



President's Message

As this year draws to a close, I promise a short message.

I am truly grateful for the honor of having served as your president this year. We have brought the year to a successful close under challenging circumstances. We reduced our overhead, met the virtual challenge head-on with many and varied educational and networking opportunities, we're building a new website, and a merger is in the offing. Everyone has been flexible, adaptive, and engaged.



We have become comfortable with conducting chapter business virtually, a method that makes it convenient and safe for us to participate and, with the large geographic area we cover, allows us to incorporate the geographic diversity that is our chapter.

If you're not doing it now, volunteer to help with chapter activities for your own personal and professional success. When you step-up, our programs get better, our organization gets better, we grow our membership and build our future leaders. In becoming active with the chapter, you'll connect with the most knowledgeable and professional appraisers in the country and opportunity abounds!!

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On January 21, 2021, we will be off to a fresh start with our new board led by our fabulous, award winning 2021 President Jeanine Kraus, MAI, SRA, AI-GRS. Please join us for the 2021 board installation and for the workshop that follows.

Some semblances of normalcy will return soon! My best wishes to all of you for the holidays. Be happy and stay safe. I look forward to seeing you soon!

Ha! But that's not exactly true (the short message part) because there is one more piece of business:

You'll recall the controversy about the National Nominating Committee (NNC) selecting a Vice President nominee, and the submission of an additional nominee by petition under an anonymous process. We talked at length about this in the August 2020 newsletter.

Members from around the country complained to National about the anonymity in the petition process and we were also pretty well skewered about it by a number of outsider observers.

National took the complaints under consideration, and brought forth a 45-day notice to modify the organization's bylaws on November 16, 2020. (Contact me if you need a copy.)

Your chapter executive board believes the proposed modifications still miss the mark.

Ours is a membership organization that runs on our volunteerism until one reaches the highest level of leadership, which is understandable because being on the National Executive Board is a full-time commitment.

So here are our primary concerns regarding the proposed changes:

- 1) The proposal raises the bar from 20% to 30% of voting directors. The petition process would remain confidential, and 20% to 30% is not a significant change or a significant number to disrespect the NNC process. The NNC goes through a rigorous process of vetting the vice-presidential nominees. To bring forth a competing candidate is like making a nomination from the floor, which is fully open. We find no problem with having an open nomination, but the anonymity of this petition from a minority of petitioners is not democratic and an insult to the work of the NNC.

The rationale for a challenger is made only to the Board of Directors? How can members offer informed feedback if we are not told the whys/wherefores of the challenge? More lack of transparency?

Upcoming Chapter Business

Jan. 21, 2021
Chapter Business Meeting
and Installation Celebration
It's Virtual!

Jan. 21, 2021
Board of Director's Meeting
It's Virtual

- 2) The other is saying that input cannot be received from the Chapter or Region and can be only from individual members. The proposal states: "That written comments and input submitted on behalf of a chapter or region should be prohibited because of the lack of any consistent methodology to directly obtain the input of all Designated Members, Candidates for Designation, and Practicing Affiliates from a Chapter or region."

The Chapter and board of directors and the Regions are all volunteers that serve as elected representatives; same as the National board of directors are. If as elected officials, National can make nominations, decisions and discuss candidates on behalf of the members they represent, it seems disingenuous to restrict the rights of chapter leadership, who serve on the same basic premise as national representatives as member elected representatives.

Understand that we are not opposed to competition for seats on the Executive Board or any other elected position in our organization. We do object to secrecy in bringing candidates forward and unnecessary restrictions on our membership and chapter leadership to express their concerns.

I urge you to read the 45-day notice. If you are moved to submit comments, you are welcome to copy the points made above, and send them by December 31, 2020 to: 45daynotice@appraisalinsitute.org.

Happy Holidays!
Carole Laval, SRA
2020 President, Northern California Chapter
claval@comcast.net

From Carole Laval... As we say goodbye to 2020, recall that our fabulous Executive Director, Lisa Estes, celebrated 30 years as our ED this year, yes 30 years!!!! We are the powerhouse we are because of Lisa. We could never accomplish the things we do without her! If you haven't done it yet, please send her your thanks and congratulations!!

Merger Update – December 2020

You may recall that merger discussions between Sac-Sierra and NorCal Chapters initially took place last November and December but were terminated by Sac-Sierra. A few months ago, the discussion was revived, and exploratory merger committees were formed in each chapter. Jointly, the merger committees comprise a steering committee that is tasked with exploring the benefits of merger, how that merger would

work, what the combined budget and education schedule would look like, and who would comprise the leaders and paid staff of the merged chapter.

The merger committees have each met individually and in joint meetings which occurred on November 3, 2020 and November 24, 2020. Another joint meeting is planned in mid-January 2021. It is important to keep in mind that a merger has not been formally approved by either board of directors; it is the exploratory discussions that have been approved. Any merger must ultimately be approved by 60% of eligible chapter members who vote in each chapter. In addition, all mergers must be approved by the Region and the National AI Board of Directors.

The committees have jointly prepared and approved merger FAQs, which are available on the Chapter Website [at this link](#). Should you have further questions or suggestions feel free to contact me.

Warm regards,
Neil A. Lefmann, MAI, SRA
Chair, NorCal merger committee
nlefmann@valbridge.com

Members in the News

Carole Laval asked Paul Chandler, MAI, NorCal incoming Chapter Secretary to provide an update on his efforts working with the Industry Advisory Council of the Appraisal Foundation on AVM Standards. Paul was appointed earlier this year to Chair a task force of industry veterans to develop recommendations to federal regulators on quality control standards for AVMs in accordance with the provisions of Dodd-Frank.



Paul reports:

“After several months of getting to know each other, I am happy to report that this group of industry veterans, statisticians and academics are coming together and are committed to greater transparency for users of AVMs. Initially the group was guarded about sharing proprietary information and discussing their own challenges, although as we have progressed, there has become a collegial respect and cooperation among competitors to work together to overcome the many challenges inherent in building valuation algorithms.

Historically valuation algorithms have been primarily developed using hedonic models (multi-regression). Implicit within such models is that the data under analysis is normally distributed. However, real estate transaction data is not normal and suffers from what academics refer to as a fat tail problem. I should leave the technical

discussion of this problem to others on my task force, but in laymen's terms, the nature of real estate data results in unstable AVMs. If a model is unstable, the reliability of the model is diminished, if not completely negated.



Unfortunately, the cows are out of the barn and appraisal waivers using valuation algorithms have become a significant portion of the market. Users, vendors and GSEs are now scrambling to justify their historical use of models.

Most current models report the forecast standard deviation, along with a proprietary confidence score. Given the instability of the models and the inherent problems of the data, these confidence metrics cannot be relied upon nor are they useful to compare one model to another. In summary, using appraisal terminology, the current generation of AVMs are not very credible or worthy of belief. Stay tuned.”

Editor's Note

You can check your appraisal adjustment input versus output by considering the Coefficient of Variation (CV) or Relative Variability of your unadjusted versus adjusted prices.

CV = standard deviation of data points divided by mean of data points

A lower CV means less variation and is sometimes expressed as a percentage.

MS Excel Spreadsheet Example

Unadjusted Prices				CV
\$3,000,000	\$2,435,000	\$1,916,888	\$2,450,000	0.156
Adjusted Prices				
\$2,190,000	\$2,246,288	\$1,901,553	\$2,326,888	0.074

In MS Excel =STDEV.P(ColRow:ColRow)/AVERAGE(ColRow:ColRow) where cell references (ColRow) are beginning point and ending point of data

Links You Can Use

Licensing Stats – BREAs News

https://www.dca.ca.gov/data/annual_license_stats.shtml

Fraud/Scam Alert

https://www.dca.ca.gov/licensees/scam_alert.shtml

COVID-19 Tenant Relief Act of 2020 (Tenant Relief Act)
<https://landlordtenant.dre.ca.gov/faqs.html>

Links – Continued

The Demographic Research Unit (DRU) of the California Department of Finance is designated as the single official source of demographic data for state planning and budgeting.

<http://www.dof.ca.gov/Forecasting/Demographics/>

Candidate Guidance

Congratulations to all Candidates!

That 2020 has been the most challenging year for all of us is a huge understatement. We have 51 active candidates working on trying to wrap up their requirements. It has been very difficult to find/take/test regardless of the class you need. I am really excited that three of our candidates passed the MAI comp exam in October. That is huge! It was the hardest part for me personally. Three others were able to take the capstone class just before the country shut down in March. We have seven candidates going after their SRA and one is very close to finishing! And we have 10 working on review designations. So excited for all of you!



For those in the candidate program – please log into your account with the Appraisal Institute to double check your “due date” as that deadline doesn’t recognize that we are in the middle of a global pandemic. I reached out to a couple of you to remind you to call National and ask for an extension. Even if you are weary of the process, an extension gives you time to breathe! And while you are on the phone – politely ask when the local chapters will be able to offer the continuing and qualifying education that you desperately need. We have asked as a board and as individuals, but it will take a village to get this accomplished. An email to the education department will not go amiss either! So keep in touch and reach out to me at any point if you have questions, concerns or just need some cheering on!

Jeanine M. Kraus, MAI, SRA, AI-GRS
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Member Benefits



NorCal Chapter Women’s Initiative Committee

WIC looks forward to continuing our quarterly zoom meetings in 2021. The purpose of the meetings, which are open to everyone, is to help women connect with other female valuation professionals in a casual, interactive format. Past discussions include finding work/life balance, and increasing the presence of women in leadership roles, or The Path to Presidency. Drawing upon our chapter talent to support, mentor and promote women will continue to be a committee focus in 2021.

A national workgroup consisting of WIC and Diversity Panel members as well as AI staff is conducting a survey to build a baseline of the Appraisal Institute’s demographics. The survey will be distributed to AI members before the end of the year. Please take the survey!

NorCal Chapter Residential Appraiser Project Team

RAPT will also host quarterly zoom meetings in 2021 to facilitate discussions on topics of interest to residential appraisers. Market conditions in northern California, appraisal changes due to Covid-19 and use of various forms were some of the discussion topics in 2020. The meetings are open to everyone.

For more information on WIC or RAPT, contact Nancy Phillips
nancy@nphillipsappraisal.com

Congratulations! Newly Designated

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Update from the AQB: Pathway for Aspiring Appraisers

The AQB is currently working to develop policies and procedures for the Practical Applications of Real Estate Appraisal (PAREA). These new minimum Criteria provide another pathway for aspiring appraisers to fulfill their experience requirements by

taking advantage of innovative technology. PAREA will go into effect on January 1, 2021. Click [here](#) to read more.

Legislative Update

What's Happening in Sacramento?

Info from the Bureau of Real Estate Appraisers (BREA)

The Bureau of Real Estate Appraisers is still without a Bureau Chief since the retirement of Jim Martin. According to Michelle M. Cave, Public Information Officer, Office of Public Affairs for CA DCA, *"The Bureau is not aware of the timing; however, we are looking forward to the Governor's appointment of the new bureau chief."*



In Fiscal Year 2019/2020, there were 10,353 total active licensees covered by BREA. This is the lowest total since FY 14/15's 11,563. These numbers include all categories of license including appraisal management companies, certified general, certified residential, residential, trainees and temporary practice. Check out the Department of Consumer Affairs (DCA) website to see recent stats, but beware that FY 18/19 data was incorrect as of this writing.

https://www.dca.ca.gov/data/annual_license_stats.shtml

IMHO

In My Humble Opinion: Chapter Leadership!

As we near the end of the year and the days get shorter, we begin the process of looking to next year. This is often a time of year for self-reflection, and a time to make goals and resolutions for the coming year.



While our individual goals and objectives may differ, we all fundamentally share the basic human desire to continue to enhance and improve upon our lives; and the richness of its meaning to us. As human beings we are all in some way wired for growth and exploration; and often our New Year's resolutions are shaped in this light.

True growth and exploration require moving outside of our comfort zone. If we never challenge ourselves to do new things, we will never become more than what we are.

Wish to become a better public speaker? A more confident and effective leader?

A more poised valuation expert? Wish to make new friends and form new relationships?

Being an active Chapter Leader has personally helped me in all these regards. I entered Chapter Leadership focused on how it could benefit my business, but I never understood how much becoming part of the leadership team and making new friends and personal connections would enrich my personal life in addition to my business. As you consider your goals and resolutions for the New Year, I personally implore all of you to consider the professional and personal benefits and growth opportunities available through involvement with Chapter Leadership.

I promise that met with enthusiasm and vigor Chapter Leadership will enhance your life, your business practice, and provide for personal and professional growth as well as personal benefits never imagined.

Thanks for reading this far, and for being open to creating a new chapter in your professional life. If you have questions and wish to learn more about current Chapter Leadership opportunities, please contact me to discuss.

I wish you all health and prosperity in the New Year.

Steve Salmon – 2021 Treasurer

Steve@garlandsalmon.com

Early 2021 Northern California Chapter Educational Offerings

Sierra Branch Chapter hosts Virtual Workshop <i>Understanding Legal Parcels and Descriptions: What Makes it Legal?</i> Developer / Instructor: Neil A. Lefmann, MAI, SRA	Feb 2
Virtual Seminar <i>Contract or Effective Rent: Finding the Real Rent</i> Instructor: Gary DeWeese, MAI	Feb 8
Virtual Seminar <i>Complex Litigation: Appraisal Case Studies</i> Instructor: Stephen Roach, MAI, SRA, AI-GRS	Feb 19
Save the Date <i>2021 Annual Spring Conference</i> Special Guest: Craig Steinley, MAI, SRA, AI-GRS, AI-RRS 2021 Appraisal Institute National Vice President	March 12
NEW! Virtual Seminar <i>Desktop Appraisals (Bifurcated / Hybrid) and Evaluations</i> Instructor: Dawn Molitor-Gennrich, SRA, AI-RRS	Late March

[View more Details, Register or See What Else is Still Ahead](#)

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Lloyd David Hanford, Jr.

April 14, 1928 - November 25, 2020

Lloyd Hanford died peacefully on November 25th in Rancho Mirage with his loving wife of 66 years, Noel, and sons Tim and John by his side.

Born in San Francisco to Lloyd and Elise Phillips Hanford, Lloyd attended Lowell High School and the University of California, Berkeley.

Following graduation and service in the Army, he began a 60-year San Francisco career in real estate, including as an owner of Hanford-Freund & Company, a property management firm, and Hanford-Healy, a national valuation and consulting company. He served as president of the Institute of Real Estate Management (IREM) in 1969. He was a Trustee of the Appraisal Foundation and its 1998 Chairman. He taught real estate management for many years and authored numerous articles in professional journals.

As a longtime member of the Guardsmen, Lloyd enjoyed contributing time and energy to helping "at risk" youth and was grateful for the many friendships forged through that work.

Lloyd was a dedicated tennis player and an avid



downhill skier. In 2004 Lloyd and Noel moved permanently to Rancho Mirage, where Lloyd took up golf and then bridge. In later years, Lloyd and Noel enjoyed more than 50 cruises to exotic destinations, continuing Lloyd's lifelong passion for travel.

Lloyd is survived by his wife Noel, his sons Tim (JJ) and John, his grandchildren Megan and Daniel and his great-grandchildren Asher and Eliza Hanford. He was pre-deceased by his parents and sister Louise.

If you wish to honor Lloyd with a contribution, please consider the Guardsmen (guardsmen.org) or the Coachella Valley Bridge Foundation (duncanbridge-center.com/foundation).

Tidbits

The Fourth Exposure Draft of USPAP is Available!

The Fourth Exposure Draft of proposed changes to the 2022-23 edition of USPAP is now available for review and comment. We will be holding a webinar to discuss the proposed changes in this draft on January 7th at 1 p.m. EST/10 a.m. PST.

The Appraisal Standards Board is now accepting all public comments. To submit a comment [click here](#), and the ASB will review your feedback.



Another Way to Earn AI CEC Points

As Chapter Leaders and Volunteers you are eligible to receive AI Points (CE Hours) for your volunteer service. Please take a peek at the link below:

[AI Continuing Education: An Overview](#)

If after reviewing this information you have any questions, please reach out directly to:

Whitney E. Youngs, Manager, Admissions and Continuing Education, Appraisal Institute - (312) 335-4111 WYoungs@appraisalinstitute.org

WE HAVE JUST RECEIVED THESE QUESTIONS FROM A MEMBER, THE ANSWERS TO WHICH YOU MAY WISH TO KNOW AS WELL:

1) Are appraisers essential workers?

Yes, we were determined to be essential workers at the outset of the shutdown.

2) Can I get priority to the vaccine?

The first priority group of 24 million Americans, designated as Phase 1a, began getting inoculated last week with the Pfizer-BioNTech vaccine. This category includes health care workers and residents and staff of nursing homes.

The second priority group, dubbed 1b, would include 19 million elderly people 75-plus and 30 million essential frontline workers. After group 1b has been vaccinated, 129 million people in group 1c would come next. ACIP says that group should include 28

million Americans ages 65 to 74, 20 million other essential workers and 81 million people ages 16 to 64 who have high risk factors for the coronavirus.

Check with your county Department of Public Health or your doctor for availability in your area.

3) Can I rent hotel/condo in lock down areas?

The answer is it depends. This is the Santa Clara County Order revised December 14: <https://www.sccgov.org/sites/covid19/Pages/mandatory-directives-lodging.aspx>
It depends on changing circumstances and where you're going. Check ahead with the local jurisdiction

Light at the end of the tunnel ya'll. Be patient!!

AIERF

Appraisal Institute Education and Relief Foundation ([AIERF](#)) offers numerous scholarships for AI professionals pursuing either their designation or state certification. [Apply today.](#)

[AIERF AI Course Scholarship](#)

Who should apply: Candidates for Designation who are active in appraising and need financial assistance to take Appraisal Institute courses leading to the MAI, SRA, AI-GRS or AI-RRS designations.

[AIERF Minorities and Women AI Course Scholarship](#)

Who should apply: Minorities and women Candidates for Designation who are active in appraising and need financial assistance to take Appraisal Institute courses leading to the MAI, SRA, AI-GRS or AI-RRS designations.

[AIERF Practicing Affiliate Course Scholarship](#)

Who should apply: Practicing Affiliates who are active in appraising and need financial assistance to take Appraisal Institute courses leading to the state certification.

Applications are due January 1, 2021. Additional information and submission requirements are available on the [AIERF website](#). If you have any questions regarding the scholarships, please email aierf@appraisalinstitute.org or call 312-335-4133.



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Stay in the Loop

Northern California Chapter:

<https://www.norcal-ai.org/our-chapter.php>

Chapter Leadership:

<https://www.norcal-ai.org/contact.php>

Education/Events:

<https://www.norcal-ai.org/education-events.php>

Resource Library:

<https://www.norcal-ai.org/resource-library.php>

Chapter Newsletter:

https://www.norcal-ai.org/resource-library/1/Chapter_Newsletter.html

President's Message:

https://www.norcal-ai.org/resource-library/2/Presidents_Message.html

Appraisal Institute (National):

<https://www.appraisalinstitute.org/>

AI News:

<https://www.appraisalinstitute.org/news/>

AI Publications:

<https://www.appraisalinstitute.org/publications/>

Find an Appraiser:

<https://ai.appraisalinstitute.org/eweb/DynamicPage.aspx?webcode=aifaasearch>

Don't Forget! NorCal Appraisers Wanted:

<https://www.norcal-ai.org/employment.php>

"Virtual" Seminar: Advanced Land Valuation: Sound Solutions to Perplexing Problems

January 25, 2021

[Register Online – It's Virtual!](#)

Instructor: Gary DeWeese, MAI

By examining unusual and complex land valuation assignments, this seminar takes concepts covered in the Appraisal Institute curriculum to the next level. In addition to lecture, discussion, and Q&A, sample case studies will demonstrate, primarily in Excel, conceptual and practical applications that participants will be able to incorporate into their day-to-day work. The seminar will suggest strategies for performing these assignments.

- Utilize a land residual technique based on a DCF analysis to value land intended for two alternative competing uses ("for rental" apartments versus "for-sale" condos)
- Determine the highest and best use of land when the legally permissible, physically possible, and financially feasible use(s) are very uncertain and cannot be determined using traditional methodologies
- Determine land rent using a non-traditional unit of comparison (in this case land rental value based on average traffic volume)
- Estimate the value of land subject to a long-term ground lease with multiple forms of financial benefits accruing to the landowner
- Determining land value when its value is a function of a curvilinear relationship – in this case determining the value of land suitable for apartment development as a function of density (allowable units per acre)

IMHO

In My Humble Opinion: Diversity, Waivers and Bias ... Oh My

Michael Simmons

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Some Context:

In residential real estate, we're closing out 2020 with what may be the most prolific year in lending that we've ever experienced. Not surprisingly, volume records will be set in our profession as well. Fannie Mae and Freddie Mac report that the UCDP (Uniform Collateral Data Portal) will likely end up averaging over 600,000 appraisal submissions per month. Prior to this year, the UCDP had never processed as many as 600,000 appraisals in a single month.

2020 will represent a volume increase of some 40% over 2019 ... and we haven't even factored in the impact of Waivers yet (more about them later).

Some Realities:

1. This appraisal volume was served by what has been an essentially static number of appraisers over the last decade. UCDP tracks the number of unique providers and the number of appraisers has remained relatively stable at around 43,000 for that period.
2. The result of this increase has (as in past years) created an imbalance of demand over supply which typically causes turn times to lengthen and give appraisers leverage to charge higher fees.
3. This in turn causes lenders to lobby the Government-Sponsored Enterprises (GSE's – Fannie & Freddie) for more latitude in issuing Appraisal Waivers to shorten the loan funding cycle (more on this later). In prior years, Waivers have constituted by the GSE's own admission, anywhere from 5-10% of loan volume. Today, independent analysis by the American Enterprise Institute in Washington, D.C. places the volume at just over 40%; a figure that lenders anecdotally confirm and which the GSE's no longer provide comment on.

The Challenges:

It's no secret that our profession is aging out and statistics indicate that we're losing ground on growing new appraisers to replace the runoff. A number of our industry organizations have initiated some changes to ease the time, expense and educational requirements to obtaining licensure – and additional changes are under study and in development.

Diversity is another challenge our industry is facing. In many ways, we're late to the party but our industry is small by most measures and is made up primarily of individuals and small firms. At our firm, we chose to join NAMMBA (National Association of Minority Mortgage Bankers), a lender-centric organization whose goal is to reach out to colleges and educate and mentor students to the opportunities found in lending – and to help them find jobs and careers. Given that we have an office in Phoenix, it has helped us establish a relationship with Arizona State that has blessed us with a number of part-time and full-time employees over the years – and we view NAMMBA as providing a more comprehensive platform for us as a smallish firm to increase our diversity outreach.

Now our industry is facing an increasing accusation that appraising – and appraisers – are guilty of bias. It feels like every week brings another article in the media of an 'example' of appraiser bias or a new industry survey seeking feedback on complaints involving bias. I'm going to go out on a limb and say that this will be a topic that grows over time. Interestingly – and scarily enough – there's a nexus between the bias issue and Waivers.

Where do we go from here?

4. Diversity. It may have a more natural fit for larger firms and other industries who operate through Boards where diversity is a valuable component in decision making. To translate that to a sole proprietor like an appraiser... is difficult. But let me offer you a thought: a trainee may not be the answer for everyone. What we've found at our firm is that appraisers who have embraced having a trainee are better organized and have a deeper appreciation for the value of building an appraisal firm. They comprehend the value of engineering their process to be maximally efficient, more service oriented and better prepared to evolve to compete in tomorrow's world. There is a key. If you take someone on as a trainee, train them to inspect a

property first. If they can master that skill, not only will that have context for everything else they will learn, but you'll have a far quicker path to monetizing their presence. And if they can't grasp the process of effectively inspecting a property, you sure don't want to spend 2 years (or more) trying to get them to understand the intricacies of appraisal.

5. Waivers. In one way, shape, fashion, or form AVM's are part of the algorithm that produces a Waiver. AVM's are a risk management tool. Therein lies an inherent conflict with their role in substituting for an appraisal today. They're not designed to answer the real question of value since their purpose is to categorize risk – and in this author's opinion, the out-sized use of Waiver's represents a real threat to appraisers (and borrowers) today. Oh ... one other thing; lenders and others that employ AVM's claim that there's no bias in their conclusions. I suppose they also believe that AVM's spring from the warm moist ground overnight like mushrooms free from taint of a human mind. Simply not true in either case.

6. Bias. I was drawn into a discussion about bias the other day with some smart, knowledgeable people from lending and appraisal backgrounds. The conversation was uncomfortable from the start. The general reaction was focused on denying that their behaviors or conclusions could be construed as reflecting bias. They very well may have been 100% right, but that won't solve the problem or help anyone understand. My suggestion was that we start by asking questions and assembling data to ascertain where or if bias could be identified – and if not, identify those conditions or opinions that seemed to insinuate bias or cloud the issue. Kind of like how we might approach an assignment for an appraisal. My belief is that we – as an industry - must address bias lest it fester and grow in silence. Start there, start now.

The challenges we face as an industry and as individuals are a high bar. Appraisal was born in the cauldron of the Great Depression. Our nascent industry was called upon to be courageous and bring discipline and be that independent beacon of trust that protected the public. Still the job. Still the need. Still noble.

If you have news to share with our Northern California Chapter membership and the appraisal community, please contact: Joe@JNval.com

