

Telling the Story of Value in a Changing Market

Class description:

The market is starting to slow in many areas, so it's critical for us to stay on top of trends. We are valuation experts, so we have a critical role to play in this market. Come hear Ryan walk through some of the big trends to watch in and pick up ideas for how to share these trends. The way we talk about value right now in our reports and in person is critical. Ryan will also give practical ideas for giving presentations in real estate offices. It's important right now to get in front of people. How can you get presentations? And what do you say when you get in front of people? This class is about communicating value more clearly and the goal is to leave with some tips and ideas you can apply to your business.

I) Statistics to watch during a changing market

- Softening vs tanking market
- Sifting through sensational headlines and telling the truth
- What are we saying in our reports?
- Sales volume
- Inventory
- Listings
- Word on the street from real estate agents
- Other factors that are influencing trends right now
- The Bubble vs now

II) Reporting trends

- Objectivity (our role in this market)
- Owning the narrative of the market
- Tips for pulling stats to share with the public and real estate community

III) Presenting in real estate offices

- The importance of telling the story of the market to the real estate community
- Ideas for getting presentations
- Practical ideas for sharing information that is relevant to the market
- Using our knowledge and expertise as appraisers to benefit the real estate community