

## CONTINUING EDUCATION CREDIT

California—14 hours of approved CE credit from the California Office of Real Estate Appraisers

Day 1—OREA #03804C113 - 7 hours

Day 2—OREA #03804C114 - 7 hours

State approvals: Applications pending the other states. The list will be updated on [www.appraisalstoday.com](http://www.appraisalstoday.com) or call 800-839-0227.

If you register for the conference, and your state does not approve the conference, you can receive a full refund, at any time.

California Assessors Office appraisers – 14 hours approved CE credit by the State Board of Equalization

90% attendance is required. Completion certificates will be mailed after the conference.

Tuition includes all instruction, lunch, and course materials. No prerequisites or course examinations are required.

Full refunds will be allowed up to two business days prior to the conference. Substitutions may be made at any time.

Course provider: Real Estate Communication Resources (RECR) 2015 Clement Ave., Alameda, CA 94501  
Phone 800-839-0227

### Conference Schedule—

Day 1: Registration—8 to 9 AM, Education sessions 9 AM to 5:30 PM. with a 1.5 hour lunch break.

Day 2: Registration—8:30 to 9 AM, Education sessions 9 AM to 5:00 PM. with a 1 hour lunch break.

Please be sure to allow enough time to arrive by 9 AM.

July 24 -25, 2003

Price—\$195 for One Day, \$295 for Two Days

\$30 - Guest/Expo only

Location: South San Francisco Conference Center, 225 South Airport Bl., South San Francisco, CA

### Four Easy Ways to Register!

BY INTERNET	BY PHONE	BY FAX	BY MAIL
24 hours a day <a href="http://www.appraisalstoday.com">www.appraisalstoday.com</a> (credit cards)	8AM-4PM, M-F 800-839-0227 (credit cards)	24 hours a day 800-839-0014 (credit cards)	Mail this form and your check to: RECR 2015 Clement Ave, Alameda, CA 94501

### Appraisal Today 2003 Registration Form (please select your preferred sessions)

#### Day One

July 24, 2003 - 9AM to 5:30PM

#### *MORNING Concurrent sessions—Please select one*

- The future of the appraisal profession  
 Cool Tools

#### *AFTERNOON Concurrent Sessions—Please select one*

- How to find what you need on the Internet  
 What do underwriters really want?

#### Day Two

July 25, 2003 - 9AM to 5PM

#### *MORNING Concurrent Sessions—Please select one*

- USPAP in the real world  
 How to minimize your appraisal liability

#### *AFTERNOON Concurrent Sessions—Please select One*

- Residential hot topics  
 Who has the best data?

Name (From appraisal license) \_\_\_\_\_

Name on badge \_\_\_\_\_

State(s) and License Number(s) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

#### *Type of Appraisals*

- Residential  Commercial  Both  Other

#### *Type of Business*

- Fee appraisal  Staff appraiser  Other

#### *How did you hear about the conference?*

- Mailer  Email  Web site  Other appraiser

#### Payment Method

- Check  Mastercard  Visa  AMEX

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Ann O'Rourke's Appraisal Today 2003 National Conference  
2015 Clement Ave.  
Alameda, CA 94501

First Class  
Postage  
Paid  
Alameda, CA  
Permit No. 118

**14 hours Continuing Education Credit**  
**Approved by CA and many other states**  
**Free food! Free entertainment!!**

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To register, call 800-839-0227 (8AM-4PM, M-F, PDT), fax 800-839-0014, or mail in the registration form.  
For online registration and lots more information, go to [www.appraisaltoday.com](http://www.appraisaltoday.com).



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[www.aciweb.com](http://www.aciweb.com)

# The Present and the Future of Technology for Appraisers

14 hours of approved CE credit  
July 24-25, 2003

Location: South San Francisco Conference Center, 225 South Airport Bl.  
(3mi. North of the San Francisco Airport), South San Francisco, CA, [www.ssfcconf.com](http://www.ssfcconf.com)

**July 24, 2003**  
**Day 1 - 7 hours credit**

*9AM to Noon—concurrent sessions*  
The future of the appraisal profession  
Cool Tools - emerging technologies

*1:30 PM to 5:30 PM—concurrent sessions*  
How to find what you need on the Internet  
What do underwriters really want?

**July 25, 2003**  
**Day 2 - 7 hours credit**

*9AM to Noon—concurrent sessions*  
USPAP in the real world  
How to minimize your appraisal liability

*1:00 PM to 5 PM—concurrent sessions*  
Residential hot topics  
Who has the best data?

\$195 for one day  
\$295 for two days (*Best Buy—only \$100 for the second day!*)

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To register, call 800-839-0227 (8AM-4PM, M-F, PDT), fax 800-839-0014, or mail in the registration form.  
For online registration and lots more information, go to [www.appraisaltoday.com](http://www.appraisaltoday.com).



# The Present and the Future of Appraising

July 24-25, 2003 in South San Francisco, California

Price—\$195 for One Day, \$295 for Two Days

*(Best Buy only \$100 for the second day!)*

**Gold Sponsor**  
[www.aciweb.com](http://www.aciweb.com)

## DAY 1 SESSIONS – 7 hours credit

9 AM Opening remarks—Ann O'Rourke, MAI, SRA, Publisher of Appraisal Today

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### Concurrent AM Sessions - 9AM to Noon

#### Session 1: The future of the appraisal profession

**Moderator:** George Opelka, ACI

**Speakers:**

**Henry Harrison, MAI, SRA, ASA**, publisher of Real Estate Valuation magazine, teacher, writer, and appraisal forecaster  
**Bill Rayburn, MAI, SRA, PhD** is a popular, dynamic speaker who knows what's happening today and where we are going

Appraisers are very concerned about the future of their profession. Hear what the speakers say and make your own forecast!

- Will the last appraiser standing turn out the light?
- What will lenders want in the future?
- Will we all be doing drivebys and AVMs?
- What changes are coming for appraisal technology?

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#### Session 2: Cool Tools - Emerging technologies that streamline appraisal productivity

**Moderator:** Mary Dum, appraisal computer guru and editor of the REAMUG Journal

**Speaker:** Wayne Pugh, SRPA, CRE, owns Software for Real Estate Professionals, a forms software company, and is a practicing appraiser with over 20 years of experience.

Appraisal technology is changing fast. You will learn new technologies you can use today and what's coming in the future.

- How can you use wireless technology?
- What's coming in the future?
- Data technologies
- When to buy now and when to wait
- Which tech tools really increase productivity?

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### Concurrent PM Sessions - 1:30PM to 5:30PM

#### Session 1: How to find what you need on the Internet

**Moderator:** Jeff Bradford, Appraisers Toolbox

**Speaker:** Michael Cartwright, ASA, "the" Appraisal Internet Search Guru

Appraisers' use of the Internet is increasing rapidly. But how can you find what you need without wasting lots of time? You will learn how to effectively use search tools and techniques. The session will go way beyond just a list of Web sites that aren't relevant for your appraisals.

- How to find what you need without wasting time.
- Tips for tough searches.
- What are the best search tools?
- How reliable is the information on Web sites?
- How to find free demographics, sales data, census tracts, Fannie Mae guidelines, etc.

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#### Session 2: What do underwriters really want?

**Moderator:** Corina Rollins, appraiser and teacher

**Speakers:**

**Bonnie W. Reimers**, Regional Underwriting Manager

**Anne C. Smith**, Senior Underwriter

**Nelly Taran**, Senior Underwriter

Most appraisers deal with underwriters on a regular basis, but few know much about them. Both underwriters and appraisers can be "deal killers." This panel of underwriters will tell you about the "real world" of mortgage underwriting and what it means for appraisers.

- What do underwriters really do?
- Why are there so many different requirements?
- What are the requirements to become an underwriter?
- How do underwriters review appraisals?

**Reception – 4:30 to 7 PM Free Food! Free Entertainment!!**

Location: South San Francisco Conference Center, 225 South Airport Bl., South San Francisco, CA, [www.ssfcconf.com](http://www.ssfcconf.com)

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**EXPO** Hours: Day 1–8 AM to 7 PM Day 2–8 AM to 5 PM

Over 25 exhibitors are expected. Preliminary List–(April, 2003)

**Forms software** - Bradford Technologies, Software for Real Estate Professionals, Day One, ACI

**Appraisal Books and Products** - Appraiserdepot.com, Forms & Worms **Tech support** - MannTech Solutions.

**Commercial appraisal narrative report production software** Concierge Systems, LLC and @value - www.atvalue.com

**Data and map providers** - Flood Insights, NDCdata, Map Solutions. **E&O Insurance** - Liability Insurance Administrators.

**Internet appraisal management** - AppraisalTrac, eTrac, FNC Inc.

**AMCs/lenders** - Chesapeake Appraisal and Settlement Services, Appraisal Enhancement Services, World Savings.

**Appraisal associations** - American Society of Appraisers.

Check [www.appraisalstoday.com](http://www.appraisalstoday.com) for the most recent list.

## DAY 2 SESSIONS – 7 hours credit

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### Concurrent AM Sessions - 9AM to Noon

#### Session 1: USPAP in the real world

**Moderator:** David Snook, former ASB member

**Speaker:** Danny Wiley, SRA, chair of the Appraisal

Standards Board and a practicing appraiser. He knows what questions appraisers have about USPAP, and can answer them.

Does USPAP help or hinder appraisers? We are all subject to USPAP, but how do we apply it to real world situations?

- Should USPAP be abolished?
- Does USPAP help, or hinder, appraisers?
- Why does USPAP change every year?
- What changes are coming for 2004 (and later)?
- Does anyone understand Departure?
- Updates and “recerts” - what has changed?

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#### Session 2: How to minimize your appraisal liability

**Moderator:** Richard Betts, MAI, SRA, ASA

#### Speakers:

**Lindsay McMenamin** is an attorney who defends appraisers against lawsuits. Before becoming an attorney she was a practicing appraiser for over 20 years and was very active in the Appraisal Institute.

**John Brenan, Chief, Licensing and Enforcement,** Office of Real Estate Appraisers (California)

Lawsuits against appraisers are increasing every year. Our speakers have good advice on how appraisers can keep out of trouble.

- How can you minimize your chances of getting named in a lawsuit?
- Should you have E&O insurance?
- What are risky practices?
- Who sues appraisers?
- How can we get rid of the bad appraisers?

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### Concurrent PM Sessions - 1:00PM to 5:00PM

#### Session 1: Residential hot topics

**Moderator::** Deane Wilson, ASA

#### Speakers:

**Danny Wiley, SRA,** is the chair of the Appraisal Standards Board and a practicing appraiser. He knows what issues are important to appraisers, and has practical advice.

**Karen Mann, SRA, ASA** is a practicing appraiser in Fremont, CA

Residential appraising is changing fast. How can you adapt to the changes? This session will cover the latest topics of concern to appraisers.

- Appraiser pressure - is there any answer?
- How many comps are enough?
- Are there any good mortgage brokers?
- Can we get rid of rid of unethical appraisers?

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#### Session 2: Who has the best data?

**Moderator:** Bruce Hahn, SRA, ASA

#### Speakers:

**Neil Olson** is FNC's Chief Strategic Officer, and is the former president of CMD C Data, one of the oldest appraisal data collectives. He has been working in the appraisal data field for many years.

**Lewis Allen, IFA,** has over 20 years of appraisal experience, has operated his own data company, and advises many national companies on data issues.

Appraisers rely on data every day. How do you find the best data?

- Why does data vary so much among providers?
- Who buys data and how do they use it?
- Who sells data?
- How can appraisers add value beyond data?
- Who uses appraisers' data and how do they get it?

Location: South San Francisco Conference Center, 225 South Airport Bl., South San Francisco, CA, [www.ssfconf.com](http://www.ssfconf.com)

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