

June 16, 2014

Strategic Planning Committee
Attn. Mr. Michael Bilas
Appraisal Institute
200 West Madison, Suite 1500
Chicago, IL 60606

RE: Final Report as Discussion Leader for LDAC 2014

The title of the topic was, "Give More, Get More from Client Relationships (through unique value added enhancements that cause AI designated members to stand out from other appraisers). While every suggestion was valuable, the following were the reoccurring themes that were presented within every group.

This first set pertains to the ability of being able to communicate and deliver products to the client in a professional and efficient manner.

- 1) The membership would like to see an educational or course type offering in helping members develop and enhance their client interaction abilities
- 2) As of equal importance, the LDAC participants have recommended that educational offerings provided by the Appraisal Institute concerning practice diversification would be well received. In addition, participants recommended that different type user segments could be addressed with greater detail on the website not only for our benefit but for the clients as well.
- 3) We have recognized that our communication skills as a whole with our clients could improve. Any development of education specifically addressing communication skills is desired.
- 4) An action plan of educating chapters on how to reach out to other user segment targets such as accountants for joint meetings on the local level is needed. Also, the accounting field is an in which we feel should be aggressively targeted given the current business valuation influences in the market and the ever growing presence of financial reporting.

This next group of items pertains to the value enhancement items that were brought forward.

- 5) Continue with PR or marketing plans at any feasible venue to promote and educate about the profession and specifically the value of our education and designations as AI members
- 6) Increase member marketing tools that can be applied at a local level (example would be giving presentations to the local client base such as community banks, government entities & so forth)
- 7) Continue pursuing joint continuing education opportunities with "user societies" and this will inherently allow us as members to show our clients that we are truly experts

8) A marketing effort or guidance from national on ways to promote our services outside the realm of point in time valuation. The participants stated that this could allow us to reach potentially underserved user segments.

I am grateful for the opportunity to have served as a DL in 2014. Please feel free to contact me with any further questions or concerns.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Rob R Elliott", written over a horizontal line.

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