

How to tell the story of value in appraisal reports

By Ryan Lundquist AR032169 & Joseph Lynch AR030319

This two hour class will talk in-depth about how appraisers can more effectively tell the story of market trends in appraisal reports. We often quickly check a box to say the market is “stable” or we say supply is balanced or marketing time is under 90 days, but what support can we give to show what is actually happening in the market? In this class we’ll talk about trends and how to talk about them in appraisal reports.

Ultimately the main objective of this class is for attendees to walk away with fresh ideas to see trends and write better reports.

I) What is the market doing?

- a) Why knowing trends important for reports and client relationships.
- b) Understanding price cycles in CA and local market areas.
- c) How would we know if the market did change?
- d) Big trends to watch in 2020.

II) How do we explain the market in appraisal reports?

- a) There is no one correct way to write about the market.
- b) Examples of how appraisers describe the market.
- c) The neighborhood market area vs. the subject’s competitive market segment
- c) Benefits of knowing and explaining the market.
- d) Ideas to support the trends we say exist (Inventory, DOM, & Direction of Values)
- e) How to develop graphs of the specific neighborhood.
- f) Examples of verbiage for writing about the market.
- g) Finding a format that works well for you

III) Application

- a) Neighborhood graphs and tables
- b) Replacing the 1004MC/The Subject’s Competitive Market Segment.