

## **Online General Demonstration Report Alternative ("E-Demo") Frequently Asked Questions**

### **Why should we change anything about the demo requirement?**

One of the charges of the Admission and Designations Qualification Committee (ADQC) is to periodically review the designation requirements to ensure they are consistent with the goals and the mission of the Appraisal Institute. As first discussed in "Designated Membership Requirements Analysis – Relevance in Changing Times," the ADQC believes the current general demonstration report requirement can be enriched and made more effective and appealing. Over the last several years, other components of the MAI designation requirements have been adjusted to meet changes in the market and streamline the process, while still retaining the high levels of competence required for designation.

Research of associates working towards the MAI shows that the demo report is viewed as a huge stumbling block in the designation process. Compared to the other designation requirements, 74.8% said that the demo is of low to medium importance in the process. Additionally, 85% those who have submitted a demo say the feedback from the grader's critique was of little or no value. These numbers have prompted us to reevaluate the demo process to make sure we have options available to give associates a robust and enriching experience that creates better work product and professional development for our members.

### **How is the E-Demo different from what we already offer associates going through the traditional demo process?**

Currently, we have members mentoring associates through the demo process on an informal basis. We also offer a demo workshop which gives much of this same guidance, but it is only offered a few times a year, requiring the associate to take substantial time off work and incur travel expenses. Feedback from associates who can access these resources is very favorable; however, the majority of associates are out on their own when it comes to writing the demo. This proposed option takes the resources that are already offered on a limited basis and uses technology to make them accessible to more associates.

### **Does this just hand over demo credit to the associate?**

The E-Demo will still require the associate to write the same demo, but it will just be a different process to get to that demo. The associate will still write the same demo, using the same guidebook and grading sheet. But this gives them the option to write the demo in a more enriching, learning based environment. An associate can write

a traditional demo and completely fail one component, but still pass the demo with only a check sheet for feedback. Under this proposal, each section must receive a passing grade before the associate can move on to the next section. This will not only force associates to write better demos than under the traditional model, but it also makes the demo a robust learning experience and makes the associate a better appraiser.

### **Does this degrade the designation?**

MAI designation requirements have increased dramatically over the last ten years. We have already strengthened the designation requirements in all the other areas – education hours have increased, more hours of experience are reviewed at final level, the comprehensive exam has been lengthened. Today’s associates face the longest list of designation requirements of any other group of members. Adding this option for the demo report will further strengthen the designation requirements as it is designed to not only test the capacity of the associate, but also offer feedback and a learning experience for overall professional improvement.

### **Does this violate Regulation No. 1’s “without assistance” clause?**

Under this option, the associate will still gather and analyze the data and form conclusions as with the traditional demo. This option brings together the guidance that is already happening through the demo seminars and workshops and informal mentoring to make it more accessible to all associate members.

### **Is the E-Demo just an effort to get more members?**

The numbers show us that there is a problem because so many associates get stuck at the demo. More research showed that the demo is valuable to associates, but the process is seen as a huge barrier. After looking at the demo requirement and what we want the designation experience to give associates, the E-Demo was created to raise the level of learning and enrichment of associates going through the designation requirement.

While the numbers may have led us to dig deeper into why the demo is such a stumbling block for associates, we never intended to create an option that gives away credit for the demo report. We created an option that we believe will address the needs of the associates, but most importantly will address the need of the Appraisal Institute to develop members of the highest professional caliber.

### **What are the next steps for the E-Demo?**

The work group consisting of ADQC members, demo panel members, and educators will continue to refine the program and train MAI members to act as Demo Advisors. A beta group of general associate members has been identified to begin

the first offering of this alternative by the end of 2008. More information on E-Demo progress will be posted to the Appraisal Institute Web site, in the My AI and Membership sections, as it becomes available.