

CONTINUING EDUCATION CREDIT

California—21 hours of approved CE credit

Aug. 4, USPAP - OREA #04804C115 - 7 hours

Aug. 5, Day 1 of conference—OREA #04804C116 - 7 hours

Aug. 6, Day 2 of conference -OREA #04804C117 - 7 hours

State approvals: Approved in all states as of May 2004, except:

MN, MS, WV - pending approvals

AK, MA, SC, VT - not submitted

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

Tuition includes all instruction, lunch for Days 2 and 3, and course materials. (Lunch on your own for USPAP)

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— Registration—8 to 9 AM, Class 9 AM to 5:15 PM. with a 1hr. 15 min. lunch break.
Please be sure to allow enough time to arrive by 9 AM.

August 4 - 6, 2004

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

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 2004 Registration Form (please select your Days and Preferred Sessions)

- ☐ \$425 for all three days (**Best Buy**)
☐ \$295 for both days of conference
☐ \$195 for 1 day of conference
☐ \$150 for pre-conference 7 hour National USPAP Update
☐ \$30 Guest (No classes)

August 5, 2004 - 9AM to 5:15PM

9AM to Noon—concurrent sessions (Choose one)

- ☐ Residential forms - what's new in technology?
☐ Is USPAP good or bad for commercial appraisers?
☐ How to use the latest appraisal technology

1:15 PM to 5:15 PM—concurrent sessions (Choose one)

- ☐ Residential appraisal reviews - who, what, and how
☐ Commercial appraisal hot topics - 2004
☐ What's new at Fannie Mae? New forms!

August 6, 2004 - 9AM to 5:15 PM

9AM to Noon—concurrent sessions (Choose one)

- ☐ The future of residential appraising
☐ Commercial appraisal liability - what you need to know
☐ Is USPAP good or bad for residential appraisers?

1:15 PM to 5:15 PM—concurrent sessions (Choose one)

- ☐ Residential appraisal hot topics - 2004
☐ How to increase commercial appraisal report production
☐ Computer hardware and software - what to buy
and how to keep it working

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

How did you hear about the conference?

☐ Postal Mail ☐ Email ☐ Web site
☐ Other appraisers ☐ Subscriber

Payment Method

☐ Check ☐ Mastercard ☐ Visa ☐ AMEX

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Appraisal Today 2004 National Conference

August 4 - 6, 2004 in South San Francisco, California

\$425 for All Three Days! (**Best Buy !!**)

\$195 for One Day, \$295 for Two Days, \$150 for USPAP

For more information, call 800-839-0227, fax 800-839-0014
or go to www.appraisaltoday.com

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www.aciweb.com

August 4, Day 1 - National USPAP Update Seminar – 7 hours credit

August 5, Day 2 Sessions – 7 hours credit

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

Concurrent AM Sessions - 9AM to Noon Choose One

Session 1 - Residential forms - what's new in technology?

What should you buy now? What should you wait to buy? What's coming in the future? The latest applications that integrate with forms software.

Moderator: Bradley Ellis, IFAS

Speakers:

- George Opelka - ACI
- Mark Yellen - Day One/Appraisal.com
- Jeff Bradford - Bradford Software

Session 2 - Is USPAP good or bad for commercial appraisers?

How can you use USPAP in your appraisal business? Does USPAP help, or hinder, commercial appraisers? What's new for 2004 and what's coming in 2005?

Moderator: John Hillas, SRA, Sierra Valuation Consultants

Speaker: Larry Ofner, MAI, Appraisal Standards Board

Session 3 - How to use the latest appraisal technology

What technologies increase productivity? How can appraisers use wireless technology? What are the most useful tech Web sites? What does data technology mean for appraisers?

Moderator: Richard Betts, MAI, SRA, ASA, Betts & Assoc.

Speaker: Wayne Pugh, SRPA, CRE - Software for Real Estate Professionals

Concurrent PM Sessions - 1:15 PM to 5:15 PM Choose One

Session 1 - Residential appraisal reviews - who, what, and how

Who does review appraisals and what are their qualifications? What do they look for in appraisal reports? What about using AVMs in reviews? Have appraisals gotten worse?

Moderator: Dawn Molitor-Gennrich, SRA

Speakers:

- Michael Ousley, former president, Appraisal Enhancement Services
- Bradley Ellis, IFA, Senior Review Appraiser, Argent Mortgage
- Nancy Francis, fee review appraiser

Session 2 - Commercial appraisal hot topics - 2004

How can you increase productivity? What do lenders want? What's coming in the future for commercial appraising? Hiring and managing trainees.

Moderator: Bruce Hahn, SRA, ASA, Landmark Valuation

Speakers:

- Larry Ofner, MAI, Muscato, Ofner & Henningsen, Inc.
- Victor Unsinn, MAI, Wells Fargo Bank
- Norm Hulberg, MAI, Hulberg & Associates

Session 3 - What's new at Fannie Mae? New forms!

Fannie's new appraisal forms - what they are and when they will be implemented. How does Fannie use AVMs?

Moderator: Tim Cullen, IFAS

Speaker: Joseph L. Minnich III, Senior Business Manager, Appraisal Standards, Fannie Mae



Ann O'Rourke,
MAI, SRA



George Opelka



Mark Yellen



Bradley Ellis,
IFA



Wayne Pugh,
SRPA, CRE



Michael Ousley



Norm Hulberg,
MAI



Bruce Hahn,
SRA

Location: South San Francisco Conference Center, 225 South Airport Bl., South San Francisco, CA, www.ssfconf.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.appraisaltoday.com.

EXPO Hours: Day 1 – 8 AM to 5:30 PM Day 2 – 8 AM to 5 PM

Over 30 exhibitors are expected. Preliminary List–(May, 2004)

Forms software - ACI, a la mode inc., Bradford Technologies, Day One, Software for Real Estate Professionals. **Appraisal Education and books** - Appraisal Institute, National Assn. of Independent Fee Appraisers, Forms & Worms. **Commercial appraisal software** Appraisers Paradise, @value. **Data providers** - CD-Data, Dataquick, Fidelity National Data Services, NDCdata. **E&O Insurance** - Intercorp, Hobbs Group, Liability Insurance Administrators. **Appraisal Companies/Appraisal Management Companies** - Chesapeake Appraisal and Settlement Services, EASI, Home Focus, Landsafe, Presta Appraisal Group. **Appraisal software and mapping**: Apex, Appraiser Depot, AreaSketch, FNC, Flood Insights, MapPro, Map Solutions.

August 6, Day 3 Sessions – 7 hours credit

Concurrent AM Sessions - 9AM to Noon Choose One

Session 1 - The future of residential appraising

Where will we be in 5 years and 10 years? What goes down comes up, but when? Will lenders quit using appraisers? What about new appraisers?

Moderator: Vicky Cassens-Zillioux, Strategic Development Worldwide

Speakers:

- Dave Biggers, a la mode
- Frank Lucco, SRA, Frank J. Lucco & Associates, Inc.

Session 2 - Commercial appraisal liability

Most liability seminars focus on residential appraisers, but commercial appraisers also get sued. Although there are fewer lawsuits than residential, much more money is involved. This session focuses on "real live" examples and practical advice, including a case study of an appraiser expert witness who was sued. The two speakers defend appraisers.

Moderator: TBD

Speakers:

- Claudia Gaglione, attorney, Gaglione & Dolan
- Todd Steven, attorney, Keeney, Waite & Stevens

Session 3 - Is USPAP good or bad for residential appraisers?

Who cares about USPAP? What's new for 2004 and what's coming in 2005? Dealing with lender pressure. Comp checks - yes or no?

Moderator: David Snook, ASA

Speaker: Danny Wiley, SRA, ASB member

Concurrent PM Sessions - 1:15 PM to 5:15 PM Choose One

Session 1 - Residential appraisal hot topics - 2004

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

Moderator: Frank Lucco, SRA, Frank J. Lucco & Associates, Inc.

Speakers:

- Danny Wiley, SRA, The Wiley Group
- Karen Mann, SRA, ASA, Mann & Associates
- Sue Potteiger, Consultant, former chief appraiser, WAMU

Session 2 - How to increase commercial appraisal report production

Commercial appraisers are years behind residential appraisers in producing appraisal reports quickly. Would you like to save a day or two in your report production?

Moderator: Doug Smith, IFAS

Speakers:

- Tom Armstrong, MAI, @value
- John Urubek, MAI, Appraisers Paradise
- Daniel Weaver, Valuetech

Session 3 - Computer hardware and software - what to buy and how to keep it working

Getting the right hardware and keeping it running is vital for appraisers. But what is the best hardware and software to buy? How do you keep your hardware maintained?

Moderator: Christina Way, MAI, Way & Associates

Speakers:

- Marv Downey, Market Value Systems
- Mary Dum, editor of the REAMUG Journal



Vicky Cassens -
Zillioux



Todd Stevens



David Snook,
ASA



Danny Wiley,
SRA



Karen Mann,
SRA, ASA



Sue Potteiger



Tom Armstrong,
MAI



Marv Downey



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