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!