
Commercial Appraisal Review: Income Versus Sales Comparison Approach



Wednesday, JANUARY 22, 2014

2:00 pm – 3:30 pm Central

Commercial appraisals are not only lengthier than residential reports, but are also exponentially more complex. As a result, bank employees who review commercial appraisal reports face a greater challenge than their residential counterparts. In residential appraising, the sales comparison approach is the main event. But in commercial appraising, any of three approaches can be relied upon in the final reconciliation process. According to the regulators, the very complexity of commercial appraisal methodology may increase a bank's credit risk. To mitigate some of that risk, this webinar will cover some foundational information about the sales comparison approach and the income approach, including practical tips for reviewing each approach in commercial appraisal reports.

HIGHLIGHTS

- Situations where each approach to value is applicable
- Overview of commercial appraisal review techniques
- Brief summary of appraisal terms that every reviewer should know
- Concepts and methodology overview
- Examples to demonstrate the methodology presented

- **TAKE-AWAY TOOLKIT**
 - Handout materials will provide an overview of the two approaches to value and tips for reviewing each in a commercial appraisal report
 - Recommended commercial appraisal review form
 - Employee training log
 - Quiz you can administer to measure staff learning and a separate answer key

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?

This informative session is designed for lenders, loan staff, appraisal review staff, compliance officers, and auditors.

ABOUT THE PRESENTER – Heidi C. Lee, MAI, MRICS of Appraisal Review & Consultation.

Heidi is a seasoned commercial review appraiser with 18 years of experience at Whitney National Bank, a mid-sized financial institution. Since retiring from Whitney Bank, Heidi has founded Appraisal Review & Consultation to share her skills and appraisal regulatory knowledge base with other financial institutions. Her firm offers commercial review services and appraisal policy/procedures assistance to small- and medium-sized financial institutions across the country. Heidi holds the MAI designation issued by the Appraisal Institute and the MRICS designation issued by the Royal Institution of Chartered Surveyors. Licensed in two states, she is a Louisiana certified general real estate appraiser and a Texas certified general real estate appraiser. In addition, she was appointed by two governors to serve on the Louisiana Real Estate Appraisers Board.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

Member Price \$230
NonMember Price \$275

The **live webinar** option allows you to have **one telephone connection for the audio portion and one Internet connection (from a single computer terminal)** to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts will be emailed to you prior to the broadcast. You will need the most-current version of Adobe Reader available free at www.adobe.com.

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2. ON-DEMAND WEB LINK & FREE CD ROM*

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The archived webinar is a recording of the live event, including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Approximately one week prior to the webinar, you will receive an email with the archived webinar link. This webinar link can be viewed anytime 24/7, beginning 6 business days **after** the webinar and will expire 6 months after the live program date.

As an added bonus, you will also receive a FREE audio/visual CD ROM.* The CD ROM includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the archived webinar or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.

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3. BOTH LIVE WEBINAR & ON-DEMAND WEB LINK (INCLUDES FREE CD-ROM*)

Member Price \$300
NonMember Price \$350

Options 1 and 2

The archived webinar (including the free CD ROM) may ONLY be ordered for 6 months following the webinar. Neither the link nor CD will be available after this time.

***CD ROM for Mac and PC use only**

Convenient! Listen on your iPad, iPhone, Android - Instructions will be emailed to you with the on-demand link .

Note: All materials are subject to copyright. Transmission, retransmission, or republishing this webinar to other institutions or those not employed by your financial institution is prohibited. Print materials may be copied for eligible participants only.

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TO REGISTER

- **By Mail: Community Bankers Financial Education, 455 S. Junction Road, Suite 101, Madison, WI 53719**
- By Fax: 608 / 833-8114 QUESTIONS - call 608/ 833-2384
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