

## Class Overviews

### Valuation of Hotel/Motel Properties – 1 day (New 2010)

**Author: Marion Johnson, CAE**

Purpose of this workshop is to provide guidance and suggestions on the valuation process of hotel/motel properties. The workshop will look at the different classifications of hotel/motel properties, lodging terminology and how all three approaches to value can be used to value these types of properties. The workshop will also provide some internet web sites where additional information on the hotel/motel industry can be discovered. Also, included is some information on what authorities in the field say lies ahead for the industry in the upcoming year or two.

### Valuation of Historic Properties – 1 day (New 2010)

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

The purpose of this workshop is to provide some guidance and suggestions on process of data collection and analysis of historic properties. Information from various sources and areas of the United States will be used to help establish some processes and procedures to determine if the market reacts differently to historic versus non-historic properties. Topics discussed are: USPAP, background information on National Register of Historic Places, definitions and designation as an historic place, websites and data sources, highest and best use analysis, review of economic principles and the three approaches to value.

### AAS Case Study Review – 2 ½ day (New 2010)

**Authors: Fred Chmura, AAS & Rick Stuart, CAE**

The purpose of this workshop is to provide a review of materials and an understanding of the composition of a case study to help prepare for the AAS Case Study Exam. This is a guide emphasizing the most prevalent items to study for but cannot be all inclusive of what may actually be on the exam. Topics discussed are: USPAP, rates and levies, effective tax rates, economic principles, property definitions, ownerships and rights, three approaches to value, attributes in an effective tax system, role of the assessor, ratio studies and tax policy. Within the material will be multiple problems associated with the assessment and valuation processes and the workshop will conclude with a four-hour case study exam followed by a review of the answers.

### Preparation and Presenting a Valuation Appeal Workshop Overview – 1 day (New 2009)

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

Purpose of this workshop is to provide guidance and suggestions on the preparation and presentation of a valuation appeal from an assessor/appraiser perspective. The workshop will look at all levels of appeals including informal level, secondary level also referred to as formal level appeals (boards of equalization and state tax courts) and judicial appeals (district courts and court of appeals). Information from actual residential and commercial

appeal documentation will be used to help illustrate some processes and procedures. Topics discussed are: USPAP review, general information, and the appeal process, appeal preparation, presentation of appeals, residential valuation report, sample template and commercial valuation report.

**Valuation of Big Box Workshop Overview – 1 day (New 2009)**

**Authors Marion Johnson, CAE**

The purpose of this workshop is to provide guidance and suggestions on the valuation process of big box properties. Information from actual appraisals of big box properties will be utilized to help illustrate some processes and procedures. Topics discussed include: USPA preview, general information, market value versus value in use, highest and best use analysis, land valuation, the cost approach, the sales comparison approach and the income approach.

**Valuation of Fast Food Restaurants Workshop Overview – 1 day (New 2009)**

**Authors Marion Johnson, CAE**

The purpose of this workshop is to provide guidance and suggestions on the valuation process of fast food restaurant properties. Information from actual appraisals of fast food properties will be utilized to help illustrate some processes and procedures. Topics discussed include: USPAP review, general information, market value versus value in use, highest and best use analysis, land valuation, the cost approach, the sales comparison approach and the income approach.

**Valuation of Green Buildings Workshop Overview – 1 day (New 2009)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

Purpose of this workshop is to provide some guidance and suggestions on the process of analysis and valuation of green buildings. Information from various areas of the U.S. will be used to help establish some processes and procedures. Images and property characteristics of sold properties will be used. Topics discussed include: USPAP review, general information, appraisal concepts, three approaches to value and articles of interest

**Valuation of High-End and Difficult Homes Workshop Overview – 1 day (New 2008)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

Purpose of this workshop is to provide some guidance and suggestions on the process of data collection and analysis of high-end and difficult residential properties. Information from various areas of the U.S. will be used to help establish some processes and procedures. Images and property characteristics of sales and listed properties will be used. Topics discussed include: USPAP review, general information, cost approach, sales comparison approach, income approach, non-value analysis and articles of interest

### **Valuation of Residential Land – 1 day (New 2008)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

This one-day workshop will provide some guidance and suggestions on the process of valuing vacant residential land. Information from various areas of the U.S. will be used to help establish some processes and determination of various influence factors. EXCEL spreadsheets will be used to help build a database of sales and use in calculating influence factors. Topics to be covered are: USPAP review, general land information, site analysis, land valuation methods, land influence factors, calculating adjustments, modified cost of development method, supporting documentation and recent land value article.

### **Manufactured Homes Workshop Overview – 1 day (Updated 2007)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

This one-day workshop is designed to provide historical and current data to assist in the evaluation of Manufactured Homes. Topics for this session include history, trends, how to distinguish between manufactured homes, modular homes, panelized homes and pre-cut or kit homes, financing and Internet sources for research and information. All three approaches to value will be discussed and examples given. Considerable time will be spent on developing replacement cost new from the marketplace, comparing to cost manuals and calculating indexes. Depreciation and gross rent multipliers will be extracted from actual market data. Actual sales will be used to compare to cost manual value estimates and the workshop will conclude with two sections on questions and answers from assessors/appraisers and potential owners of manufactured homes.

### **Residential Quality, Condition and Effective Age Workshop Overview – 1 or 2 day (Updated 2008)**

**Author: Rick Stuart, CAE**

This workshop will review the characteristics that determine construction quality for residential properties by use of the Marshall & Swift Valuation Service. House images will be included in the presentation and will lead to extensive classroom participation. Actual construction costs will also be considered as a guide to determining quality. Images will also assist in the discussion on rating homes for condition in relationship to the definition and description for each condition rating. The determination of condition will lead directly into calculations for effective age. Effective age will be defined and demonstrated on how to extract it from the market. Several data sets will be provided for the students to calculate effective age and how to use for the development of a depreciation or percent good table. Topics discussed are: USPAP review, cost approach, quality, condition, physical deterioration using effective age, functional obsolescence, external obsolescence and depreciation and effective age extraction.

### **Reconstructing Income & Expense Statements – 1 or 2 day (New 2008)**

**Author: Rick Stuart, CAE**

Purpose of this workshop is to provide some guidance and suggestions on the process of developing an effective income and expense form, review of the income approach, establishing operating expense ratios as part of the review process and analyzing income and expense statements for allowable and non-allowable expenses. Topics discussed include: USPAP review, income approach definition and formulas, forms and methods for data gathering and additional sources, templates for storing and using data, review of reconstructing income and expense statements and data analysis and interpretation

### **The Art of Making a Powerful Presentation – 1 day (New 2009)**

**Authors: George Donatello, CMS & Rick Stuart, CAE**

Nothing can be more powerful than face-to-face communication, particularly if the message is well researched and the delivery is good and completed with confidence. What a Greek leader Pericles said more than 2,500 years ago is still true today, “One who forms a judgment on any point but cannot explain it clearly might as well never have thought at all on the subject.”

Good delivery will be shown as a combination of both verbal and non-verbal communication. The physical delivery of a presentation will generally not be great the first time or two it is delivered. However, there is no substitute for experience. Experience will help the presenter know when to emphasize points, pause, change voice reflection, make body movement and gestures, when to change facial expressions and when to recognize that a point was not understood. Making a presentation is an art and not a science. Multiple people can deliver the same presentation with differing results. What we hope to accomplish in this workshop is the process of preparation, the gathering of knowledge and the development of confidence that you can master ‘The Art of Making a Powerful Presentation.’

Other sections are: Taking inventory, overcoming anxiety, preparing the presentation, making the presentation, you are in charge and what an audience knows

### **Unique Appraisal Problems Workshop Outline – 1 day (Updated 2009)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

This one-day workshop deals with unique appraisal problems and by use of case studies using actual market data, steps the participants through the appraisal process of measuring value and/or value loss. Topics include contamination, mold, mercury, meth labs, snakes, out-of- town buyers, metal-sided dwellings, valuation using limited sales and Chinese drywall. This one-day workshop deals with unique appraisal problems and by use of case studies using actual market data, steps the participants through the appraisal process of measuring value and/or value loss.

**Collection, Interpretation and Model Building  
of Income and Expense Data – 1 or 2 day (Updated 2009)**

**Author: Rick Stuart, CAE**

The purpose of this workshop is to assist appraisers in the collection and interpretation of income and expense data for the construction of income models for establishing market value. This workshop will concentrate on the following areas: Review of the income approach, forms and methods of data gathering and additional data source, templates for storing and use of data, review of reconstructing income and expense statements, data analysis, interpretation and model building, extraction and development of capitalization rates, testing the income models and data write-ups and documentation.

**How to be a Better Manager – 1 or 2 day (Updated 2008)**

**Authors: Marion Johnson, CAE & Rick Stuart, CAE**

This two-day workshop is designed to help participants become a better manager or if just starting in the manager position, it will provide guidelines and suggestions on how to be successful. Topics covered range from planning and organizing, budgeting, personal and communication issues, dealing with difficult people, dealing with legislators, consensus building and stress management. This is an interactive workshop that allows and encourages actual situations from the instructor and the student. Various forms and examples are provided to help the participant develop a procedure manual for the assessment office.

**Public Relations and Customer Service**

**This workshop can be for any length of time from 1.5 hours to all day.  
(Continually updated)**

**Author: Rick Stuart, CAE**

This workshop is designed to assist in the development, implementation and review of a public relations and customer service program. The workshop gives examples of how to be successful, what to avoid and how to be responsive to the customer. Through the introduction of these various topics, tips and guidelines on application, plus a blend of humor, and some good participation, everyone will be reminded of the need for good public relations and customer service. Topics to be discussed are: what are public relations and why is it necessary, public relation objective, constant public relations, develop a plan, targeting and reaching your audience, implement the plan, newspapers, press releases, speaking engagements, results of public relations and customer service objectives.

### **Math Tutorials**

**These are designed as self-study guides but have been taught as one-day workshops.  
(New 2007 & 2008)**

**Author: Rick Stuart, CAE**

There is available a series of math tutorials that can be used by those students needing to refresh or strengthen their math skills prior to taking some of the core IAAO weeklong courses. Tutorial No. 1 has the most basic math and is preparatory for taking IAAO 101: Fundamentals of Real Property Appraisal. Tutorial No. 2 repeats the appropriate math areas and then expands for IAAO 102: Income Approach to Valuation. Tutorial No. 3 follows the same pattern and is designed for IAAO 201–Appraisal of Land. Tutorial No. 4 is on statistics and corresponds with IAAO 300: Fundamentals of Mass Appraisal. Tutorial No. 5, the last one, is for IAAO 112: Income Approach to Value (Contemporary Methods).

Each of the tutorials is broken into mathematical sections that correspond with topics covered in the course work. The sections include definitions, simple examples on how the math could be used in our daily life, when possible, and then how it applies to the appraisal practice. There are also memory tips, problems and the associated answers.

### **Analysis of GPS and Photogrammetric Errors: 1 Day**

**Author: Keith Cunningham, PhD**

Planning and understanding a spatial error budget is critical for understanding errors in ortho- imagery, oblique imagery, and GPS positions. You have to understand the nature and types of errors when utilizing deliverables from staff and contractors. This course explains sources of error, error classification, and error measurement.

### **Intro to GPS: 1 Day**

**Author: Keith Cunningham, PhD**

GPS has become a common tool for a wide variety of users. This course addresses the background of the technology and appropriate implementation in GIS/Mapping projects. We also discuss GPS integration with GSI, and GPS error.

### **Intro to GIS: 1 Day**

**Author: Keith Cunningham, PhD**

GIS allows the visualization, interpretation, and questioning of spatial data. This course provides an overview of the primary digital mapping concepts. This includes the basics of GIS data types, data capture, and storage. An introduction to spatial analysis and modeling is also provided.

### **GNSS: 1 Day**

**Author: Keith Cunningham, PhD**

The global positioning system has been with us for several decades. But we are at the dawn of a new generation of GPS, often referred to the Global Navigation Satellite System (GNSS). This includes, GPS III, the Russian GLONASS system, and the European Galileo system. We will cover the changing landscape of GNSS and Satellite Based Augmentation Systems (SBAS) in this course.

### **Grid vs. Ground in GIS and GPS: 1 Day**

**Author: Keith Cunningham, PhD**

GIS mapping is almost always done in a projected, grid coordinate system, not in the spherical coordinates of latitude and longitude. State plane coordinates are the most common official plane coordinate system used for GIS mapping. This course begins with a basic explanation of how map projections work, followed by an easy-to-understand primer on geodetic concepts.

**Instructor Contact Information**

**Keith Cunningham, PhD**

**[kwc@mobile-map.com](mailto:kwc@mobile-map.com)**

**573.268.4924**

**George Donatello, CMS**

**[donatellogeo@aol.com](mailto:donatellogeo@aol.com)**

**937.361.9434**

**Fred Chmura, AAS**

**[fred.chmura@charter.net](mailto:fred.chmura@charter.net)**

**860.420.9347**

**Marion Johnson, CAE**

**[mrj@sunflower.com](mailto:mrj@sunflower.com)**

**785.542.2876**

**Rick Stuart, CAE**

**[rstuart17@cox.net](mailto:rstuart17@cox.net)**

**785.259.1379**