

Homework Assignments Reading List

Fundamentals of Separating Real Property, Personal Property, and Intangible Business Assets

All readings are taken from *A Business Enterprise Valuation Anthology*, 2nd ed.

Note. The Day One reading assignments must be completed before class begins. The Day Two reading assignments must be completed before the second day of class. Exam questions are **NOT** taken from the reading assignments. The reading assignments supplement the handbook.

Day One

“Allocation of Business Assets into Tangible and Intangible Components: A New Lexicon,” P. 3–9

“Intangibles Are the Real Thing,” P. 163–166

“Sharpening the Intangibles Edge,” P. 115–122

“Intangible Assets in the Shopping Center: Identification and Valuation,” P. 283–299

“Why the ‘Rushmore Approach’ Is a Better Method for Valuing the Real Property Component of a Hotel,” P. 135–148

“Hotel Investment Analysis II: What’s the Real Deal?” P. 167–173

“A Strategy for Estimating Identified Intangible Asset Value: Hotel Affiliation Contribution,”
P. 189–200

“Proprietary Earnings of Assisted Living and Nursing Facilities under HUD Valuation Guidelines,”
P. 229–240

“Valuation of Commercial Intangible Assets for Ad Valorem Tax Purposes,” P. 97–113

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Day Two

“Convenience Stores and Retail Fuel Properties: Essential Appraisal Issues,” P. 271–282 (This article will be discussed in class during Part 9.)

“The Other Side of the Marriott v. Saddle Brook Decision,” P. 149–152

“Quantifying Net Income Attributable to Business Intangibles for a Hotel-Operated Full-Service Day Spa,” P. 215–219

Important Appraisal Foundation Article

Can be read before or after the course:

“The Identification of Contributory Assets and Calculation of Economic Rents,” P. 11–54