Anticipated changes could significantly impact local property values. Leading brokers from Marcus & Millichap will address the state of the office and multi-family housing markets, including how these are being valued in this dynamic and changing market environment.

Career and Vendor Fair

An important element to many of the appraisers and real estate professionals who attend this conference is our Career and Vendor Fair. Below is a partial list of companies who will be in attendance exhibiting their products and services:

- Chesapeake Appraisal and Settlement Services
- Liability Insurance Administrators
- World Savings
- EASI (Electronic Appraisal Solutions, Inc.)

For conference registration information visit <http://www.norcal-ai.org/event.html>.

Scope of Work *from page 1*

- Recognize the responsibility to understand the clients' intended use of the assignment results and how that affects the appropriate scope of work.
- Demonstrate the ability to make the appropriate scope of work decision for a variety of assignments.
- Write a clear, concise, and accurate scope of work statement for an assignment.

This seminar is approved for 7-hours of Appraisal Institute, SBE and OREA (#02754C723) CEC. Tuition is \$165 for Appraisal Institute Members and \$195 for Nonmembers. For additional details and registration information on this offering please visit <http://www.norcal-ai.org/event.html>.

Fall Conference

from page 4

Tired of Appraising Commercial Properties? Non-traditional Roles for Commercial Appraisers

This session will introduce attendees to the non-traditional role that some MAIs perform in the real estate industry. The panelists come from a diverse background of experience, which includes having worked in traditional roles of appraising, consulting or appraisal review, but whose careers have taken a different path than that pursued by most commercial appraisers. Their experience in investment management, loan underwriting, loan origination, portfolio evaluation and other client services will open a whole new world of potential directions that one's career could take.

Residential Retrofit — Enhance Your Profit Margin

Running a residential appraisal practice can be a frantic juggling act under the best of circumstances. Whether we work independently, or as part of a group, a profitable practice must be deliberately and consistently refined to avoid dribbling away profits. Growing, successful residential practices evolve with experience and exposure to what works in your world and what doesn't. How can we reduce time lost and resources wasted? These presenters will share three approaches that have worked, improving profitability for residential appraisers. Participants attending this session will be eligible to receive a list of "Tested & Proven Ideas That Have Made a Residential Practice More Profitable."

San Francisco Office & Multifamily Market Updates

The San Francisco Planning Director will address major directions in land use for the City and major

News From National

Free Marketing Tool: Member Profile Information Goes Live on Web Site Directory

Approximately 1,700 designated members already have their Member Profile on display in the Appraisal Institute's Web site Directory of Members (Find an Appraiser – www.appraisalinstitute.org/search.asp). Profile information went live in early June. As a result, these members can be located in searches by property types and/or business services as well as by geographical parameters. The Member Profile gives designated members the opportunity to provide information on their specific types of practice in their directory listing.

There is no charge for having a Member Profile. In addition to business services, other information such as the market areas served, formal education, foreign language ability and other professional affiliations can be highlighted in the profile. All designated members are encouraged to update their Member Profile to take advantage of this new, free business-marketing tool. Members must submit their data electronically by accessing the Member Profile Setup via the Members Only area of www.appraisalinstitute.org. For more information about the Member Profile project, contact Jan Seefeldt at 312/335-4440 or jseefeldt@appraisalinstitute.org.

MVP Leadership Survey Data Critical to Restructure Process

As Governance Restructure now moves forward, it's important for every member to complete the Member Volunteer Participation and Leadership Survey, accessible through the national Web site. Information from the survey will play a critical role in selecting members to serve on future committees and project teams and in other leadership positions. All information collected in the Survey is for internal Appraisal Institute use only. To access the MVP Leadership Survey, go to: <http://www.appraisalinstitute.org/membersonly/restrict/mvplshp.asp>.

Student Handbook to Introduce Novices to Profession

Appraisal Institute members and chapters know the benefits of learning their craft and sharing their expertise. Like chapter events and educational offerings, *The Student Handbook to the Appraisal of Real Estate* is a tool to open up our profession and our organization to new potential members. It shows the uninitiated the important work appraisers do and the right way to do it.

The Appraisal of Real Estate is a classic—as a reference text and as a compendium of appraisal knowledge. It's impressive and inclusive and, for some appraisal novices, a little overwhelming. *The Student Handbook* should make the textbook accessible to everyone—students, new appraisers, and related professionals. For ordering information, go to: <http://www.appraisalinstitute.org/ecom/publications>.

Virus Alert!

Over the past few months, the Appraisal Institute's national office has intercepted an average of over 30,000 "Netsky" viruses daily! However, in the three-week period between June 27-July 16, the daily average dropped precipitously by 75%, but around July 17, the volume shot back up to the pre-June 27 level. One possible scenario to explain this pattern is if an office without adequate

virus protection shut down their computers between June 27-July 16 (for vacation or other purpose). Such an office would have the e-mail addresses of numerous Appraisal Institute national staff in their address book. Keeping in mind that the Netsky virus is an e-mail borne virus, the drop in our virus count coincided when the office was closed for that three-week period and picked up again when the office reopened.

If you know of any office or member that fits this scenario (including your

Dunkin Nominated For 2005 VP Position

In Toronto the Nominating Committee recommended Terry R. Dunkin, MAI, SRA, for the position of Appraisal Institute vice president for 2005. The Board will take a formal vote on that nomination in November. In remarks to the Board, Dunkin thanked the committee for its support and assured the Board of his commitment to work for the best interests of the organization and all of its members. (A more complete statement of Dunkin's views of the challenges facing the organization and his goals is posted in members only at www.appraisalinstitute.org.)

AI Web Site Offers Help In Reporting Client Pressure Problems

The Appraisal Institute has unveiled its Appraisal Independence Action Center on its Web site to assist appraisers in reporting client pressure problems. Submitting complaints about inappropriate behavior can be particularly challenging since there are five different types of financial institutions operating in the United States, which, in turn, are regulated by five separate federal regulatory agencies. Located at www.appraisalinstitute.org/govtaffairs/appraiser-independence/cmplnt_cntr.asp, the AIAC is an effective resource for pointing appraisers in the right direction. The site not only directs one to contacts for federally regulated institutions, but also lists various agencies at the state level for complaints against mortgage brokers, non-banking lenders and real estate agents. The site also provides guidance on filing a complaint against an appraiser. For further information, contact Bill Garber, Director of Government Affairs of the Appraisal Institute at 202/298-5586 or bgarber@appraisalinstitute.org.

own office), their systems need to be checked immediately. It's critical to follow these three steps:

- Keep your Windows operating system up to date with the latest security patches
- Use at least a personal firewall
- Run virus protection software and keep it up to date.

For more information contact Ron Hamburger at 312/335-4489 or rhamburger@appraisalinstitute.org

Looking Ahead

- Sept 17 Scope of Work
— San Jose
- Sept 22-24 & Sept 27-29 Course 120
— Novato
- Sept 23 Workshops / Networking
— Pleasanton
- Sept 24 Feasibility Seminar
— Pleasanton
- Oct 7 Course 400:
USPAP 7-Hour
— Emeryville
- Oct 8 Course 420: Ethics
— Emeryville
- Oct 22 Annual Fall Conference
— San Francisco
- Nov 4-5 Course 700:
Expert Witness
— San Jose
- Nov 12 Appraising the
Tough Ones
— Los Gatos

2004 Chapter Officers

PRESIDENT

John Hillas, SRA
Sierra Valuation Consultants
1300 – Tenth Street, Suite G
Modesto, CA 95354
209/569-0450 FAX 209/569-0451
jhillas@sierravaluation.com

VICE PRESIDENT

Bruce Hahn, SRA
Landmark Valuation
2081 Stratton Road
Walnut Creek, CA 94598-2353
925/932-4044 FAX 925/932-4844
bruce@landmarkvaluation.com

TREASURER

Claudia Carleton, MAI
Hulberg & Associates
One Almaden Boulevard, Suite 700
San Jose, CA 95113
408/279-1520 408/279-3428
claudia@hulberg.com

SECRETARY

Robin J. Erdmann, MAI
The Robin Erdmann Group
8 Harbor Point Drive, Suite 111
Mill Valley, CA 94941
415/381-6916 FAX 415/381-6917
robinerdmann@comcast.net

CHAPTER OFFICE

1243 Alpine Road, Suite 102
Walnut Creek, CA 94596
925/932-7753 FAX 925/932-7754
www.norcal-ai.org

Executive Director

Lisa M. Estes
lisa@norcal-ai.org

Administrative Assistants

Pat Moore
pat@norcal-ai.org
Alex Long-Smith
alex@norcal-ai.org

Library Hours by Appointment

Appraisers Wanted

Northern California/Bay Area Commercial Appraiser position available at a growing commercial firm. Must be thorough, detail oriented, motivated, computer literate, and have strong writing skills. State License required. Minimum three years experience. MAI or actively seeking designation. Contact: Jeffrey Fillmore, MAI at 1062 Willow Street, San Jose, CA 95125, 408/299-0444, FAX 408/299-0449, e-mail your qualifications to: jfillmore@fillmoregroup.com.

Commercial Real Estate Appraisal Position Available. National appraisal firm located in Walnut Creek seeks experienced commercial appraisers to appraise institutional grade properties. Applicants should have at least two years of commercial appraisal experience. Must have a good understanding of discounted cash flow analysis and experience with Argus software. Competitive fee splits and benefits offered. Fax your resume to Diane F. Nowak, MAI, Joseph J. Blake and Associates at 925/974-0338 or email me at dnowak@blakeglobal.com.

Appraisers Available

Researcher. 25 years Bay Area experience with excellent references - per project or part-time basis. Hourly-rate negotiable. Call 925/957-1632 or FAX 925/957-0738. Review Appraiser. Certified Residential Appraiser with 20 years Bay Area experience. Fees negotiable. Email moonglow004@aol.com.

Appraiser Trainee Available. Can start immediately for full time or part time work in San Francisco/ Peninsula or Santa Cruz. I have my State issued trainee license, a B.A. degree in Communications as well and an A.A. degree. Eager to complete the necessary requirements for becoming a Residential Appraiser. Call Janelle at 650/ 619-0444 or 650/ 572-9378. Email jbarrango@aol.com

Appraiser Trainee Available. I am seeking a position as a Real Estate Appraiser Trainee to fulfill the requisite 2000 hours needed to obtain my residential license. I have completed 90 hours of required education, passed the state's licensing exam and obtained my trainee license. I am a highly organized person with great personality with the ability to work well under pressure and within strict time constraints. Please contact cprescott94086@earthlink.net.

Motivated Appraisal Trainee Available. Seeking full-time employment in East Bay Area. Home office is fully equipped. Currently subscribe to National Data Source Collective and ACI. Member of Appraisal Institute, Bay East Realtor Association, Bay Area Real Estate Information Systems. Email appraiser2020@yahoo.com.

Classified Guidelines & Deadlines

The newsletter submission deadline is noon on the 5th of the preceding month. All submissions for the October 2004 issue must be received by noon on September 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

Feasibility, from page 1

sive understanding of the strategic value of location, and how systematic data analysis can help companies gain a competitive edge.

This is not a "how to" program, nor is it a "sell you something" program. The focus of the seminar is a concentrated examination of how integrated technology tools and data are becoming utilized to support improved real estate decision-making by directly addressing the spatial nature of each and every real estate decision.

The program will follow a case study format and will focus on income producing real estate. It will illustrate how land use allocation techniques (Building Envelope Specifications), Cost vs. Income GAP determination (Front Door - Back Door Analysis), GAP Closure Assessment (testing of critical assumptions about the future), and systematic Discounted Cash Flow Analysis (Solvency, Minimum Yield, Profit Maximization, and Inflation Adjustment) can be organized into an analytical process.

The seminar is designed to meet the needs of the intermediate to experienced individuals practicing as, developers; appraisers; or service providers, such as in the fields of feasibility, and market analysis. Corporate and public sector managers of real estate portfolios and other professionals responsible for making and/or advising on real estate decisions will benefit from this seminar.

This seminar has been submitted for 7-hours of Appraisal Institute, OREA and SBE CEC. Tuition is \$165 for Appraisal Institute Members and \$195 for Nonmembers. For additional details and registration information on this offering, please visit <http://www.norcal-ai.org/event.html>.