Marketing Your Appraisal Firm in the Digital World

July 28, 2015

Michael Hobbs, SRA
President

Michael Tasner
Chief Visionary Officer
PAY IT FORWARD

You have two hands.
One to help yourself, the second to help others.

QUOTEDIARY.ME
Introductions

• Name
• Where are you from?
• Title & Size of firm (headcount)
• How competitive is your market?
• What do you want to learn today?

• WRITE THESE DOWN – 30 seconds
Amazing Resource In Our Industry
Amazing Resources Outside Our Industry
Why It Matters!

- 84% Sphere of influence more important than advertising (Nielsen)
- 77% Look for advice, information or help online (Mention)
- 91% B2B decisions influenced by WOM (USM – Incite Group)
- 90% of world data generated in previous 2 years (IBM Analytics)
Why It Matters!

• 2.5 quintillion bytes of data every day or (1 followed by 18 zeros)

• 2,500,000,000,000,000,000
And....?
Without a Plan, Every Path is Good
Now it’s Your Turn!
Paired Share

Are you currently doing any marketing in the digital world? If so, what?
Using The Valuation Process to Solve our Problem

<table>
<thead>
<tr>
<th>Identification of the Problem</th>
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<tbody>
<tr>
<td>Identify client and intended users</td>
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</table>

| Scope of Work Determination |

<table>
<thead>
<tr>
<th>Data Collection and Property Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Market Area Data</em>&lt;br&gt;General characteristics of region, city, and neighborhood</td>
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<table>
<thead>
<tr>
<th>Data Analysis</th>
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<tbody>
<tr>
<td><em>Market Analysis</em>&lt;br&gt;Demand studies&lt;br&gt;Supply studies&lt;br&gt;Marketability studies</td>
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</table>
The Valuation Process - Identification of the Problem

Client: AI Annual Meeting Advisory Planning Group
Users: 2015 AI Connect Attendees
Use: To counsel peers regarding probable effects of proposed actions
Type of Value: Market Value (collective value of judgments of market participants)
Effective Date: Today
Relevant Characteristics: Online presence
Assignment Condition:
Extraordinary Assumption
The Valuation Process – Scope of Work Determination

(type and extent of research needed to solve the problem)

Market research, Marketing firms
Internet search engines
Research reports
Existing appraisal firms’ websites
The Valuation Process –
Data Collection & Property Description

Market Area Data – Technology past and present

Subject Property Data – Your marketing & your website (live example)

Comparable Property Data – Your competitor’s marketing & website
That Was Then

ONE MAN CAN FARM MORE LAND with the

MOLINE
UNIVERSAL TRACTOR
“It Solves the Farm Help Problem”
That Was Then
That Was Then
Times are a Changing
Times are a Changing
This is Now
The Valuation Process – Data Analysis & Research

The Valuation Process – Land Value Opinion
The Valuation Process – Land Value Opinion
The Valuation Process – Cost Approach

Truly depends on how much time and functionality is deployed

Free to $100s to $1,000s to $10,000s
The Valuation Process – Sales Comparison Approach

Welcome to Haida Appraisal

Haida Appraisal is a professionally managed residential real estate appraisal company serving Southern Illinois. We provide timely professional appraisals with a service-oriented approach. We believe in partnering with our clients in long-term relationships in order to provide the highest level of service and the best quality product.

We use the most up-to-date hardware and software available and we are EDI capable (we can email your signed appraisal).

THE HAIDA APPRAISAL PROMISE

Professionalism
- Lending Institutions are contacted immediately with any issues
- Borrowers are contacted promptly to schedule inspections
- All appraisers are certified residential appraisers with college degrees

Efficiency
- Orders are received online or via fax for convenience
- Completed appraisals are returned promptly
- Appraisals are processed using state of the art Appraisal software

Responsiveness
- All client's needs and queries are responded to promptly
The Valuation Process – Sales Comparison Approach
The Valuation Process – Sales Comparison Approach
The Valuation Process – Income Capitalization Approach
The Valuation Process – Income Capitalization Approach
Reconciliation????
Offline Real Estate vs Online Real Estate

- Location vs SEO
- Location vs SEM
- Location vs PPC
SEO, SEM, PPC
SEO, SEM, PPC
SEO, SEM, PPC

Images for michael hobbs 2015 connect

More images for michael hobbs 2015 connect

LATEST: Michael Hobbs charged in connection with fatal crash on...
SEO, SEM, PPC
SEO, SEM, PPC
Right now, Rod Tidwell (Cuba Gooding Jr) is saying what you’re thinking to Jerry Maquire (Tom Cruise)
Why It Matters!

- 64% WOM more effective than traditional marketing (WOMMA)
- 74% WOM key influence in decision (Ogilvy)
- 50%+ Searches occurred on mobile (Ogilvy)
The Power of Digital Marketing
The Power of Digital Marketing
The Power of Digital Marketing

37 reviews...definitely stands out
The Power of Digital Marketing
The Power of Digital Marketing

Quality and Quality of reviews matter

1. Pahroo Appraisals
   - ★★★★★ 4 reviews
   - Appraisal Services

   I used Pahroo for an appraisal on a two-flat last year and was very happy with the experience. Very efficient and quick for scheduling and turn-around. And after I read the report, I was able...
The Power of Digital Marketing

Angie's List Business Center

Your Reviews

Review Date: June 03, 2014

Member: Mary Gifford, Joseph Fitzer
80 N. Malden Ave.
La Grange, IL 60525

Category: Appraisals - Real Estate

Services Performed: Made an appraisal of our house for tax purposes.

Work Completed May 10, 2011

Hire Again: Yes

Approximate Cost: $400.00

Member Comments: It went very smoothly. The representative came, did a thorough walk-through, took pictures, measurements, etc. The appraisal was sent to us in a timely fashion, with ample explanation of why things were appraised the way they were. We were very pleased and would recommend this company.
Which Toolkit Do You Carry?
The Hard Part is ALREADY Done. You’ve Got the Data (Content), Share It!

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<th>LP/ SF</th>
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Of Properties: 9
Don’t have Data?! Content Ideas from 2015 AI Connect

Spatial Analytics & GIS – Michael McElveen, MAI, CCIM
Brainstorm High Performance – Sandy Adomatis, SRA
Diversify with Market Analysis – Ben Sellers, MAI et al
Harvesting Energy – Barton DeLacy, MAI, AI-GRS
Quality & Efficiency with Mobile Tools – Dustin Harris
Mobile Devices, Apps & Tools – Joel Baker et al
Drone Technology – Lamar Ellis III, MAI, SRA
Where To Begin?
Where It All Begins.....

Where do you typically start your research for a future business purchase?

Source: The State of Demand Generation 2013, Pardot
2012 was a year of social media shake-ups, new social platforms, and a tighter integration of social media into existing business processes. As the dust of the 2012 social media scuffle settles, now is a perfect time to look back at how each social network performed. The Nielsen Group measured the performance of the major networks and we have compiled the statistics into a series of report cards. Take a look at each network's growth, monthly visitors, and estimated marketing ROI.

**PINTEREST**
- **GROWTH:** A+
- **USERS:** B-
- **ROI:** C+

Pinterest exploded onto the social scene in 2012 with over 100% growth in monthly visitors. With a focus on visual content and a massive mobile audience, Pinterest could prove to be a huge marketing asset in 2013.

**FACEBOOK**
- **GROWTH:** C-
- **USERS:** A+
- **ROI:** B+

Despite an increase in total registered users, Facebook's monthly visitor count is down 4%. With recent changes to distribution and targeting options, Facebook continues to evolve and keep brands on their toes.

**TWITTER**
- **GROWTH:** B-
- **USERS:** A-
- **ROI:** A+

With a steady increase in visitors, Twitter remains the go-to social channel for marketers looking to monitor conversations, learn about customers, distribute content, and build relationships.

**GOOGLE+**
- **GROWTH:** B+
- **USERS:** B-
- **ROI:** B

Still on the outskirts of the social media fray, Google+ spent the majority of 2012 quietly adding features, building a user base, and integrating with Google's search engine to set itself up as a major player in 2013.

**LINKEDIN**
- **GROWTH:** C
- **USERS:** B-
- **ROI:** A+

With consistent traffic and a strong business focus, LinkedIn remains a major social workhorse of marketing and sales teams everywhere. After a needed face lift and added analytics for business, LinkedIn is not going away soon.

For more information on how to improve your marketing, visit Pardot.com

The Power of Digital Marketing

Originating from Lemont, IL, and Airing Nationally in 2012!

BuiltToLastTV.com • CarpentersUnion.Org • LakeshorePTV.com
The Power of Digital Marketing
The Geometric Power of Digital Marketing
Lacking Data (Content)?
A World of Content in Your Hand!
Now it’s Your Turn!
Paired Share

What is your 1 action to improve your marketing in the digital world?
Harvesting Energy – Barton DeLacy, MAI, CRE
Drone Technology –
Lamar Ellis III, MAI, SRA

DroneNOIR, LLC
Green Features: Tim Runde, MAI

<table>
<thead>
<tr>
<th>Solar Resource Calculation</th>
<th>Discount Rate Calculation</th>
<th>Electricity Rate</th>
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<tbody>
<tr>
<td>Zip Code</td>
<td>Basis Points (low)</td>
<td>Click to Update Utility Specific Electricity Rate</td>
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<tr>
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<td>Basis Points (high)</td>
<td>Residential Rate $c/kWh</td>
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<td>Basis Points (average)</td>
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<td>kWh Produced/Year</td>
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<thead>
<tr>
<th>Appraisal Range of Value Estimate</th>
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<tbody>
<tr>
<td>Low</td>
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<tr>
<td>Average</td>
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<tr>
<td>High</td>
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<tr>
<td>$12,910.88</td>
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<tr>
<td>$13,963.03</td>
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<tr>
<td>$15,120.39</td>
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</table>
Brainstorm High Performance – Sandy Adomatis, SRA

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<table>
<thead>
<tr>
<th>Client File #:</th>
<th>Appraisal File #:</th>
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<tbody>
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</tbody>
</table>

**Residential Green and Energy Efficient Addendum**

- **Client:**
- **Subject Property:**
- **City:**
- **State:**
- **Zip:**

Additional resources to aid in the valuation of green properties and the completion of this form can be found at [http://www.appraisalinstitute.org/education/green_energy_addendum.aspx](http://www.appraisalinstitute.org/education/green_energy_addendum.aspx)

The appraiser hereby certifies that the information provided within this addendum:
- has been considered in the appraiser's development of the appraisal of the subject property only for the client and intended user(s) identified in the appraisal report and only for the intended use stated in the report.
- is not provided by the appraiser for any other purpose and should not be relied upon by parties other than those identified by the appraiser as the client or intended user(s) in the report.
- is the result of the appraiser's routine inspection of and inquiries about the subject property's green and energy efficient features. Extraordinary assumption: Data provided herein is assumed to be accurate and if found to be in error could alter the appraiser's opinions or conclusions.
- is not made as a representation or as a warranty as to the efficiency, quality, function, operability, reliability or cost savings of the reported items or of the subject property in general, and this addendum should not be relied upon for such assessments.

**Green Building:** The practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's lifecycle from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classic building design concerns of economy, utility, durability, and comfort. High Performance building and green building are often used interchangeably.
THANK YOU FOR ATTENDING!

MobileCBox.com/hobbs

PAY IT FORWARD

You have two hands.
One to help yourself, the second to help others.

Michael Hobbs, SRA, LEED GA,
PahRoo Appraisal & Consultancy
Appraisal@PahRoo.com  (773) 388-0003
Sources & Resources

Michael Tasner – No Joke Marketing
David Arvin – It’s Not Who You Know, It’s Who Knows Your
JD Gershbein – Owlish Communications (LinkedIn)

David Meerman Scott – WebInkNow (marketing blog)
Joan Stewart – The Publicity Hound (PR blog)
Jonathan Miller – Housing Notes (real estate blog)
Ryan Lundquist – Sacramento Appraisal Blog (appraisal blog)

Andrew Saltzman – Aardvarks (Blog Writer)
Jim Ardito – Ardito Creative (Professional Writer & Blogger)