

APPRAISAL report

News from the Appraisal Institute



D.C. DELEGATION

Washington plays host to LDAC 2014

Justin Slack, MAI, SRA, AI-GRS, AI-RRS, chair of the 2014 Leadership Development Advisory Council, and Michael Tankersley, MAI, SRA, 2014 vice chair, welcomed 103 AI professionals to Washington May 19–21 for the annual conference that included an afternoon of lobbying on Capitol Hill. During the closing session, Aaron Carone, MAI, was elected 2015 vice chair.

Slack, Tankersley and the four discussion leaders asked this year's participants to focus on how communications, marketing, technology and training can benefit their careers and the valuation profession as a whole. At the end, their ideas, suggestions and proposals would be included in reports delivered to the Appraisal Institute's Strategic Planning Committee for consideration.

Highlights from this year's reports include:

Let's Talk

"Has anyone here ever landed a job via text?" One participant posed this rhetorical question in a discussion led by Robert Elliott, MAI, SRA, partner at the Greenville, South Carolina, firm Crider, Bouye, Elliott, & Goodwin. The topic focused on client relations and the need for excellent communication and interpersonal skills and how best to engage with current and potential clients.

Hint: Texting was not one of the recommended communication methods.

However, one idea that came up in several discussion groups focused on education that

would help valuation professionals improve their communication skills. Participants almost universally agreed that they could use some improvement in this area.

See Robert Elliott's report at www.appraisalinstitute.org/file.aspx?DocumentId=1037.

Bragging Rights

Woody Fincham, SRA, director at F&M Associates Appraisal Services in Charlottesville, Virginia, led discussion groups focused on promoting and marketing the many advantages that Appraisal Institute Designated members can offer clients.

Nearly all participants said they know of lenders that don't understand or appreciate

the difference an AI designation makes, but they also know of other professionals — such as attorneys — who clearly see value in hiring designated appraisers. They noted they would like to see AI increase promotion of its designations to businesses aligned with the valuation profession.

When it comes to self-promotion, many participants noted they were unsure how to market and promote themselves and their designations, and said that training and education in this area would be very helpful.

See Woody Fincham's report at www.appraisalinstitute.org/file.aspx?DocumentId=1038.

Tech Check

The discussion groups led by Benjamin Davidson, MAI, SRA, owner of Blake and Associates in Conifer, Colorado, focused on technology and how the proper tools can lead to greater productivity for individual appraisers and valuation firms.

Ideas suggested by participants included additional Appraisal Institute education

Double Billing

LDAC attendees went to Capitol Hill May 20 to lobby lawmakers and their staffs on S. 1217, the Housing Finance Reform and Taxpayer Protection Act, known as "Johnson-Crapo," and H.R. 2767, the Protecting American Taxpayers and Homeowners Act or "PATH Act." Read more about this legislation at www.myappraisalinstitute.org/ano/DisplayArticle/PastIssue/Default.aspx?volume=15&numbr=9/10&id=21811.



The 2014 Leadership Development Advisory Council operated under the direction of several AI Designated members, including (back row, from left) Benjamin Davidson, MAI, SRA, discussion leader; Aaron Carone, MAI, discussion leader; Robert Elliott, MAI, SRA, discussion leader; and Jim Amorin, MAI, SRA, AI-GRS, chair, AI's Strategic Planning Committee. (Front row, from left) Justin Slack, MAI, SRA, AI-GRS, AI-RRS, chair; Michael Tankersley, MAI, SRA, vice chair; and Woody Fincham, SRA, discussion leader.

FIRST-TIMER AWARD

Melissa Downing, MAI, associate at Joseph J. Blake & Associates in Walnut Creek, California, received the William T. Anglyn Award at the Leadership Development and Advisory Council on May 21.

The Anglyn Award is presented on the last day of each year's LDAC to a first-year participant who exhibited exemplary leadership, integrity and outstanding contributions to that year's conference. The award was developed in 2000 in recognition of efforts by Ted Anglyn, MAI, to promote LDAC.

focused on technology, particularly hands-on classes where various tools and technologies can be tested. They also mentioned creating videos for AI's YouTube channel in which appraisers would talk about technologies they use and recommend.

Also mentioned was an idea to add a technology page to AI's website where users could post information about the tools and tech they use and collectively discuss and rate them.

See Benjamin Davidson's report at www.appraisalinstitute.org/file.aspx?DocumentId=1035.

Training Day

Aaron Carone, MAI, senior appraiser at Driggers Commercial Group in Atlanta, talked about "diffusing the succession time bomb" in his discussion groups, addressing concerns about attracting new professionals to the field and how to supervise trainees.

Participants agreed that the appraiser supervisor/trainee relationship is critical but

needs improvement. Suggested improvements included the creation of best-practice guidelines, enhanced methods for matching supervisors to trainees, incentives for appraisers to take on trainees and more aggressive trainee recruitment on the college and university level.

Also, several participants expressed concern about trainee retention while a few others noted a reluctance to take on trainees because they felt they would be "training their future competition." 📢

See Aaron Carone's report at www.appraisalinstitute.org/file.aspx?DocumentId=1036.



Appraisal Institute professionals interested in next year's LDAC scheduled for May 20–22 can learn more about the program at www.appraisalinstitute.org/about/leadership-development-and-advisory-council-ldac.