

Report Writing: Tell the Value Story Convincingly

1. Change and disruption of the appraisal profession.

2. What is required in an appraisal report?

A. Development (Standard 1 - USPAP)

1. Identify

2. Analyze or Develop

3. What is the difference

B. Reporting (Standard 2 - USPAP)

1. State

2. Summarize

3. What is the difference

3. Appraisal reports for non lender assignments.

A. Importance of Highest and Best Use

B. How to organize your report

C. Build a template or use a checklist

4. Business & Technical Writing for Appraisers

A. Outcomes of Effective Writing

B. Importance of Knowing your Audience

C. Visual Display of Information

D. Processes and Procedures

E. Tips & Tricks

F. Navigating Business Roles

5. Critical Thinking

A. Verify you have it correct!