

Why - and How to - Host a Chapter Residential Roundtable

RAPT recognizes the critical role of chapters in recruitment, retention and engagement of AI professionals and as such has created this guide to assist chapters in creating successful residential roundtables. This document is based upon the successful implementation of residential events in various chapters and includes feedback provided by chapters at the 2017 Chapter Leadership Program. RAPT provides this resource to AI's chapter leaders for your use in successfully engaging your chapter's residential members.

Nationally, residential appraisers are seeking inclusion via social media and in other venues. They are seeking a home where they feel welcomed. They are looking for colleagues to connect with and are longing for a stronger sense of community.

Residential appraisers want to belong and the Appraisal Institute is advancing this opportunity to assist AI's chapters in demonstrating to our current and potential residential members how valued they are.

Why Offer Residential Roundtables?

- Roundtables, or similar events focused on the needs of the residential appraiser, are a proven approach to successfully create a positive atmosphere for appraisers to discuss their professional career, share ideas and information, and bolster fellow residential appraisers.
- Roundtables create positive rapport and goodwill. By focusing resources on including residential appraisers, including both members and non-members, chapters will create positive experiences with the Appraisal Institute while attracting and retaining new designated members, candidates, and practicing affiliates.
- Successful roundtables are not resource-intensive. Residential-focused events offer a relatively inexpensive way for chapters to openly communicate with both member and non-member residential appraisers.
- Residential member growth must be a grass-roots endeavor. Residential members must observe the commitment of the national organization to the residential appraiser but feel the value at the chapter level.

Hosting a Successful Residential Roundtable

Design residential roundtables around items of local interest and utilize surveys to assist in identifying topics which will resonate with your local residential appraisers. Be proactive in asking your residential appraisers what topics they would like to discuss and planning events well ahead of time.

RAPT

What is RAPT?

RAPT is the Appraisal Institute Residential Appraiser Project Team.

What is RAPT's Mission?

To develop and present ideas to the [AI] Executive Committee to create a meaningful value proposition for residential appraisers that will attract and retain residential members at a significantly higher rate.

What are Residential Roundtables?

Residential round tables are informal gatherings of residential appraisers aimed at directly engaging local residential valuers, both AI professionals and potential-AI professionals, to develop a sense of community and support for residential valuation professionals centered around the chapter.

- Recommendation #1: Ask your members - let them tell you what they would like to do!
 - Poll your residential appraisers, both non-designated and designated alike, in your territory and query them on what topics or events are of most interest to them.
 - You can survey via email or via free tools such as SurveyMonkey.

- Recommendation #2: Incorporate their ideas into events that are social, engaging, informative, and helpful. Here are a few topics which have been successful in other chapters:
 - Have underwriters and reviewers come and present as a panel and answer questions.
 - Have a state board panel discuss the complaint process.
 - Methods and techniques of supporting residential adjustments.
 - Break down highest and best use with real world case studies.
 - Have Fannie Mae, HUD, VA or other GSE's do a live, interactive webcast with questions collected.
 - Peter Christiansen with LIA can come and give a presentation.
 - Energy efficiency: green feature valuation for resource efficient homes, solar valuation, and/or the AI Green Addenda, how it is filled out, and how to include it in a report.
 - Invite education instructors and host a discussion session following an AI education program.
 - Invite an AI RAPT member or other AI leader to speak at the event.

- Recommendation #3: Do socials and/or philanthropic work.
 - Attend a minor league baseball game or other sporting event together.
 - Do Habitat for Humanity as a group and get the chapter name out there; ideally invite others to serve with you.

- Recommendation #4: Plan for the resources you need – financial and volunteer.
 - Discuss with your chapter Board the importance of the program – for both residential and commercial members.
 - Include some funding in your budget for an event. Amounts ranging from as little as \$500 to \$1,000 can make a significant difference.
 - Put together a work group to plan and implement the event.

- Recommendation #5: Don't forget to . . .
 - Get any CE for the event approved by AI and the state, if applicable.
 - Plan time at the event for networking and socializing.
 - Invite the chapter Board so they can witness the success of the event firsthand.
 - Assign some individuals as ambassadors to engage any new faces attending the event.
 - Consider a unique venue – either related to valuation, that is intriguing to local history or which has local cache.
 - Consider very low fees, or no fee, for attendees to come to the event.
 - When hosting multiple events, vary the event location for the convenience of chapter members.
 - Ask a member to bring a non-member to the event.
 - Provide food like pizza or other items – it can be a nice touch.

Chapters with Successful Residential Roundtable Programs

RAPT has identified the following chapters who have held successful roundtable events. We'd love your feedback on what has worked in your area and would love to add you to this list!

Great Lakes Chapter
Great Plains Chapter

Hoosier State Chapter
Wisconsin Chapter

Ohio Chapter
Region I

The Overall Objective: Attracting New Residential Members and Retaining Current and Future Residential Members

When your chapter board is considering if to plan residential focused events, please keep the following in mind.

- **A Residential Recruitment Market Exists!** Please see Addendum A to this document. If AI is modestly successful in attracting and retaining 5% of residential appraisers, we would grow by 2,700 members! Even 3% growth would boost the Appraisal Institute's overall membership by 10% and dramatically assist in increasing the general skills and abilities of residential appraisers. While there are challenges in Guam and the Northern Mariana Islands, there are opportunities throughout the rest of the United States!
- **Commercial Appraisers Will Benefit, Too!** Commercial appraisers do (and will) benefit from networking with residential business owners who often refer work. There is synergy with these interactions. For example, perhaps a commercial appraiser helps a residential appraiser with their highest and best use of a commercially zoned house. Providing this significant professional assistance would be very valuable for a residential appraiser. In turn, this positive professional experience will create an opportunity for referrals from the residential appraiser to the commercial appraiser. As the commercial appraiser gets to know their local residential colleagues, additional referral opportunities or occasions to collaborate on a project together may arise. An example of this synergy could be that the residential appraiser values the model homes and contributory value of upgrades while the commercial appraiser works on the overall subdivision. There is a synergy to be found! Further, a strong residential component to your chapter boosts the overall engagement and health of your chapter.

A Final Thought on Engagement: Become a Candidate Advisor!

One of the challenges for new residential candidates is identifying an advisor – 30% of all Candidates today are paired with a national staff advisor in lieu of a Designated member advisor. While the staff does an excellent job with candidates, the opportunity for stronger local relationships is diminished. Please consider becoming a candidate advisor – for any or all of the designations you hold. There is tremendous value, which chapter leaders can help foment, to encouraging local Advisor/Candidate relationships. For the Candidate, the opportunity to have a nearby person who is not only available via phone and e-mail, but also for occasional face-to-face engagement is very powerful. As an Advisor, the experience can be equally powerful. If you haven't gone to lunch with and encouraged a new candidate to advance towards their designation and celebrate their success, you just haven't had the full experience available to you in the Appraisal Institute. We recommend volunteering to assist helping a colleague transform their career, fill gaps in their education, and press forward - it is an amazing thing to experience.

**This Guide Created for use by Appraisal Institute Chapters by the
RAPT Residential Roundtables Workgroup**

**Tina Mindemann, SRA, AI-RRS, Workgroup Chair
Dale Cooper, MAI, SRA, AI-GRS, AI-RRS, Workgroup Vice Chair
Charles Baker, SRA, AI-RRS; RAPT Chair
Stephen Wagner, MAI, SRA, AI-GRS, 2019 AI President, RAPT Executive Committee Liaison**

Addendum A
2018 State License Data

State or Territory	# Certified General	# Certified Residential	# Licensed	# Total	Expiration Dates	10% of Residential
Alabama	632	635	67	1334	September 30 - annually	70
Alaska	100	126	0	226	June 30 - odd years	13
Arizona	762	1127	153	2042	Monthly - Large number August 31	128
Arkansas	421	368	47	836	Monthly - Large number June 30	42
California	3075	5534	1200	9809	Daily	673
Colorado	1031	1295	269	2595	December 31 - annually	156
Connecticut	517	711	0	1228	April 30 - annually	71
Delaware	264	250	22	536	October 31 - odd years	27
District Of Columbia	309	327	84	720	February 28/29 - even years	41
Florida	2350	4075	13	6438	November 30 - even years	409
Georgia	1589	1388	325	3302	Monthly	171
Guam	10	5	4	19	Daily	1
Hawaii	212	251	15	478	December 31 - odd years	27
Idaho	327	326	63	716	Daily - Large number June 30	39
Illinois	1501	2137	0	3638	September 30 - odd years	214
Indiana	884	989	189	2062	June 30 - even years	118
Iowa	622	458	0	1080	June 30 - annually	46
Kansas	489	422	101	1012	June 30 - annually	52
Kentucky	648	716	12	1376	June 30 - annually	73
Louisiana	592	714	0	1306	December 31 - odd years	71
Maine	231	174	157	562	December 31 - annually	33
Northern Mariana Islands	3	0	0	3	Daily	0
Maryland	841	1109	259	2209	Daily	137
Massachusetts	654	1090	199	1943	Daily	129
Michigan	1013	1035	519	2567	July 31 - annually	155
Minnesota	815	923	134	1872	August 31 - annually	106
Mississippi	515	406	78	999	Monthly	48
Missouri	766	1037	66	1869	June 30 - even years	110
Montana	208	168	40	416	March 31 - annually	21
Nebraska	389	220	61	670	December 31 - annually	28
Nevada	421	470	84	975	Monthly	55
New Hampshire	302	341	67	710	Monthly	41
New Jersey	1116	1139	356	2611	December 31 - odd years	150
New Mexico	292	273	23	588	April 30 - annually	30
New York	1666	1908	181	3755	Daily	209
North Carolina	1197	1715	64	2976	June 30 - annually	178
North Dakota	190	86	32	308	December 31 - annually	12
Ohio	1039	1353	509	2901	Daily	186
Oklahoma	504	433	82	1019	Monthly	52
Oregon	609	703	163	1475	Monthly	87
Pennsylvania	1423	1801	0	3224	June 30 - odd years	180
Puerto Rico	213	140	3	356	Daily	14
Rhode Island	172	223	44	439	Daily	27
South Carolina	928	941	127	1996	June 30 - annually	107
South Dakota	239	105	42	386	September 30 - annually	15
Tennessee	871	958	102	1931	Daily	106
Texas	2401	2413	443	5257	Monthly	286
Utah	430	646	142	1218	Monthly	79
Vermont	139	109	16	264	May 31 - even years	13
Virgin Islands	14	12	0	26	December 31 - annually	1
Virginia	1180	1677	459	3316	Monthly	214
Washington	999	1485	129	2613	Daily	161
West Virginia	276	230	126	632	September 30 - annually	36
Wisconsin	720	905	244	1869	December 14 - odd years	115
Wyoming	176	129	0	305	Daily	13
Total	39287	48211	7515	95013	10% Total Capture	5573
					5% Total Capture	2786