

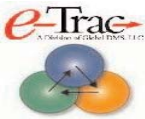
Ann O'Rourke's Appraisal Today 2006 Conference  
2015 Clement Ave.  
Alameda, CA 94501

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

**35 hours of approved CE Credit!**  
**A conference for all appraisers, from trainees to 30+ years of experience!!**  
**August 7-11, 2006 (Monday - Friday)**  
**Discounted prices through July 1, 2006!!!**



**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.appraisaltoday2006.com](http://www.appraisaltoday2006.com).



**Gold Sponsor**



**Silver Sponsors**

**August 7-11, 2006**

A conference for all appraisers, from trainees to 30+ years of experience!!  
Interesting topics, Good speakers, Great food!!!  
35 Hours of CE credit!

Location: South San Francisco Conference Center, 255 South Airport Bl.  
(3mi. North of the San Francisco Airport), South San Francisco, CA, [www.ssfcconf.com](http://www.ssfcconf.com)

**Monday-Tuesday, August 7-8 - 8:30AM to 4:30PM - No Expo**

- Residential appraising using the URAR form (2 day class) **(Must take both days for credit.)**

**Tuesday, August 8 - 8:30AM to 4:30PM - No Expo**

- Mortgage fraud and appraisers (Also second day of URAR class)

**Wednesday, August 9, 2006 - 8:30AM to 5 PM - Expo and refreshments 7:30 AM to 8:30 AM**

AM Sessions - Choose One

- Cool Tools 2006
- Top 19 annoying lender questions

PM Sessions - Choose One

- How to make money in your appraisal business
- Appraising 2-4 unit properties

**Thursday, August 10, 2006 - 8:30AM to 4:30 PM - Expo and refreshments 7:30 AM to 8:30 AM**

AM Sessions - Choose One

- USPAP in the real world
- Adjustments - the good, the bad, and the ugly

PM Sessions - Choose One

- 2006 Residential hot topics
- Cost Approach and the URAR

**Friday, August 11 - No Expo - 8:30AM to 4:30PM - No Expo**

- Appraising waterfront homes - includes boat tour and onboard lunch
- Reviewing residential appraisals

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# Appraisal Today 2006 Conference

August 7-11, 2006 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.appraisaltoday2006.com](http://www.appraisaltoday2006.com)

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## Mon.-Tues., August 7-8, 2006 - 2-day seminar - Lunch included - No Expo

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

### Residential appraising using the URAR Form (must take both days for credit)

This seminar goes through the URAR form, line by line, as a framework for showing you how to handle issues and problems you encounter as an appraiser. This seminar is designed specifically for California issues, such as "in law" units, views, market changes, etc. Real world examples will illustrate issues with "filling out" a URAR. Many appraisers work by themselves or telecommute, with minimal contact with other appraisers. In this seminar you will meet and hear from many appraisers about what they really do. A very good class for trainees and licensees.

**Instructor Corina Rollins** has many years of residential appraisal experience and is a practicing appraiser. She teaches appraisal and real estate classes at three junior colleges and several proprietary schools.

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## Tuesday, August 8, 2006 - Lunch included - No Expo

All day seminar - Registration 7:30 AM to 8:30AM Class: 8:30 AM to 4:30 PM

### Mortgage fraud and residential appraisers

Why do we regularly see appraisers convicted of mortgage fraud? What is the appraiser's role in fraud? What are the "warning signs" for appraisers? Why were there more than 12,100 complaints about mortgage fraud filed with the FBI last year? Who can you notify if you see possible fraud? What you will learn includes basic concepts of fraud, different types and sources of fraud, and relevant state and federal laws.

**Instructor Richard Hagar, SRA**, the instructor, has taught this class many times and is an expert in mortgage fraud. He is a very entertaining and knowledgeable instructor.

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## Wednesday August 9, 2006 - 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: Cool tools - 2006

**Speaker - Wayne Pugh, MAI, CRE**

Learn about wireless networks, laser measuring devices, new digital cameras, resourceful Web sites, where to shop for technology, what to read to keep up, how to backup your computer on or offsite, what software works best for appraisers, and much, much more... Free Tools on disk provided to attendees.

#### Session 2: Top 19 annoying lender questions

**Speaker - Richard Hagar, SRA**

We all get annoying questions from lenders. Instead of getting really mad and having your blood pressure skyrocket, our instructor will give you some good advice on how to handle questions such as comp checks, "retypes," "rush appraisals, was a building permit obtained for the (construction, improvements, remodel, roof, addition)?

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

*Choose One*

#### Session 1: How to make money in your appraisal business

**Moderator - Karen Mann, ASA, SRA**

**Panelists - Ann O'Rourke, MAI, SRA, Nancy Townsend, SRA, Cynthia Hamilton**

Tired of the "trial and error" method of trying to increase profits? There is a better way. Get answers to these, and many other questions. This session will give you practical, real world tips you can use today to increase your profits. The panelists are practicing fee appraisers.

#### Session 2: Appraising 2-4 unit properties

**Moderator - John Hillas, SRA**

**Panelists - Richard Hagar, SRA, Gordon Yow**

Appraising 2-4 unit properties can be a challenge. This session will give you tips on such topics as comparing sales with different numbers of units, completing the Operating Income Statement, actual vs. market rents, and conversions of homes.

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Location: South San Francisco Conference Center, 255 South Airport Bl., South San Francisco, CA, [www.ssconf.com](http://www.ssconf.com)

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.appraisaltoday2006.com](http://www.appraisaltoday2006.com).

**EXPO - August 9 & 10**, Hours: August 9 - 7:30 A.M. to 5:30 PM, August 10 - 7:30 A.M. to 4 PM  
Over 30 exhibitors are expected. Preliminary List (May, 2006)

**Forms software** - ACI, Bradford Technologies, Software for Real Estate Professionals. **Appraisal Education and books** - Appraisal Institute, Forms & Worms, Marshall & Swift, NEBB Institute. **Commercial appraisal software** Appraisers Paradise  
**Data providers** - CD-Data, NDCdata. **E&O Insurance** - HRH, Liability Insurance Administrators. **Appraisal Companies/Appraisal Management Companies** - Chesapeake Appraisal and Settlement Services, Presta Appraisal Group.  
**Appraisal software and mapping**: e-Trac, Flood Insights, MapPro, Map Solutions. **Misc.** - Unibind, Bluebook

**Discounted prices  
through  
July 1, 2006!!!**

2 day pre-conference URAR class - \$265 - \$30 saving off the regular \$295 price  
1 day - 7 hours CE - \$185 - \$10 saving off regular \$195 price  
2 days - 14 hours CE - \$330 - \$20 saving off regular \$350 price  
3 days - 21 hours CE - \$465 - \$30 saving off regular \$495 price  
4 days - 28 hours CE - \$610 - \$40 saving off regular \$650 price (Best Buy)  
Expo only - \$5 - No food or education sessions.  
Guest (Includes lunch. No education) \$30

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**Thursday, August 10 – 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: USPAP in the real world  
Speaker - Danny Wiley, SRA**

A new version of USPAP became effective July 1, 2006. What has changed? This session discusses how USPAP affects you. The instructor is on the ASB and is one of the best USPAP teachers in the U.S.  
(Does not fulfill 7 hour USPAP requirement)

**Session 2: Adjustments - the good, the bad, and the ugly  
Speaker - Deane Wilson, ASA**

Often, when asked to explain an adjustment, the appraiser creates more mystery, a larger puzzle, or sometimes a complete riddle. You will better understand what to adjust, when to adjust, when not to adjust, which adjustments work best and which do not.

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

**Session 1: 2006 residential hot topics  
Moderator - Deane Wilson, ASA  
Panelists - Ann O'Rourke, MAI, SRA, Danny Wiley, SRA,  
Karen Mann, ASA, SRA**

Residential appraisal has slowed down. How can you keep making money? What about trainees? Is there a future for residential appraisers? This session will give you practical, real world tips you can use today to increase your profits. The panelists are practicing fee appraisers. Bring your questions!!

**Session 2: Cost Approach and the URAR  
Speaker - Brad Ellis, IFA**

The Cost Approach is optional in the new URAR, but some lenders still require it. Some of the topics are: charging an additional fee, the best cost data sources, land values in fully developed areas, liability issues, and estimating depreciation.

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**Friday, August 11, 2006 - Lunch included - No Expo**

Registration 7:30 AM to 8:30 AM Classes: 8:30 AM to 4:30 PM  
*Please choose one seminar*

**Appraising Waterfront Homes**

Morning class with an afternoon field session in a large yacht (additional \$65 fee for boat tour). Topics covered include docks, waterfront access, waterfront vs. waterview, frontage, government regulation of waterfront properties, tides and currents, houseboats, and tidelands issues: bay fill, public access, etc.

**Instructor Curt Thor** has many years experience in appraising waterfront homes from the land and the water. Guest speaker, Ann O'Rourke, has lived in a waterfront home for over 20 years.

**Reviewing residential appraisals**

This seminar is for reviewers and reviewees. All appraisers get reviewed. Who does reviews and what are their qualifications? What are USPAP requirements for reviewers? How do you challenge a review? Topics covered include: USPAP and Standard 3, reviewer liability issues, common errors, what reviewers look for, administrative vs. technical reviews, review appraisal fees, national reviewing trends, and reviewers changing values.

**Instructor Brad Ellis, IFA**, has many years of reviewing experience and currently works for a major lender. He is an entertaining and very knowledgeable instructor.

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Location: South San Francisco Conference Center, 255 South Airport Bl., South San Francisco, CA, [www.ssfconf.com](http://www.ssfconf.com)  
To register, call 800-839-0227 (8AM-4PM, M-F PDT), fax 800-839-0014, or mail in the registration form.  
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## CONTINUING EDUCATION CREDIT

35 hours of approved CE credit. Approved in CA and reciprocal states as of May 2006. 90% attendance is required. Completion certificates will be mailed after the conference. 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.

**August 7-11, 2006**

**Location: South San Francisco Conference Center, 255 South Airport Bl., South San Francisco, CA**

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

**Classes 8:30 AM to 5PM Aug. 9 // 8:30AM to 4:30 PM all other days**

**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.appraisaltoday2006.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 (made out to RECR)

RECR, 2015 Clement Ave, Alameda, CA 94501

### Appraisal Today 2006 Registration Form (Please select your Days and Preferred Sessions)

#### Please register early to ensure your class selection!

2 day pre-conference URAR class - \$265 - \$30 saving off the regular \$295 price

1 day - 7 hours CE - \$185 - \$10 saving off regular \$195 price

2 days - 14 hours CE - \$330 - \$20 saving off regular \$350 price  3 days - 21 hours CE - \$465 - \$30 saving off regular \$495 price

4 days - 28 hours CE - \$610 - \$40 saving off regular \$650 price (Best Buy) (Includes Fraud on Tues.)

Expo only - \$5 - No food or education sessions.

Guest (Includes lunch. No education) - \$30

**Monday-Tuesday, August 7-8 - 8:30AM to 4:30PM - No Expo (Must take both days)**

Residential appraising using the URAR form. Select up to 3 additional days below (extra fee)

#### Tuesday, August 8 - 8:30AM to 4:30PM - No Expo

Mortgage fraud and appraisers

Second day of URAR class

#### August 9 (Wednesday) - 8:30AM to 5PM - Expo (Choose one AM and one PM session)

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

Cool Tools

How to make money in your appraisal business

Top 19 annoying lender questions

Appraising 2-4 unit properties

#### August 10, 2006 - 8:30AM to 4:30PM - Expo (Choose one AM and one PM session)

**8:30AM to 12:30PM—concurrent sessions (Choose one)** **1:30 PM to 4:30PM—concurrent sessions (Choose one)**

USPAP in the real world

2006 residential hot topics

Adjustments - the good, the bad, and the ugly

Cost Approach and the URAR

#### Friday August 11, 2006 - 8:30AM to 4:30PM (Choose one seminar) - No Expo

Appraising waterfront homes (Additional \$65 fee for boat tour)

Reviewing residential appraisals

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

Type of Appraisals

Residential  Commercial  Both  Other

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

Number of years appraising \_\_\_\_\_

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

How did you hear about the conference?

Postal Mail  Email  Web site

Other appraisers  Subscriber

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

Payment Method

Address \_\_\_\_\_

Check  Mastercard  Visa  AMEX

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

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

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

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

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

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

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

Signature \_\_\_\_\_