

Write for Us and Right for You! Become an Author for the Appraisal Institute.

We need experienced appraisers like you to serve as authors.

Practicing appraisers have served as authors and advisors on every book published by the Appraisal Institute. We know our members have a wealth of additional knowledge waiting to be tapped. Consider becoming an author and use your professional knowledge and experience to benefit yourself and your profession.

The many benefits of authorship include:

- **Recognition**—Gain the respect of your peers and professional rewards from your clients. Authorship will also raise the profile of your firm.
- Recertification—Writing a book can earn you credits toward recertification.
- Royalties—A contract to publish with the Appraisal Institute specifies author royalties. The more popular the book, the more royalties the author will receive. Authors also receive complimentary copies of their books for their personal use.

Add to these the many intangible benefits of authorship, such as personal achievement and the satisfaction of serving the appraisal profession, and writing a book becomes a very rewarding experience.

We are more interested in your appraisal knowledge than your writing skills.

You may be thinking, "I'd never be able to put together an entire book by myself." Keep in mind that support for your efforts is available from Appraisal Institute staff. Publishing a book requires the combined skills of professional appraisers, reviewers, editors, and designers. With everyone working toward the same goal, a very fine publication can result.

The Appraisal Institute is always looking for new ideas.

The Appraisal Institute is the leading publisher of appraisal literature, and we intend to keep it that way. If you have an appraisal specialty that you think would make a useful and interesting book, or if you know of an appraisal topic that has been slighted in the professional literature, consider submitting a written proposal. A written proposal consists of:

- A description of the purpose of the work and the methodology to be used
- A table of contents
- A detailed content outline, including a concise summary of essential topics
- A writing sample, e.g., published article, sample chapter
- Identification of the target audience
- Time frame for completion of the manuscript

If your proposal is accepted by the Publications Review Panel, you will write an initial draft based on your outline and their suggestions. Once the manuscript is written, it will be reviewed again to ensure that your book is as complete, accurate, and up-to-date as possible. Additional assistance is available from the editorial staff of the Appraisal Institute. They will brush up your grammar and punctuation and help you organize you ideas most effectively.

Would you like to see your name in print?

Take the initiative and submit a proposal to Stephanie Shea-Joyce, Senior Manager, Publications at <u>tshea-joyce@appraisalinstitute.org</u>.



Guidelines for Submitting a Book Proposal

1. Written Proposal

A written proposal must be submitted by prospective authors. It is to consist of:

- a. A description of the purpose of the work and an explanation of the methodology to be used
- b. A table of contents
- c. A detailed content outline, including a concise summary of essential points, statements, and facts
- d. A writing sample, e.g., published article, sample chapter, etc.
- e. Identification of the target market
- f. A list of competitive works
- g. The time frame for completion of the manuscript
- h. A summary of the author's educational background and experience

2. Issuance of Contract

Authors of approved proposals will be offered a publishing contract, which is based on the Appraisal Institute's standard publishing agreement and modified as required.

3. Review Process

When the draft manuscript is received, Publications Review Panel members and other expert reviewers will consider the following questions in evaluating it.

- a. Does the author cover the material detailed in the initial outline and proposal?
- b. Is the work timely, representing current information and methodology.
- c. Does the work take into account the existing body of knowledge on the topic?
- d. Does the work reflect accepted standards of practice and, if not, can any conflicts or deficiencies be resolved?
- e. Does the work further the educational goals of the Appraisal Institute?

If the reviewers suggest alterations to the work, the author is responsible for making any necessary changes or explaining why the reviewers' suggestions are not acceptable. The reviewers will review the manuscript again after revision and make recommendations concerning publication of the work.