

Ann O'Rourke's Appraisal Today 2005 National Conference
2015 Clement Ave.
Alameda, CA 94501

First Class
Presorted
Postage Paid
Alameda, CA
Permit No. 118

28 hours of approved CE Credit!
A conference for all appraisers, from trainees to 30+ years of experience!!
Discounted prices through June 30, 2005!!!



Gold Sponsor



Silver Sponsors

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.appraisaltoday2005.com.



Gold Sponsor



Silver Sponsors

August 10 -13, 2005

A conference for all appraisers, from trainees to 30+ years of experience!!
Interesting topics, Good speakers, Great food, including free lunch all 4 days!!!
28 Hours of CE credit!

Location: South San Francisco Conference Center, 225 South Airport Bl.
(3mi. North of the San Francisco Airport), South San Francisco, CA, www.ssfconf.com

August 10 (Wednesday) - 8:30AM to 4:30PM - No Expo (Choose one seminar)

- Profitable Appraising
- California Architectural Styles for Appraisers

Thursday, August 11, 2005 - 8:30AM to 5 PM - Expo and refreshments 7:30 AM to 8:30 AM

AM Sessions - Choose One

- The future of Appraising
- Residential Problem Solving

PM Sessions - Choose One

- Site issues - legal descriptions, easements,
- Using technology in the field

Thursday, August 12, 2005 - 8:30AM to 5 PM - Expo and refreshments 7:30 AM to 8:30 AM

AM Sessions - Choose One

- Residential hot topics 2005
- Mortgage fraud - what appraisers need to know

PM Sessions - Choose One

- Fannie Mae's new appraisal forms
- Ask the computer experts

August 13 (Saturday) - No Expo - 8:30AM to 4:30PM - No Expo

- National USPAP Update

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Appraisal Today 2005 National Conference

August 10 - 13, 2005 in South San Francisco, California

Good food, Interesting topics, and Great speakers!

Network with over 400 appraisers!!

Visit over 30 exhibitors at the Expo!!!

Gold Sponsor

For more information, call 800-839-0227, fax 800-839-0014, or www.appraisaltoday2005.com

August 10, 2005 (Wednesday) - Lunch included - No Expo

Registration 7:30 AM to 8:30AM Classes: 8:30 AM to 4:30 PM

Please choose one seminar

Profitable Appraising - How to Maximize Profits In Your Appraisal Business - Karen Mann, SRA, ASA

You will receive practical, real world tips you can use today to increase your billings, collect past due billings, and increase your profits. No pie-in-the-sky academic theories. The instructor is a practicing fee appraiser with many years of experience.

California Architectural Styles for Appraisers - Mark Wilson, BA, MA, author, teacher, consultant

The practical valuation aspects of California historic architectural styles. No other seminar or books cover this subject in detail. The instructor uses over 100 color slides of both exterior and interior features of historic properties to let you really see what he is talking about. Topics include: How interior floor plans have changed over the years, how modernization affects value, and affects on value of architectural style.

August 11, 2005 (Thursday) - Lunch included - Expo

Registration, refreshments, and Expo - 7:30 AM to 8:30 AM

8:30 AM Opening remarks—Ann O'Rourke, MAI, SRA, Publisher of Appraisal Today

Concurrent AM Sessions - 8:30 AM to 12:30 PM

Choose One

Session 1: The future of appraising 2005

Moderator - George Opelka, ACI

Speaker - Bill Rayburn, MAI

Appraisers are nervous about the future.

- * Where will we be in 5 years and in 10 years?
- * What will lenders want in the future?

Session 2: Residential problem solving

Moderator - Bruce Hahn, SRA, ASA

Panelists - Alison Teeman, Corina Rollins, Sandy Mangion-Burdette from Fannie Mae

You will get practical tips from expert appraisers on solving such problems as:

- * Properties with "no comps"
- * "In-law" units
- * The biggest house in the neighborhood

Concurrent PM Sessions - 2 PM to 5 PM

Choose One

Session 1: Site issues - legal descriptions, easements, etc.

Moderator - John Urubek, MAI

Speaker - Corina Rollins

You will learn:

- * How to read a legal description
- * How easements and encroachments affect value
- * Types of ownership - from Native Americans to condos

Session 2: Using technology in the field

Moderator - Rick Betts, MAI, SRA, ASA

Panelists - Matt Johnson, Talmon Murphy

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

- * Connecting to the MLS in the field
- * What to buy, and what not to buy
- * Sketching and form filling on the road



Ann O'Rourke,
MAI, SRA



George Opelka



Alison Teeman



John Urubek,
MAI



Wayne Pugh,
SRPA, CRE



Talmon Murphy



Karen Mann,
SRA, ASA



Bruce Hahn,
SRA



Bill Rayburn,
MAI

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EXPO - August 11 & 12, Hours: August 11 - 7:30 A.M. to 5:30 PM, August 12 - 7:30 A.M. to 4 PM
Over 30 exhibitors are expected. Preliminary List (May, 2005)

Forms software - ACI, a la mode inc., Bradford Technologies, Day One, Software for Real Estate Professionals. **Appraisal Education and books** - Appraisal Institute, Forms & Worms, Marshall & Swift. **Commercial appraisal software** Appraisers Paradise, Valuetech, @value. **Data providers** - CD-Data, Dataquick, NDCdata. **E&O Insurance** - HRH, Liability Insurance Administrators. **Appraisal Companies/Appraisal Management Companies** - Chesapeake Appraisal and Settlement Services, EASI, Presta Appraisal Group. **Appraisal software and mapping**: Appraiser Depot, FNC, Flood Insights, MapPro, Map Solutions.

**Discounted prices through
June 30, 2005!!!**

1 day - \$195 - 7 hours CE - *Early bird price: \$185 - \$10 saving*
2 days - \$310 - 14 hours CE - *Early bird price: \$295 - \$15 saving*
3 days - \$445 - 21 hours CE - *Early bird price: \$425 - \$20 saving*
4 days - \$595 - 28 hours CE - *Early bird price: \$565 - \$30 saving*

August 12 – 7 hours credit - Lunch included - Expo

Registration, refreshments, and Expo - 7:30 AM to 8:30 AM

Concurrent AM Sessions - 8:30 AM to 12:30 PM *Choose One*

Session 1: Residential hot topics 2005

Moderator - Karen Mann, SRA, ASA

Panelists - Brad Ellis, IFA, Sara Swarzentraub, SRA,
Richard Powers, MAI, SRA

Residential appraisal has slowed down. How can you keep making money? What about trainees?

- * How to get more appraisal business
- * Dealing with lender pressure
- * Options for trainees

Session 2: Mortgage fraud - what appraisers need to know

Moderator - Lindsay McMenamin, attorney

Speakers - Kathy Coon, SRA and Rachel Dollar, attorney

Every mortgage scam needs appraisals. How do you keep out of trouble? What should you do if you think there is a scam?

- * How to check out a client
- * Properties most likely to be in a scam
- * Risky practices

Concurrent PM Sessions - 2 PM to 5 PM *Choose One*

Session 1: Fannie Mae's new appraisal forms

Moderator - John Hillas, SRA

Speaker - Sandy Mangion-Burdette, Fannie Mae

Fannie's 11 new appraisal forms will be mandatory November 1, 2005. Hear about them directly from Fannie Mae.

- * How all the new forms are similar but also different.
- * The new URAR form - what's changed
- * Driveby form - what's changed
- * Update form
- * Review forms

Session 2: Ask the computer experts

Moderator - Wayne Pugh, MAI, CRE

Panelists - Tim Mann, Marv Downey, Bruce Hahn, SRA, ASA

Our panel of computer experts (aka geeks) will answer your tough computer questions.

- * Spam blocking
- * Protecting your computer from spyware
- * What's the best desktop or laptop?
- * Are PDFs secure?

August 13 (Saturday) - 7 hour National USPAP Update - Lunch included. No Expo.

Registration 8AM to 8:30AM. Class: 8:30 AM to 4:30 PM.

Instructor - Bradley Ellis, IFA



Karen Mann,
SRA, ASA



Richard
Powers, MAI,
SRA



Rachel Dollar



Kathy Coon



Wayne Pugh,
SRPA, CRE



Bruce Hahn,
SRA, ASA



Marv Downey



Brad Ellis, IFA

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CONTINUING EDUCATION CREDIT

28 hours of approved CE credit

State approvals: Approved in CA and most states

Not submitted (too expensive and/or too complicated):

AK, IN, IL, FL, SC, MA

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

conference. USPAP certificates issued at end of seminar.

Tuition includes all instruction, course materials, and lunch.

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)

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Conference Schedule: Registration: 7:30 to 8:30 AM,

Classes 8:30 AM to 5PM Aug. 11&12 // 8:30AM to 4:30 PM Aug. 10&13.

Please be sure to allow enough time to register before 8:30 AM.

Four Easy Ways to Register!

BY INTERNET

24 hours a day

www.appraisaltoday.com

BY PHONE

8AM-4PM, M-F

800-839-0227

BY FAX

24 hours a day

800-839-0014

BY POSTAL MAIL

Mail this form and your check to:

RECR, 2015 Clement Ave, Alameda, CA 94501

Appraisal Today 2005 Registration Form (Please select your Days and Preferred Sessions)

1 day - \$195 - 7 hours CE - *Early bird price: \$185 - \$10 saving*

2 days - \$310 - 14 hours CE - *Early bird price: \$295 - \$15 saving*

3 days - \$445 - 21 hours CE - *Early bird price: \$425 - \$20 saving*

4 days - \$595 - 28 hours CE - *Early bird price: \$565 - \$30 saving*

Guest - \$30 - includes lunch and Expo, no education sessions

Expo-only special price - \$5. No CE, no food, but a great Expo!

Please register early to ensure your class selection!

August 10 (Wednesday) - 8:30AM to 4:30PM - No Expo (Choose one seminar)

Profitable Appraising

California Architectural Styles for Appraisers

August 11, 2005 - 8:30AM to 5PM - No Expo

8:30AM to 12:30PM—concurrent sessions (Choose one) **2PM to 5PM—concurrent sessions (Choose one)**

The future of Appraising

Site issues - legal descriptions, easements,

Residential Problem Solving

Using technology in the field

August 12, 2005 - 8:30AM to 5PM

8:30AM to 12:30PM—concurrent sessions (Choose one)

2PM to 5PM—concurrent sessions (Choose one)

Residential hot topics 2005

Fannie Mae's new appraisal forms

Mortgage fraud - what appraisers need to know

Ask the computer experts

August 13 (Saturday) - 8:30AM to 4:30PM - No Expo

National USPAP Update

Name (From appraisal license)

Name on badge _____

State(s) and License Number(s) **(Required)**

Company Name _____

Address _____

City, State, Zip _____

Telephone Number _____

Fax Number _____

Email Address _____

Type of Appraisals

Residential Commercial Both Other

Number of years appraising _____

How did you hear about the conference?

Postal Mail Email Web site

Other appraisers Subscriber

Payment Method

Check Mastercard Visa AMEX

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____