

# Updating the AI value proposition

(Establishing a new partnership and era with members)

## Current Appraisal Institute Value Proposition

- Why are we members of AI?
  - Education
  - Peer recognition
  - Designations
  - Desire to be the best

## Current Target Audience

- Who are the primary customers for the Appraisal Institute?
  - Members
  - Other Appraisers
  - Client groups
  - Residential appraisers are an untapped group that should be directly engaged for membership recruiting and increased designations

## Separating ourselves from the competition

- How can we give our members a competitive edge over other providers of similar services?
  - Access to a best practices website
  - One stop shop for body of knowledge
  - Samples of analysis, techniques, and report sections
  - Texts
  - Course materials
  - Comps Database 2.0
  - New advancements in technology may assist AI with a renewed effort on this past project
- Where can we improve?
  - Better channels of communication between members, chapters, and

## National

- Chapters would like to know what other chapters have done that works well; such as a mixer, joint education, etc.
  - Better collaboration about getting the word out and government relations outreach
  - Improve designations by strengthening continued education and volunteer involvement in the appraisal institute
- Are there opportunities to fulfill needs that are not currently being met by the Appraisal Institute or other groups? Providing Proof
  - How can we improve client and public opinion?
    - National, local chapters, and individuals should work together to get the word out and increase our brand
  - How can we get others to promote the quality of our products and services?
    - University outreach
    - Client outreach through education and local interaction
  - How should we promote ourselves?
    - Work with colleges and universities to have some basic appraisal education. AI should consider providing materials so that we can be seen as the leader in appraisal education
  - Should the members take on some of the responsibility for promoting AI? How?
    - Joint meetings and education for client groups at local level
    - Take advantage of speaking engagements on the local level to community groups, clients groups, and at schools
    - Local chapters would like support from national to devise a Campaign to get the word out at the local level and have consistent

## Message

- Local individuals and chapters would like to work with national and our political action group to develop a grassroots campaign where local contacts can be utilized more efficiently. This builds on the LDAC visits to the hill and allows local appraisers to talk with their representatives personally. The goal is to reduce our limited numbers by personal interaction.
- Key to all grassroots efforts is working together to make sure we all have a consistent message

## **The New Value Proposition – Suggested Course of Action**

- What products and services should the Appraisal Institute focus on?
  - Education – Including working with clients groups for joint offerings
  - Designations
    - Better CE requirements
      - Testing requirements for future designated appraisers
      - Periodic peer review for future designated appraisers
      - Advanced education requirements
    - Better Ethics and Standards Enforcement
- How do we get the word out and support our claims to be the best?
  - National, local chapters, and individuals should work together to get the word out and increase our brand
  - Must have a consistent message
  - Must work together to have the greatest effect on government relations and client group