



Southern California Chapter

Your 1st Quarter 2017 News & Updates

We know you're busy so we are consolidating our chapter newsletter into a Quarterly Edition.

And we are using a new format to send it to you so it's easier to read.

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President's Letter

Bradford Thompson, MAI, AI-GRS
SCCAI 2017 President



Greetings, welcome to the First Quarter SCCAI Chapter Newsletter. I would first like to thank Russ Babbitz, MAI, SRA, Immediate Past President, for his continued support and counsel.

I trust that everyone made it through the recent rainy season unscathed. We can only hope that the recent weather provided a wake-up call to State leaders in terms of infrastructure priorities. In a recent article, it is reported that the water released from the Oroville Dam Spillway represented the annual water demand for 14 million residents, yet the State continues to prioritize the High Speed Rail Project, rather than long overdue infrastructure upgrades to water, bridge, and roadway systems.

Just as the State should re-prioritize its efforts, it is very important for SCCAI Members to get involved at the local, regional, and national levels. Involvement on a Chapter Committee can be very rewarding personally and professionally. The outlook for local education revenue is changing due to synchronous learning and on-line courses being offered by National. Other National initiatives that the 2017 SCCAI Board will be closely monitoring include the controversial Chapter Financial Management and Administration Policy, National Strategic Plan, and the Standards of Valuation Practice.

At our January Leadership Kickoff and Board meeting, we adopted the following SCCAI Mission Statement for 2017:

"The Southern California Chapter of the Appraisal Institute strives to promote and support the professional development of its local members through high quality education, service and promotion."

To pursue this mission, I am pleased to report that the Chapter has a strong group of dedicated members and Executive Staff to promote and serve our membership. The Education Committee led by Bob King, SRA, Education Chair, continues to establish, organize, and promote valuable education courses and seminars. In the first quarter of 2017, the recent Los Angeles/Orange County Market Trends and Santa Barbara/Ventura Market Trends Seminars were both well received and attended. Jennifer Hafner, MAI and her committee is working on the popular and very informative Inland Empire Market Trends Seminar to be held June 1, 2017 in Ontario. John Ellis, MAI and I are starting to put together panels for the 50th Annual Litigation Seminar to be held later this year in November.

Led by Charles Baker, SRA, the Southern California Chapter is also taking a proactive role in terms of presence on the California Government Relations Committee. Charles and other members of that committee will be keeping us apprised of potential and actual legislative action, taking place in Sacramento, affecting the appraisal profession.

Finally, Steve Norris, MAI and the Board are continuing to work on the successful establishment of the Next Generation mentorship program. The mission of the "Next Gen" is to provide direction for new, talented professionals seeking a long-term career in the appraisal field and to encourage growth, leadership and a sense of responsibility to uphold the values of the appraisal profession.

Get your calendars out, I would highly recommend attending the joint AI/IRWA luncheon to be held April 4th at the Riverside Convention Center. This is our third annual event with the Riverside Chapter. This years topic will be: "Anatomy of an Appraiser's Deposition".

The logo for CBRE, consisting of the letters 'CBRE' in a bold, green, sans-serif font.

to Sponsor the

20th Annual Inland Empire Market Trends Seminar

We are planning a special Market Trends celebration this year as we celebrate our 20th Year Anniversary of the event. As usual, we have planned an information filled day with leading brokers in the market, a vendor marketplace, and an opportunity for networking including a cocktail reception, to unwind and network with your fellow appraisers. We will be holding drawings throughout the day with an opportunity to win prizes and vouchers for fee education through the Appraisal Institute.

Date: Thurs. June 1st

Location: Doubletree Hotel in Ontario

Time: 8:00 to 5:00 pm plus cocktail reception

Credit Hours: Receive 7.5 credit hours with the Appraisal Institute and 8.0 hours of California BREa continuing education credit for this event.

Our morning keynote speaker will be Kelly Fredericks, CEO of the Ontario International Airport, to discuss the changes that are happening with the Airport and development opportunities that are planned for our region. Bruce Norris, President of the Norris Group will discuss the residential market during his lunch keynote presentation and we have scheduled brokers throughout the day to discuss both the commercial and residential markets.

Each of the speakers will present their own unique interpretation of what's happening in their market. All are invited to attend and receive up to date information on the Inland Empire real estate market and economy. The speaker presentations will be available in pdf format and posted on the Chapter's website after the event. As usual a delicious continental breakfast, buffet lunch and tasty dessert break, as well as plenty of free parking await attendees.

We would like to thank our Event Sponsor, CBRE, for their support of this special celebration! Additional sponsorship opportunities are available at <link to the sponsorship document>.

So please join us for our 20th Anniversary Celebration!

Jennifer Hafner, MAI
SCCAI IEMTS Chair



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Northwestern Branch Chapter

Meet your 2017 Team:

Chair, Robert H. Jordan, MAI

Vice Chair, Loy Spears, MAI, SRA

1st Advisor, J. P. LoMonaco, MAI

2nd Advisor, Adam Dembowitz, MAI

3rd Advisor, Bradley Stern, Candidate

The Northwestern Branch of the Southern California Chapter of the Appraisal Institute holds bi-monthly breakfast meetings at the Spitfire Grill restaurant, 3300 Airport Avenue in Santa Monica, near the Santa Monica Airport. We generally meet on the third Thursday of the month. Meetings start at 7:30 am with a buffet breakfast and conversation. We usually wrap up around 9:00 am. The Branch invites all interested to join us to hear talks on appraisal issues, real estate trends, and other subjects pertinent to the appraisal profession.



A Few of the attendees from the January Breakfast

The Northwestern Branch sincerely thanks Jared DeCamp, Senior Analyst at Integra Realty Resources, for his fascinating talk entitled "Productivity Tools for Appraisers: Microsoft OneNote." Jared discussed the many ways in which this free software program can be used as an aid to appraisers, especially as a tool for organizing the many and varied components of the modern appraisal workfile. The Branch also wishes to thank Adam Dembowitz, MAI, Branch Advisor, for arranging the presentation.

Our March 16th breakfast speaker was Shannon Horton, President of Digital Faces, an online marketing firm, who spoke on "Web Marketing for Appraisers."

Shannon started his career as one of the first Digital Media Coordinators at Keller Williams Antelope Valley. There, while training under top agents, he developed technology classes that helped advance real estate agents' brands and careers. Shannon then started an online marketing company called Digital Faces aimed at helping mid-level businesses dominate their local market. His first client was an agent in Tehachapi who quickly became the number one online agent and who received awards from for those marketing efforts. Digital Faces now handles online marketing for top real estate teams, a luxury movie theater, a high-end artist, Disney voice-over talent, the Appraisal Institute, and many other businesses. In addition, Shannon personally teaches online marketing classes for C21, Keller Williams, Home Quest, and other clients.

We discussed the many facets of online marketing in 2017. Social media marketing isn't the only tool available for generating a high-profile online presence and attracting clientele. Having a well-designed web marketing program that reaches your target demographic is of primary importance. Topics we covered included:

1. Web platforms to avoid
2. The purpose of a website and how it should work with your business
3. Marketing your website
4. What to look for in a web designer or online marketer
5. Social media dos and don'ts
6. Thinking like the end consumer
7. Q&A



Thanks to our Speaker Shannon Horton for all the great information about Facebook.

We hope to see at an upcoming breakfast soon!
Robert H. Jordan, MAI, Chair

The Northwestern Branch represents and serves appraisers from West and North Los Angeles County, Ventura and Santa Barbara Counties.

Southern Branch Chapter

Meet your 2017 Team:
Chair, Michelle Rogers, SRA
Vice Chair, Michael Tidwell, II, SRA
1st Advisor, Robert M. Contant, Jr. MAI
2nd Advisor, Matt T. VanEck, MAI
3rd Advisor, Winnie Houston, MAI

February 28, 2017
Speaker: Roy Meyer Speaker

With over 33 years of experience in business, real estate, consulting, marketing, team building and speaking; Roy has built several highly successful and lucrative businesses including a real estate business, national real estate investment business, marketing and consulting business, various real estate coaching and mastermind programs as well as one of the leading real estate appraisal companies in southern CA.

Roy is a master at maximizing-leveraging time, people and resources. He speaks internationally on cutting edge "what's working now" marketing, automation, systems and business development strategies. Roy is a regular contributor for various real estate publications and education providers as well as a business consultant and advisor for a

number of nationally known appraisal related firms across the country.

Roy presented an amazing presentation which covered an array of available options to expand and grow an appraisal business.

1. Building a solid business foundation and sound valuation process
2. Diversification, valuation opportunities, non-lender appraisal work
3. Automation, systems, tools, leverage, and critical resources
4. Streamlining your business and improving your productivity

Roy draws much of what he does in business from his life outside of business. He knows how to manage risk, inspire others to achieve, and find new and unique ways to create spiritual flow in his life and the lives of others. Roy gives back to both the local community and abroad by donating his time and money to several causes near and dear to his heart.

The Southern Branch represents and serves appraisers from Orange County and Long Beach.

Scholarships Available

The Southern California Chapter's Mason - Thornton Scholarship Program

The Mason - Thornton Scholarship Fund is a Trust Fund sponsored and managed by the Southern California Chapter of the Appraisal Institute. The sole purpose of the Fund is the awarding of financial scholarships to Designated Members and Candidates in good standing for courses presented by the Appraisal Institute leading to a professional designation in the Appraisal Institute. [Application and Information](#)

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