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# Connections

Official Publication of the

## Association of Texas Appraisers, Inc.

### Mission Statement of the Association of Texas Appraisers

The Association of Texas Appraisers was organized to provide opportunities for continuing education and professional association for real estate appraisers and other interested parties within the State of Texas; to establish and maintain minimum requirements for membership; to confer membership designations to properly qualified appraisers; and to provide and maintain an organization that serves the needs of its members.

### From the Desk of the President



CHANGE.....It's inevitable. There is nothing we can do about it. We can't stop it – no matter how much we try to, want to, or wish we could. As appraisers, it is our job to measure CHANGE. Yet, the majority of appraisers are the most resistant to it.

Collateral Underwriter (CU) is a recent CHANGE that appraisers have been dealing with since January 26, 2015. But, it really hasn't been a CHANGE at all...CU has been around for years. Ever since the UAD came out in December 2010, Fannie Mae has been using it. The CHANGE is that now, appraisers have been told that CU is out there and it scores appraisal reports based on risk factors. What? How can this happen? Who CHANGED that?

One thing that has not CHANGED is our Mid-Year Meeting every February in New Braunfels. It's good that you can count on some things being relatively the same. This past February 20-21, 2015, the ATA held its Mid-Year Meeting at the Courtyard Marriot. This was a really nice facility that fronts the Guadalupe River with great scenery and a large ballroom to house the 100+ attendees. Mr. Peter Christensen, General Counsel, LIA Administration & Insurance Services from Santa Barbara, CA proved a 4hr CE course on "Liability Issues for Appraisers Performing Litigation & Non-Lending Work". This was a fantastic course and I have received numerous positive emails. Saturday's course was an offering of a new course titled "The Secret Revealed" by Mr. Tim Andersen of Palm Beach Gardens, FL. Again, numerous positive emails have been received about this course. During this meeting, the ATA Outstanding Service Award for the Central Texas area was presented to Wade Jordan of Garden Ridge. Congratulations, Wade!

If you feel someone is deserving, you can nominate them for an Outstanding Service Award. For a copy of the form, go to <http://www.txappraisers.org> and click on the Awards Application link.

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### 2014-2015 Board of Directors

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Also, if you'd like to nominate (or even self-nominate) for the Pospisil Scholarship, go to <http://www.txappraisers.org> and click on the Pospisil Scholarship link. It only takes a couple of seconds to nominate someone.

ATA has CHANGED some of our meeting dates around. We used to have a meeting in the Rio Grande Valley at the beginning of each year, but it has been decided to CHANGE the timeframes. Our next RGV event will be April 16-17, 2015 in McAllen. Visit our website at [www.txappraisers.org](http://www.txappraisers.org) for details and registration. This is a Thursday and Friday event (What? Another CHANGE?), which is due to the facility we will be using. IBC Mortgage has been gracious enough to allow us to use their conference room for our seminar. Thursday afternoon's class will be "Fannie Mae CU and You" and the Friday course will be "Understanding and Using Comparable Transactions".

There will be a new venue this year as ATA goes to Abilene.....What? Another CHANGE? The ATA Board of Directors discussed the need to bring ATA to other areas of Texas....so, let's go to Abilene. The dates are set for May 1-2, 2015 and we have been allowed to hold our meeting at the Abilene Association of Realtors facility. More details are on page 4.



Another CHANGE is that the National Association of Appraisers (NAA) invited the ATA to be a part of their Board of Governors. The ATA Board of Directors voted to accept the invitation, which gives ATA a seat at the table in advising the NAA Board of Directors. The NAA will be sending out a letter to each ATA member notifying them of what it means for ATA to be on their Board of Governors and individual benefits. It also means that each ATA member is automatically considered an individual affiliate member of the NAA. However, this is not mandatory. If you do not want to be counted as an individual member, ATA has made it possible for you to remove your name from their list. The letter from NAA Board of Governors Committee Chair and Past President Mike Brunson begins on page 14.

Another CHANGE – we are looking for the new HUD Handbook 4001.1, FHA Single Family Housing Policy Handbook scheduled to be released this summer. We'll let you know when we find out more.

CHANGE can be good....even if we don't like it. A new computer and printer can be good. Yet, there is always that learning curve. CHANGE in software provides new forms, new technology, and new ways of completing appraisals faster and more efficient. But, there is still that learning curve. CHANGE in your office location presents its own challenges – finding that you have way too much stuff. Again, another learning curve.

CHANGE is inevitable. The key is to have patience with the learning curve. For those of you that were practicing then, remember when Licensing/Certification came about? Oh my! How horrible! Remember when the Form 1004 changed from 2 pages to 6? You can't be serious? Then, there was this new language called UAD? What has the world come to? Eventually, those things that CHANGE will no longer be different....we may not like it much.....but, they will become part of our everyday practice.

Bobby

## Outstanding Service Award

The ATA Outstanding Service Award for the Central Texas area was presented to Wade Jordan of Garden Ridge. Aside from being a Residential Appraiser, Wade is a firefighter and an EMT.



## Welcome New Members

The ATA President and Board of Directors would like to welcome our newest members: **Luis De La Garza**, Laredo; **Mark Graham**, San Marcos; **Christine Grote**, Katy; **Will Harris**, Houston; **Ana Robinson**, Laredo; **William Kinzer**, Pantego; **Chad Kirby**, Beaumont; **Ronald Potts**, Houston; **Wiley Rudasill**, Georgetown; **Alisa Willson**, Huntsville and **Marvin “Greg” York**, Lewisville.

Not a member? Log on to [www.txappraisers.org](http://www.txappraisers.org) and click on the Membership tab for information on joining ATA. If you have questions, please contact [info@txappraisers.org](mailto:info@txappraisers.org).



## Rio Grande Valley Meeting—April 16-17 (Thursday and Friday)

Don't miss our **Rio Grande Valley Meeting**, April 16-17, 2015 that will be held at the IBC Bank in McAllen (1 Broadway St.).

The program for this meeting is as follows:

- Thursday afternoon - 12:30 p.m. - 1:00 p.m. - **Welcome and Association Update**
- Thursday afternoon - 1:00 p.m. - 5:00 p.m. - **Fannie Mae CU and You** - 4 hrs (ACE approval pending). *Fannie Mae CU and You* provides information on the Federal National Mortgage Association's Collateral Underwriter and Appraisal Quality Monitoring. It takes an in-depth look at Fannie Mae's monitoring system and common red flags that prompt the association's warning letters to appraisers as well as other possible disciplinary actions. Fannie Mae is looking for patterns and exposing the appraiser's self-discrepancies. This course provides students with solutions for corrective action of items readily within their control and also avenues for exploring recognized techniques to support their opinions.
- Thursday evening - 5:00 p.m. - 6:30 p.m. - **Networking Reception**
- Friday - 8:00 a.m. - 4:00 p.m. - **Understanding and Using Comparable Transactions** - 7 hrs (ACE approval pending). This session is designed to enhance the understanding and use of comparable properties. The analysis of real estate transactions is a critical component in the valuation of real property. Appraisal methodology and techniques are based on the comparison of data. Market analysis, highest and best use analysis, and the three approaches to value—the sales comparison approach, the cost approach, and the income approach—are developed based on the comparison of data. The proper recognition and identification of what is a comparable, why it has been selected as a comparable, and how the comparable is used is critical to the appraisal process. Improving an appraiser's ability to effectively analyze and select relevant comparable properties will result in better supported, more believable and persuasive appraisals and appraisal reviews. Additionally, an enhanced understanding of the process of selecting and analyzing properties that possess characteristics that may be useful for comparative purposes enables an appraiser to more clearly explain and support the analysis in an appraisal report. Lastly, users of appraisal services will be able to better assess the credibility of an appraiser's opinions.

*Thanks IBC Bank for the use of your facility and hosting this event.*



A block of rooms has been reserved for attendees at the Holiday Inn Express and Suites (1921 10th Street) Sleeping rooms are \$99 (plus tax) per night for single/double rooms. Reservations must be received by Tuesday, April 7, 2015. After this date, reservations will be accepted on a space and rate availability basis. Call (956) 994-0505 and mention code Association of Texas Appraisers to receive this discounted rate.

The fee for this meeting is \$125 (members)/\$250 (non-members). This includes all materials. Use the registration form on page 17 to register or log on to <http://www.txappraisers.org/meetings.html>.

## Abilene Meeting—May 1-2 (Friday and Saturday)

ATA's first west Texas (well, sort of) meeting will be held in Abilene at the Abilene Association of Realtors.

The program for this meeting includes:

- Friday afternoon - 12:30 p.m. - 1:00 p.m. - *Welcome and Association Update*
- Friday afternoon - 1:00 p.m. - 5:00 p.m. - **Fannie Mae CU and You** - 4 hrs (ACE approval pending). *Fannie Mae CU and You* provides information on the Federal National Mortgage Association's Collateral Underwriter and Appraisal Quality Monitoring. It takes an in-depth look at Fannie Mae's monitoring system and common red flags that prompt the association's warning letters to appraisers as well as other possible disciplinary actions. Fannie Mae is looking for patterns and exposing the appraiser's self-discrepancies. This course provides students with solutions for corrective action of items readily within their control and also avenues for exploring recognized techniques to support their opinions.
- Saturday - 8:00 a.m. - 4:00 p.m. - **Understanding and Using Comparable Transactions** - 7 hrs (ACE approval pending). This session is designed to enhance the understanding and use of comparable properties. The analysis of real estate transactions is a critical component in the valuation of real property. Appraisal methodology and techniques are based on the comparison of data. Market analysis, highest and best use analysis, and the three approaches to value—the sales comparison approach, the cost approach, and the income approach—are developed based on the comparison of data. The proper recognition and identification of what is a comparable, why it has been selected as a comparable, and how the comparable is used is critical to the appraisal process. Improving an appraiser's ability to effectively analyze and select relevant comparable properties will result in better supported, more believable and persuasive appraisals and appraisal reviews. Additionally, an enhanced understanding of the process of selecting and analyzing properties that possess characteristics that may be useful for comparative purposes enables an appraiser to more clearly explain and support the analysis in an appraisal report. Lastly, users of appraisal services will be able to better assess the credibility of an appraiser's opinions.

A block of rooms has been reserved for attendees at the MCM Elegant Suites, 4250 Ridgemont Dr. Sleeping rooms are \$104 (plus tax) per night for single/double rooms. Reservations must be received by Tuesday, April 9, 2015. After this date, reservations will be accepted on a space and rate availability basis. Call (325) 698-1234 and mention ATA to receive this discounted rate.

The fee for this meeting is \$125 (members)/\$250 (non-members). This includes all materials. Use the registration form on page 16 to register or log on to <http://www.txappraisers.org/meetingsabilene.html>.

## A la mode event

a la mode is hosting event in the Dallas area (Bedford) June 9-10. They will offering *Developing compliant reports using TOTAL* and *Accurate sketching made easy*. These course are approved 10 hours of ACE. The cost is \$149 but if you use ATA's discount **ATA25**, you'll get 25% off the registration price.

Go to <https://workshops.alamode.com/> to register.

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## What's Your Score?

by Diana T. Jacob, ATA-R



With great trepidation we anxiously awaited “Black Monday”, i.e. January 26, the day Collateral Underwriter (CU) launched their scoring system. We dug in, prepared for a very long day and envisioned electronic arrows being launched as we raised our shields of self-defense to thwart their evil intent to destroy us all. Turns out, the battle, we envisioned was nothing more than FEAR of yet another change in how we appraise. The acronym for FEAR is “False Evidence Appearing Real”. Our fears were self-imposed as many of us had assumed we would automatically be questioned when the Software reading ROBOT named “R2CU” sucked up our reports and gave us our score.



Misconception one, “our score”; the score of the risk was not of the appraiser it was the score of the risk in lending on that specific property based on that specific appraisal. Our role was our communication of our appraisal. When certain locational, economic and physical characteristics triggered a risk block (envision building a wall), “R2CU” sent up a red flag putting up another block in the risk measurement of the loan pending. At that point, the report had to be read to see if the appraiser commented on those risks. “R2CU” can’t read sentences, only fields and symbols. A report that communicates in the field risk triggers that “R2CU” pointed out sends the next line of soldiers to the battlefield looking for commentary that may neutralize or weaken the risk.

The score may be recalculated once a missing commentary is requested and submitted, the failure to comment (not a canned statement but a true letter of explanation), will then alert the soldiers to noti-

fy Captain Freddie or Fannie to seek out the location of the point man. We the appraisers are those point men whose job it is to clearly and accurately elaborate when needed the details of the risk. If we don’t speak, i.e. write clearly and accurately about the risk factors, we may be put on notice that a forced “rest and relaxation” (R&R) will be the next step. That “R&R” may be a forced removal from the position of being the appraiser for that area for that client and Secondary Lending. It’s one thing to plan your own “R&R”; quite another when the people in “white coats” show up with strapped jackets and force the respite.

Next publication we’ll talk about some of the error messages and how we can respond. If you have any specific questions please feel free to ask so that your questions can be shared and we can all learn from the process.

## 15 Hour USPAP Course

ATA will offer the 15 Hour National Uniform Standards of Professional Appraisal Practice (USPAP), April 24-25 in New Braunfels at McKenna Event Center (801 W San Antonio). This course is designed to assist appraisers in all areas of appraisal practice and to assist those seeking competency in USPAP as established by the Appraisal Qualifications Board of the Appraisal Foundation, this course focuses on the requirements for ethical behaviors and competent performance of appraisers. ATA’s president, Bobby Crisp, ATA-R will be teaching this class.

The fee for this 15 Hour USPAP Course is \$250 (members)/\$275 (non-members) and includes the 15-Hour USPAP Student Manual (it does not include the 2014-2015 USPAP Document).



To register for this class, log onto <http://www.txappraisers.org/uspap.html>.

## Can't We All Just Get Along?

“Our investigation and the Board’s review concluded that the evidence did not reveal a violation of the Board’s laws and rules governing the practice of Real Estate Appraising. The Board has, therefore, closed the file in this matter.” That is how the most recent complaint against me ended. The ordeal began last spring. I have been called upon multiple times from my current clients to please be willing to go to a new area. It is an area with few appraisers, and there is a need. Unfortunately, it is a bit of a drive for me so I have avoided it so far. Finally, I decided (for more reason than one) to venture forward. Now comes the problem of geographical competency.



Dustin Harris

The Appraiser Coach

I will not bore you with the details of what I did to gain competency, but—needless to say—it took more than 3 months before I felt comfortable even trying a sample report. The process I followed is found [HERE](https://theappraisercoach.com/geographical-competency-theres-the-right-way-the-wrong-wayand-something-in-between/) (link to <https://theappraisercoach.com/geographical-competency-theres-the-right-way-the-wrong-wayand-something-in-between/>), but it includes creating a sample report and putting it before a local, competent appraiser to get a review of how you are coming with your competency. This is what I did. Well, the ‘review’ (I use quotation marks for a reason), came back and it was laughable. First of all, the appraisal was about as straight -forward as they come. Some appraisers refer to this type of home as a ‘cookie-cutter.’ All of the comparables were in the same neighborhood, were similar in almost every way, and were all within the past 6 months. This appraisal, even for a novice in the area, should have passed with flying colors. Nevertheless, the reviewer took me to the woodshed. I mean, she destroyed me.

As I further investigated the situation, I became aware of what had happened (at least as far as I can gather). Though I had attempted to act anonymously in my order for an appraisal review, I had inadvertently included my automatic signature in several of the emails I had sent. In other words, though all references to me had been blacked out on the appraisal report, the reviewer knew who I was. Now, I have no idea if she knows about my coaching materials or the blog post referenced above, but she obviously knew I was an appraiser who was not native to her geography. It was obvious that this was on her mind as in her review report, she made specific reference to ‘geographic competency’ on more than one occasion. Now, the next part is my opinion only, but if I had the space to outline all of the signs though, I think you would agree; the reviewer does not want me becoming her competition. I have a feeling she likes being one of only a handful of appraisers in this area.

My suspicions were confirmed further when I received a certified letter a few days later from the Real Estate Appraisal Board of the State of Idaho. Yep, she had turned me in to the board. Her complaint? Geographic competency. Well, to make a long story short, I was able to defend my report against the allegations made. Frankly, and you are just going to have to take my word on this, her problems with my report were silly and unfounded. It was obvious to me, once again, that she saw me as a threat and was looking under every rock for things to complain over. In the end, my defense was vindicated by the “you’re off the hook” letter from the state.

This is actually the second time I have been turned in to the state board by another appraiser who, I believe, was acting out of their own self-preservation rather than the principle of justice and protecting the good name of the valuation profession. I will fully admit, I may be wrong in my synopsis. I am only putting the pieces together (many of which are discombobulated). Yet, you know this kind of thing happens. The fact that, in most states, complaints can—and do—come in from peer appraiser reviewers is curious to me. I am not saying it should not be allowed, but I am wondering if there ought to be some checks and balances on such a process. Even that, however, is not the real point of my article. After all, it is not like the state board slapped the cuffs on me. They could see how unfounded the complaint was as well. The justice system works!

My real issue comes down to the way we run our businesses and the way we might treat others who are (or could become) our competition. Many years ago, I befriended an old codger who called himself an appraiser. He was a mentor of sorts to me and always had plenty of fatherly advice to dispel. One day, while talking about review appraisals over a Coke, he said, “Here is how I look at any review I am asked to do. I try to re-

**HALO OR NO HALO...**



**CAN'T WE JUST ALL  
GET ALONG?**

member that behind every appraisal report is an appraiser. Every appraiser is also a human being who is just trying to feed his or her family. I was always taught to do unto others as I would have others do unto me.” That does not mean, of course, that if an appraiser has truly screwed up we should not call him or her on it. No, our job as reviewers is to do exactly that. Rather, it is a plea to avoid vendettas. You are not the boss over who does or does not do business in ‘your area.’

Just be nice. That’s all.

*Dustin Harris is a successful, self-employed, residential real estate appraiser. He has been appraising for nearly two decades. He is the owner and President of Appraisal Precision and Consulting Group, Inc., and is a popular author, speaker and consultant. He also owns and operates The Appraiser Coach where he personally advises and mentors other appraisers helping them to also run successful appraisal companies and increase their net worth. His free podcast can be listened to on iTunes and Stitcher. He and his wife reside in Idaho with their four children. He is helplessly addicted to Swedish Fish.*

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## Taking Success into My Own Hands

by Paul Rowe

*(Reprinted with permission from Working RE and OREP.org)*

It wasn't that long ago that I was struggling to find appraisal work and when I did it always seemed to be at very low fees. Even at night before heading to bed, I made sure my iPhone was right next to my pillow to increase my chances of being first in line to accept any new broadcast appraisal assignments should they become available in the middle of the night.

I set up a special email address that would immediately notify me whenever an email from one of my AMC clients with a potential order would come through. Many nights I would lay asleep and my iPhone alert would go off, after which I would jump up, grab my phone, and log into the client's system as quickly as possible to accept the assignment before it was gone. If I hesitated a moment or even took the time to look at the address, it usually was too late and the assignment was gone.

This was a process I went through every day and every night. I kept my phone by my side at all times because if I was away from my phone for even a moment, I'd inevitably hear that "ping," and I knew it was already too late.

Finding myself both emotionally and mentally drained, I finally realized this was no way to sustain a business and that I certainly wasn't living the life I had imagined when I first became an appraiser. So it was time to decide whether I would get busy trying to change my business and life or stick with the same frustrating road I'd been traveling.

### Education

Over the next few years I took as many continuing education courses as possible and during that time several of my clients began noticing the quality of my work. As a result, I began developing closer relationships with them and shortly thereafter began receiving new requests for more complex assignments.

The decision to stand my ground and focus on quality appraisal reports actually resulted in my being added to several preferred or elite status lists which then led to even more work. I was even recognized nationally as an Extraordinary Appraiser by one of the national AMCs, based on a metrics that measured overall quality,



including fewest revision requests, turn time, and more. This resulted in additional new lender clients. Soon after, I was able to be much more selective with the clients I worked with and I was also able to narrow down my coverage area which significantly improved my overall efficiency.

### **Giant Leap**

Even though I was now equipped with a steady flow of lender work from better paying clients and saw a bump in my overall revenue, my business still plateaued and became un-scalable at a certain point. In an effort to find improved and more efficient ways of running my business, I joined my state appraisal coalition (ICAP), began reading every appraisal article I could get my hands on, joined an appraiser's Facebook forum, and consulted with other professionals in the industry.

But I knew I needed more help to go to the next level. I hired an appraiser marketing expert (Roy Meyer) to assist me in hiring a Virtual Assistant (VA) including signing up for and going through his Outsourcing Boot Camp. Within six weeks I had a full time VA on board who not only helped with the day to day operations of my business but who also took the lead in marketing my business for non-lender clients. Looking back, I can't imagine going back to the days without her because not only is my appraisal business much more efficient but the value of my time has greatly increased as well.

What I didn't realize was that hiring a virtual assistant was only the beginning of what I was about to learn in regards to growing my business. I hold a Bachelor's Degree in marketing from Eastern Illinois University but I had much to learn about appraiser marketing. I completed Roy's Appraiser Insider program and I now feel like I have a "Master's Degree" in appraiser marketing.

In regards to growing my business, I've learned the importance of knowing how to create an online presence, how to coordinate offline marketing efforts with online marketing efforts, how to create and utilize videos and blogging strategies in my business, lead generation and SEO tips and tricks, how to set up systems and automate my business, how to manage and nurture client relationships, how to network, speak at real estate offices and networking events, how to capitalize on those opportunities, and more.



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The marketing team built a new custom website for me, BestChicagoAppraiser.com, which, as of this writing, is ranked number one on Google organically as well as number one in the Google 7-Pack for the keyword "Chicago Appraiser," even though I'm located in an extremely competitive market area which is heavily saturated with appraisers.

I've learned that not only is having a website critical to my business, but also having a website that looks professional, ranks with Google, AND most importantly, that converts visitors into actual paying clients! I think also that it is easier to command higher fees with a professional looking website. I now receive multiple inquiries every week from new non-lender clients which has allowed me to further transition my business away from more restrictive lender work. In fact, I now have more appraisal work coming in than I can handle and my average fees have never been higher.

### **Moving Forward**

Although I'm still not where I'd like to be, at least now I can see the light at the end of the tunnel and I have a roadmap for success. I was just accepted to the Veteran's Administration panel on my third try, providing an additional boost to my business.

I plan to continue building and maintaining my online presence, to begin speaking at local real estate offices on a regular basis, and to continue transitioning my business into more and more non-lender work. I also plan on continuing to network and share information with like-minded appraisers who are also looking for ways to improve their business.

Everything I've learned and implemented over the past few years has taken me from the long days and sleepless nights of the iPhone by my pillow, to my being able to choose who and how much I'll work for. I've learned that by seeking to learn from others and becoming more efficient, running my appraisal business, on the worst day, is manageable, while on the best day is extremely rewarding.

There is a lot of negativity in the appraisal industry and without question, certain things need to change. However, there are also a lot of positives appraisers can focus on to improve their business. It's certainly not all roses in my business, but I'm light years ahead of where I was just a short time ago and I now have renewed hope and high expectations for the future.

### **About the Author**

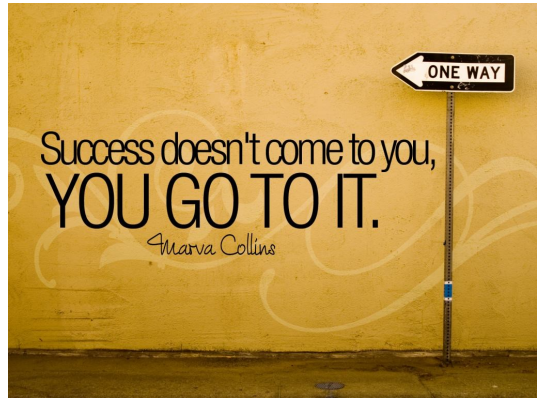
*Paul Rowe and the Rowe Appraisal Group is located in Park Ridge, IL. They specialize in residential appraisals throughout and around the City of Chicago. Paul can be reached at paul@roweappraisalgroup.com.*

### **Are looking for trainees? Please contact me...**

ATA is constantly getting phone calls and emails from individuals wanting to enter the appraisal profession. If you are looking for trainees, please send a email to [info@txappraisers.org](mailto:info@txappraisers.org).

### **Like us on Facebook!**

<https://www.facebook.com/AssociationOfTexasAppraisers>



*"A man knows he has found his vocation when he stops thinking about how to live, and begins to live." -Thomas Merton*



# APPRAISAL TIP OF THE QUARTER

## “P”s in a Pod

By Joan Trice *Reprinted with permission from Appraisal Buzz (www.appraisalbuzz.com)*

I am with Suzy Orman on this... people come first. In our world we have a lot of Ps— People, Policy, Practice and Product. I think we just need to realign our priorities. As an industry we have invested millions in automated scoring systems of the appraisal report. I personally do not believe a bot can score an appraisal report very well. That would be akin to a computer reading “Fifty Shades of Grey” and comparing it with “Lolita”. Which is the better novel? Ultimately could it ever be done? Yes, but not with the appraisal report in its current form.



The biggest complaint coming from the appraisal community is an ever -expanding scope of work. I read the blogs regularly. My analysis is this— the current set of rules was created to stop appraisers from certain bad behaviors. The problem of course is that the bad actors still behave badly and honest, competent appraisers are punished. The end result is that only a fraction of the activities of the appraiser are left to focus on important processes like verification of the transactions and data analysis.

So what is the solution? It is a very simple one. Fannie Mae and Freddie Mac should not permit known bad actors to submit appraisals to UCDP. This corrupted data becomes a part of the peer data against which your appraisal report will be scored. I have a problem with that. The GSEs have fraud departments and repurchase departments. They should certainly be able to identify who are the repeat offenders. I don't know how many appraisers fall into this category. Let's just say it is 1% of approximately 50,000 appraisers who have submitted appraisals to UCDP on Fannie Mae's behalf. (This number comes for the FHFA OIG Report). Right now Fannie Mae has approximately 12 appraisers on their AQM list. There are no hard stops for reports from these known appraisers from being submitted to UCDP.

Would the 49,500 remaining appraisers be willing to throw 500 of their brethren under the bus? Heck yes, if the process was fair. In the present state good appraisers are suffering and that indeed clearly is not fair. It is completely insane, as opposed to just a little bit crazy, to be concerned about hurting anyone's feelings. How many trillions must be lost before we take a rational and simple approach to the problem. Remove the bad actors. It's simple.

I know what the GSEs response will be “our lenders are responsible for the appraiser selection process”. Yes they are. But most of us recognize that mortgage brokers are still ordering appraisals and it is also likely the poor quality is being generated through that channel. Lenders buying loans originated through a broker channel cannot ensure that AIR has been respected. The GSEs would appear to have few controls, if any, in place to ensure that their AIR policies are being enforced.



Appraiser selection is the single most important part of the appraisal process. And it is the simplest part of the appraisal process. This year you will see more and more lenders focused on the due diligence process. To learn more about what regulations and guidelines drive this process please read the white paper Fee Panel Management. While these rules are in place for lenders and their third parties, a read of this paper will help appraisers understand the drivers of these new due diligence standards.

*Joan N. Trice is the founder and CEO of Clearbox, LLC, publisher of Appraisal Buzz, and host of the annual Valuation Expo, the largest conference for the valuation community. Joan also hosts the Collateral Risk Network, a members-only group of more than 300 dedicated chief appraisers, collateral risk managers, regulators, and valuation experts who are focused on resolving the many challenges facing our profession.*

## There's an App for That?

Most of you are using an Android or I-Pad in your appraisal business. We would like to know which apps you are using that are appraisal related.

We plan to publish a list of Useful Apps in our June issue of ATA Connections.

Please email your suggestions to us by May 28 to [teresa@txappraisers.org](mailto:teresa@txappraisers.org).



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Multiple Regression Analysis	✓		X	X		X		
Multiple Adjustment Methods	✓							
Matched Pairs	✓				X			
Adjustment Support	✓		X	X	X	X		
1004MC	✓	X	X	X		X		
Automatic Cost Approach	✓							
Public Records Verification	By the end of Feb.	X					X	
Graphs	✓		X	X		X		
Workfile Documentation	✓							
Uses Your MLS Export	✓	X	X	X	X	X	X	
Works with Any MLS	✓		X	X	X			
Price per month (unlimited)	\$100	\$89	\$50		\$50	\$49	\$125-300	
Per Use	\$5			\$15	\$3.25			\$15
Number of Features	12	5	6	6	4	5	4	1

The opinions and statements expressed herein are those of the individual authors and do not necessarily reflect the viewpoints of the Association of Texas Appraisers or of its individual members.

# Get Ready...Get Ready...Get Ready—ATA's 10th Annual Meeting Celebration

ATA will celebrate its 10th Annual Meeting and Education Conference August 14-15 | San Antonio at the Omni Colonnade on I10.. Our plan is to host a dinner on Friday evening, August 14. To do this , we will need sponsorships. We are looking for the following:

## Annual Meeting Sponsorship Levels

### **Gold: \$1000**

- One free booth & two meeting passes
- One half page ad listing in two issues of *ATA Connections*
- Logo & Name on ATA's Website
- Recognition in Marketing & Conference Materials
- 1/2 page ad in the 10th Anniversary Program

### **Silver: \$500**

- One quarter page ad in two issues of *ATA Connections*
- Logo & Name on ATA's Website
- Recognition in Marketing & Conference Materials
- 1/4 page ad in the 10th Anniversary Program

### **Bronze: \$250**

- Recognition in Marketing & Conference Materials
- One business card ad in one issue of *ATA Connections*

### **Breaks: \$200 (3 available)**

### **Saturday Breakfast: \$200 (4 available)**

### **Saturday Lunch: \$500 (6 available)**

### **10th Anniversary Program Half Page Ad: \$150**

### **10th Anniversary Program Business Card Ad: \$100**

### **10th Anniversary Program Patron Ad: \$50**

To sponsor, log on to [www.txappraisers.org/sponsor.html](http://www.txappraisers.org/sponsor.html). If you have any questions or comments, email us at [info@txappraisers.org](mailto:info@txappraisers.org) or call (210) 837-7123.

10<sup>th</sup>

## *Annual Meeting and Education Conference*

**ABC** Appraiser's Business Companion

[www.abc-mgt.com](http://www.abc-mgt.com)

**THE APPRAISER'S BUSINESS COMPANION**  
The Appraiser's Business Companion (The Companion) is an online tool for appraisers that will assist with adjustment support, sample comments and certifications, building a stronger workfile, as well as a knowledgeable staff that is available to assist you with any appraisal question you might have.

Appraiser's Business Companion is the only online resource you need to handle real estate appraisals like a pro. Register today to gain immediate access to our online tools.



March 3, 2015

Fellow Appraiser and Member of the ATA  
Re: Future of the Profession

Dear Fellow Appraiser:

This correspondence is being sent to you because of the leadership roles that ATA and NAA play within the valuation profession. The ATA board recently agreed to join the NAA as a member of the NAA Board of Governors. I would like to explain what that means for the profession and for you personally.

NAA bylaws provide for a Board of Governors to act as advisors to the Board of Directors of the National Association. NAA intends to support local organizations. NAA also provides a voice at the national level. NAA has joined NACAO (The North American Council of Appraisal Organizations). Both ATA and NAA are members of TAFAC (The Appraisal Foundation Advisory Council). Together we are poised to participate in the future of professional appraisers at a higher level.

As an ATA member, you are automatically considered an individual affiliate member of the NAA. This provides increased representation at both the state and national level and several other benefits noted on the following pages. However, this is not mandatory. If you would prefer *not* to be counted as an individual affiliate member of the NAA, please contact Teresa at, [Teresa@naappraisers.org](mailto:Teresa@naappraisers.org) and she will remove your name from our roles.

If you would like to participate at a higher level, you can join the NAA as a designated member (MNAA) and we will waive the initial \$50 processing fee. To do this, please take a moment and register by following this [LINK](#). Select the Designated Member option and simply pay \$100 instead of \$150 when you check out. If you would like additional information, or just to discuss the profession, please call me.

Sincerely,

*Michael Brunson*

Michael Brunson  
NAA Past President & BOG Committee Chair



## **National Association of Appraisers Board of Governors Membership**

State Appraisal Organization Membership costs \$500, and is open to all local and statewide associations and coalitions. Each organization is granted one seat on the Board of Governors (BOG) that has a voice in all NAA issues and at all Board of Directors (BOD) meetings. The BOG serves as a liaison between their state and the NAA Board.

BOG members can send up to three state board members to the annual Appraisal Summit for a reduced fee.

Each member in the state organization has the option of becoming an associate member of NAA at no cost.

Each member in the state organization can apply to be a designated member of NAA and have the \$50 designation fee waived.

Columbia Institute also offers discounts on appraiser education for the BOG Organization. There are also several Education Options which can be used by the BOG Organization to assist with fundraising (BOG Education Options will be sent upon request)

### **Benefits**

Membership in NAA includes:

- 15% off Disto Products
- Discounts on a la mode events
- Appraisal 4-1-1
- Appraiser Focus Newsletter
- Discount off the Summit (\$30 this year)
- Certification Opportunities

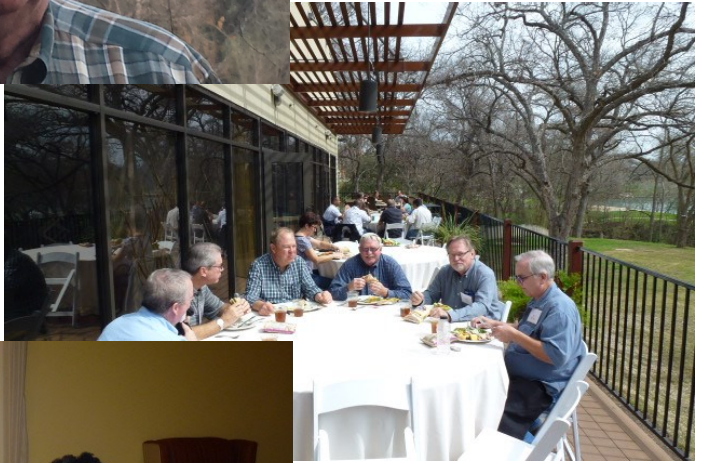
For more information, email us at [info@naappraisers.org](mailto:info@naappraisers.org) or call (800) 766-1936.



## What has NAA Done Lately?

- Successfully requested that a California Court of Appeals decision, *Willemssen v Mitrosolis*, be certified for publication.
- Filed an amicus brief in the US Court of Appeals on behalf of appraisers removed from HUD's approved appraiser list without due process
- Provided input to Interagencies with regard to minimum standards for AMCs
- Currently working with legislators on solutions to issue of multiple background checks being performed on appraisers
- Developed and implemented Review Certification program
- Developed relationship with a la mode through Community Partnership Program
- Assisted appraisers with complaints filed against them by State appraiser regulatory boards
- Applied and was approved for membership in The Appraisal Foundation Advisory Council (TAFAC)
- Supported many National and State issues that would benefit appraisers
- Challenged actions that would disadvantage appraisers and the profession including effectively putting a stop to legislation that would require appraisers to hold specific certifications to appraise properties with energy efficient features
- Produced more than fifty issues of *Appraisal 4-1-1* newsletter, providing timely, accurate news
- Published four issues of *Appraisal Focus*, providing general, insightful articles
- Represented members at Appraisal Practices Board, Appraisal Foundation Trustees and Foundation Industry Advisory Council meetings
- Represented members at the Association of Appraiser Regulatory Officials (AARO) meetings
- Maintained a working relationship for appraiser advocacy with other national and state appraisal organizations
- Co-hosted the 2012, 2013, 2014 Appraisal Summit and Expo. Co-hosting 2015 Summit
- Represented the profession on radio talk shows regarding the appraisal industry
- Became a member of the North American Conference of Appraisal Organizations (NACAO) and provided input on AMC requirements
- Advocated appraiser interests with Congressional committees, CFPB, CUNA, consumer groups, home builders, Realtors® and regulators

# ATA's 9th Mid-Year Meeting, February 20-21, New Braunfels





# Association of Texas Appraisers - Meeting Registration Form

Rio Grande Valley  
 April 16-17  
 IBC Bank (1 S. Broadway St., McAllen)

Name: \_\_\_\_\_ Name for Badge: \_\_\_\_\_  
 Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 \_\_\_\_\_ Phone: \_\_\_\_\_

**Early Bird Fee (Before April 2):**

Member	\$125
Non-Member	\$250
Guest Lunch (not for attendees)	\$20

**After April 2 Fee:**

Member	\$145
Non-Member	\$270
Guest Lunch (not for attendees)	\$20

Total Due \$ \_\_\_\_\_

For more information, contact:  
**Teresa Walker** (210) 837-7123  
[info@txappraisers.org](mailto:info@txappraisers.org)

**Mail Registration and Payment:**

**Association of Texas Appraisers**  
 13530 Escort Drive  
 San Antonio, TX 78233

**Register and Pay On-line:**

[www.txappraisers.org](http://www.txappraisers.org) (Scroll down on the home page and select the appropriate meeting. Go to the bottom of the meeting page and it will take you to Pay Pal.)

**Registration form and payment must be received by April 13. No refunds after April 13.**

For more information, contact:  
**Teresa Walker** at (210) 837-7123  
[info@txappraisers.org](mailto:info@txappraisers.org)

## Schedule

Don't forget to make your **Hotel Reservations.**

### Thursday, April 16

11:30 a.m.	Registration
12:30 p.m. - 1:00 p.m.	Welcome and ATA Update
1:00 p.m. - 5:00 p.m.	<i>Fannie Mae CU and You</i>
5:00 p.m. - 6:30 p.m.	<i>Networking Reception</i>

### Friday, April 17

7:30 a.m.	Breakfast
8:00 a.m. - Noon:	<i>Understanding and Using Comparable Transactions</i>
Noon - 1:00 p.m.	Lunch (included with your registration fee)
1:00 p.m. - 4:00 p.m.	<i>Understanding and Using Comparable Transactions (con't)</i>

A block of rooms has been reserved for attendees at the Holiday Inn Express and Suites (1921 10th Street) Sleeping rooms are \$99 (plus tax) per night for single/double rooms. Reservations must be received by Tuesday, April 7, 2015. After this date, reservations will be accepted on a space and rate availability basis. Call (956) 994-0505 and mention code Association of Texas Appraisers to receive this discounted rate.

# Association of Texas Appraisers - Meeting Registration Form

Abilene Meeting

May 1-2

Abilene Association of Realtors (626 S Pioneer Dr, Abilene )

Name: \_\_\_\_\_ Name for Badge: \_\_\_\_\_

Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

\_\_\_\_\_ Phone: \_\_\_\_\_

## Early Bird Fee (Before April 17):

Member	\$125
Non-Member	\$250
Guest Lunch (not for attendees)	\$20

## After April 17 Fee:

Member	\$145
Non-Member	\$270
Guest Lunch (not for attendees)	\$20

Total Due \$ \_\_\_\_\_

For more information, contact:

**Teresa Walker** (210) 837-7123

([info@txappraisers.org](mailto:info@txappraisers.org))

## **Mail Registration and Payment:**

**Association of Texas Appraisers**

13530 Escort Drive  
San Antonio, TX 78233

## **Register and Pay On-line:**

[www.txappraisers.org](http://www.txappraisers.org) (Scroll down on the home page and select the appropriate meeting. Go to the bottom of the meeting page and it will take you to Pay Pal.)

**Registration form and payment must be received by April 13. No refunds after April 13.**

For more information, contact:

**Teresa Walker** at (210) 837-7123

([info@txappraisers.org](mailto:info@txappraisers.org))

## Schedule

Don't forget to make your **Hotel Reservations.**

### Friday, May 1

11:30 a.m.	Registration
12:30 p.m. - 1:00 p.m.	Welcome and ATA Update
1:00 p.m. - 5:00 p.m.	<i>Fannie Mae CU and You</i>

### Saturday, May 2

7:30 a.m.	Breakfast
8:00 a.m. - Noon:	<i>Understanding and Using Comparable Transactions</i>
Noon - 1:00 p.m.	Lunch (included with your registration fee)
1:00 p.m. - 4:00 p.m.	<i>Understanding and Using Comparable Transactions (con't)</i>

A block of rooms has been reserved for attendees at the MCM Elegant Suites, 4250 Ridgemoor Dr. Sleeping rooms are \$104 (plus tax) per night for single/double rooms. Reservations must be received by Tuesday, April 9, 2015. After this date, reservations will be accepted on a space and rate availability basis. Call (325) 698-1234 and mention ATA to receive this discounted rate.