



**FOR IMMEDIATE RELEASE**

Jan. 9, 2019

**For more information:**

Brent Roberts

312-335-4441

[broberts@appraisalinstitute.org](mailto:broberts@appraisalinstitute.org)

**Midlothian's Heather Placer Honored  
as Appraisal Institute 'Volunteer of Distinction'**

CHICAGO (Jan. 9, 2019) – Heather M. Placer, MAI, SRA, of Midlothian, Virginia, was recognized today as an Appraisal Institute "Volunteer of Distinction" for fourth quarter 2018.

The Appraisal Institute is the nation's largest professional association of real estate appraisers. Heather Placer is a member of the Virginia Commonwealth Chapter.

The Appraisal Institute's Volunteer of Distinction program honors the organization's volunteers for their service to the Appraisal Institute, to the real estate valuation profession and to their local communities. Each quarter, the Appraisal Institute recognizes AI professionals who have been nominated by their fellow AI professionals.

"Heather Placer is an exceptional example of what the Appraisal Institute looks for in its professionals," said Appraisal Institute President Stephen S. Wagner, MAI, SRA, AI-GRS. "We are very appreciative for the commitment, passion and talent that volunteers like Heather contribute to the organization and their communities."

Placer served as a member, at large on the national Professional Standards and Guidance Committee, as a director of the Appraisal Institute Relief Foundation and as a member of the University Relations Panel in 2018. She also has been on The Appraisal Journal Editorial Board since 2017, a director of AI Holdings since 2016, and a member, at large on the Diversity Panel since 2014. She was a participant in the Leadership Development and Advisory Council conference from 2014-16, She served as president of the Virginia Commonwealth Chapter in 2018, regional representative from 2017-18, vice president in 2017, treasurer and chair of the Finance Committee in 2016, secretary from 2014-15, chair of the Candidate Guidance Committee in 2013 as a member of the Education Committee in 2012 and alternate regional representative in 2011.

Placer joined the Appraisal Institute in 2003, received her SRA designation in 2009 and MAI designation in 2010.

She has been regional vice president of Valucentric in Midlothian since 2015, and has worked as a valuation professional for 25 years. She received her bachelor's degree and MBA from Old Dominion

University in Norfolk, Virginia, and master's degree in real estate valuation from Virginia Commonwealth University in Richmond, Virginia.

She has served as an adjunct professor of real estate at Virginia Commonwealth University since 2007. She also is a member of the Powhatan Junior Women's Club, Chesterfield Chamber of Commerce and Women's Business Council. She has been Virginia Director of Junior Clubs Special Project: Camp Easter Seals, and General Federation of Women's Clubs: Lee District Director of Junior Clubs since 2016, chair of Cinderella Dreams in 2017 and founding president of Lake Gaston Junior Women's Club from 2013-17.

Stay connected with the latest news from the Appraisal Institute on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#) and our blog, [Opinions of Value](#).

*The Appraisal Institute is a global professional association of real estate appraisers, with more than 18,000 professionals in nearly 50 countries throughout the world. Its mission is to advance professionalism and ethics, global standards, methodologies, and practices through the professional development of property economics worldwide. Organized in 1932, the Appraisal Institute advocates equal opportunity and nondiscrimination in the appraisal profession and conducts its activities in accordance with applicable federal, state and local laws. Individuals of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA, SRA, AI-GRS and AI-RRS designations. Learn more at [www.appraisalinstitute.org](http://www.appraisalinstitute.org).*

###