

## APPRAISAL CONFERENCE - 2010

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (W) \_\_\_\_\_ (H) \_\_\_\_\_  
\*e-mail address \_\_\_\_\_  
WRA member # \_\_\_\_\_

\*A confirmation for this course will be sent by e-mail. You can also go to "myWRA" at [www.wra.org/myeducation](http://www.wra.org/myeducation) to verify course registration.

### CONFERENCE FEES

Fees include all course materials, morning and afternoon breaks and lunches for both days.

<b>Two Day</b>	<u>thru 2/25</u>	<u>after 2/25</u>	<u>ATD</u>
Appraiser Section Members	\$255	\$265	\$285
WRA Members	\$265	\$275	\$295
Non-Members	\$275	\$285	\$305

<b>One Day</b>	<u>thru 2/25</u>	<u>after 2/25</u>	<u>ATD</u>
Appraiser Section Members	\$145	\$155	\$175
WRA Members	\$155	\$165	\$185
Non-Members	\$165	\$175	\$205

### **1/2 Day - (Does NOT include Lunch)**

1/2 Day Section	\$80	\$85	\$105
1/2 Day REALTOR	\$85	\$90	\$110
1/2 Day Non-Member	\$90	\$95	\$115

### Please indicate which sessions you plan to attend:

#### **March 10, 2010**

2010-2011 7-Hour National USPAP Update

**OR**

Current Trends

#### **March 11, 2010**

Appraising the FHA Way

**OR**

Technology Resources

Appraising in a Down Market

### PAYMENT

- Enclosed is my check made payable to the WRA  
 Charge my VISA/MasterCard (Circle one)

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

- Special Services: Check here if you require special services to attend. Attach a written description of needs.

### LOCATION

Ho-Chunk Casino, Hotel & Convention Center  
South 3214 Highway 12

Room Rate: \$65

Release Date: 3/1/2010

To Register Use: **IWRA10**  
(800) 746-2486

**Register by Mail:** WISCONSIN REALTORS® ASSOCIATION  
4801 Forest Run Road, Suite 201 | Madison, WI 53704-7337

**Register by Phone:** 800.279.1972 | 608.241.2047

**Register by Fax:** 608.241.5168 | **Online Registration:** [www.wra.org/APPConference](http://www.wra.org/APPConference)

**CANCELLATION POLICY:** The WRA reserves the right to cancel these courses if not filled. Cancellations must be made in writing prior to the start of courses and will be refunded, minus a \$25 administrative fee. Registrations cannot be transferred from person to person.



4801 Forest Run Road, Suite 201 | Madison, WI 53704-7337

register today!

[wra.org/APPConference](http://wra.org/APPConference)



# 2010 APPRAISAL CONFERENCE

**WRA**

**March 10-11**

Ho-Chunk Casino, Hotel & Convention Center



2010-2011 7-Hour National USPAP Update Course  
Current Trends  
Appraising the FHA Way  
Technology Resources  
Appraising in a Down Market

WISCONSIN REALTORS® ASSOCIATION

## Conference Highlights

### Day 1

March 10, 2010

#### 8:00 - 8:30 | Registration

#### 8:30 - 4:30 | 2010-2011 7-Hour National USPAP Update Course (includes copy of the USPAP book)

Instructor: Jim Jacobs

Changes in 2010-2011 USPAP: The latest version of USPAP incorporates a number of changes that affect most real property appraisers directly and immediately. The changes included three definitions being rewritten (signature, assignment and jurisdiction exception). Also, three rules (Ethics, Competency and Jurisdiction Exception) were largely or significantly rewritten. Last, the review standard, Standard 3, was also significantly rewritten.

#### 8:30 - 4:30 | Current Trends - 7 Hours

Instructor: Joe Traynor

2009 was a year of phenomenal appraisal reform, occurring in Congress and statehouses across the country and through regulatory agencies. The subprime mortgage fiasco, the economic decline and the continuing mortgage fraud cases in some areas has fueled what may be the largest appraisal reform since the inception of FIRREA. The biggest change in the residential appraisal industry since the inception of FIRREA has been the implementation of the HVCC. This has drastically changed the face of the appraisal business. The class will include:

- A review of the HVCC – where do you stand now.
- AMCs - the good, the bad and the ugly
- AVMs
- Lender Pressure
- What is the APB (Appraisal Practices Board) recently created by the Appraisal Foundation
- Declining markets and the challenges of credible appraisals
- What do you need to know to stay out of trouble?

#### 12:00 - 1:00 Lunch (Included in fee)

#### Continuing Education Credit:

*Each full day class has been submitted for 7 hours of continuing education credit for Wisconsin Appraiser and Assessor, Michigan Appraiser and Minnesota Appraiser.*

*Each half day class has been submitted for 3.5 hours of continuing education credit for Wisconsin Appraiser and Assessor, Michigan Appraiser and Minnesota Appraiser.*

### Day 2

March 11, 2010

#### 8:00 - 8:30 | Registration

#### 8:30 - 4:30 | Appraising the FHA Way - 7 Hours

Instructor: Jim Jacobs

The role of the Federal Housing Administration (FHA) has significantly expanded over the past several years, with FHA now constituting up to 40% of new home mortgage originations by some estimates. Changes from FHA have been fast and furious, responding to changing market conditions, changing appraiser requirements and changing regulations. In the first nine months of 2009 five Mortgagee Letters from HUD have been released addressing appraisal issues, including the extensive revision of the policies dealing with the appraisal ordering process. Additionally, a significant number of appraisers were dropped from the FHA Roster for not meeting the new certification requirements. These changes and much, much more directly affect FHA appraisers and those wanting to become FHA appraisers.

#### 8:30 - 12:00 | Technology Resources - 3.5 Hours

Instructor: Joe Traynor

This class will cover various forms of technology that are available to appraisers. Topics include appraisal form software, sketching programs, new apps for I-phones and other smartphones. Additional topics will cover internet resources as well a basic review of technology for offices.

#### 12:00 - 1:00 Lunch (Included in fee)

#### 1:00 - 4:30 | Appraising in a Down Market - 3.5 Hours

Instructor: Joe Traynor

This class will cover best practices for appraising in a down market. How do you select comparable sales, should you use sales of foreclosed properties and if so when, and how do you forecast the market. The course also covers the Fannie Mae 1004 MC addendum. How do you complete this form when there is limited market data and how can this form help you do a better appraisal.

## Instructors

### Joe Traynor



Joseph C. Traynor is the President and principal appraiser for Traynor & Associates, Inc. Joe has served as the 1996 President of the Metropolitan Indianapolis Board of Realtors (MIBOR) and as the 2001 President of the Indiana Association of Realtors. Additionally has served on the board of directors or as a committee chair of the Realtor Foundation, the Hoosier State Chapter of the Appraisal Institute, the Indiana Commercial Board of Realtors and the National Association of Realtors. He served as the 2003 Appraisal Chair for the National Association of Realtors. Joe was the 2004 Region VII Vice President for the National Association of Realtors, serving Illinois, Indiana and Wisconsin. Joe serves as a member of the Board of Trustees of the Appraisal Foundation in Washington D.C and was appointed to the Indiana Real Estate Appraisers Licensure and Certification Board by Governor Mitch Daniels in 2006 and has served as chairman for the past two years.

### Jim Jacobs



Jim Jacobs is a Certified General Appraiser in Texas with more than 30 years of experience as a real estate appraiser. He has taught real estate and appraisal classes for many years. Jim is a designated member of both the Appraisal Institute (SRA) and the National Association of Independent Fee Appraisers (IFA). He has authored several real estate articles for national real estate publications, as well as co-authoring a real estate textbook "Texas Real Estate Finance".

Jim is currently an approved instructor of the Appraisal Institute, the National Association of Independent Fee Appraisers and Grayson College, as well as a number of other education providers.

Most recently Jim qualified as an independent, binding arbitrator and is registered with the Texas Comptroller of Public Accounts. As an arbitrator, Jim settles valuation protests between Texas property owners and central appraisal districts.

When not traveling, Jim resides in Sherman, Texas, where he owns and operates Jacobs Company/Texas, a full service real estate consulting and valuation practice. Over the years, Jim has provided valuation and consulting services for a variety of commercial residential and special-purpose properties. Presently, he is principally engaged as an expert witness and providing related litigation support work.