

Seminar Schedule

SECTION 1. (Morning)

Overview
Sign in Orientation and Introduction (Classroom Rules and Procedures)
Part 1. Market/Marketability Concepts in Real Estate Appraisal—A Brief Overview
Getting Started—Appraisal Applications Introduction to Market/Marketability Concepts in Appraisal Types of Real Estate Markets Analyzed in Appraisals Market/Marketability Analysis Is the Basis of Value Types of Market Analysis Overview of Real Estate Market/Marketability Analysis Process in Appraisal Levels of Marketability Studies Uses of Marketability Studies in Appraisals MORNING BREAK

Part 2. Retail Marketability Study
The Six-Step Process Applied to a Retail Property Case Study 1: Retail Property (Overview) Step 1: Property Productivity Analysis [Define the Product] Step 2: Delineate the Market [Define the Demand Source(s)] MORNING BREAK Step 3: Demand Analysis [Forecast Demand] LUNCH

SECTION 2. (Afternoon)

Part 3. Retail Marketability Study, cont.

Step 3: Demand Analysis [Forecast Demand], cont.
Step 4: Supply Analysis [Survey and Forecast Competition]
AFTERNOON BREAK
Step 5: Market Condition Analysis [Compare Demand to Supply]
Step 6: Forecast Subject Capture [Market Penetration Analysis]
Case Study Application to Valuation Methods

Part 4. Apartment: Level C Marketability Study* (May be used as Supplemental Material)

Introduction
Six-Step Process Applied to an Apartment Property
Case Study 2. Apartment Property (Overview)
Step 1: Property Productivity Analysis [Define the Product]
Step 2: Delineate the Market
[Define the Demand Source(s)]
AFTERNOON BREAK
Step 3: Demand Analysis [Forecast Demand]
Step 4: Supply Analysis [Survey and Forecast Competition]
Step 5: Market Condition Analysis
[Compare Demand to Supply]
Step 6: Forecast Subject Capture
[Market Penetration Analysis]
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