

Philadelphia Metropolitan Chapter

Volume 3 Issue 1

A Message from the President

Louise M. Jeffers, SRA



Spring is a season of hope and renewal. What better time then, to review some of the reasons it pays to be a member or an associate member of the Appraisal Institute? Aside from the name recognition of the organization and its MAI and SRA designations, the Institute offers many benefits that add up to incredible proximity to information and significant savings of time and money.

One of the best examples is the Appraisal Institute's Y.T and Louise Lee Lum Library, found on-line at <http://www.appraisalinstitute.org/library/default.aspx>. The library provides access to the following data sources:

- Online catalog records
- Appraisal Institute of Canada resources
- Associations Unlimited database, which contains industry information on special-purpose property types
- WorldCat, a national bibliographic database
- Income and expense data sources
- National Market Indicators (Korpacz Report)
- Electronic books (coming soon)
- EBSCO Host Business Source Corporate
- Expert library staff research services
- Old Copies of Right of Way and Urban Land – Contact Eric

As a member or an associate member of the Institute, there is no charge for these services. Non-members must pay \$50 for each article downloaded and an additional \$25 for a 'rush' order. This is a great savings even if you don't need to research regularly. For those who don't favor working "online", there is an expert staff whose members will research topics for you, and send you the results! Contact the library at 312-335-4467 or via email at ailibrary@appraisalinstitute.org.

Another great benefit in these confusing times is the Ethics & Counseling Hotline, established to answer questions about the USPAP, business practices (such as reassigning or readdressing reports, etc.) and other related issues. The Hotline can be reached at 877-777-6939.

Finally, I have to mention AI education. When we must spend time away from our practices for a course, the

benefits of that learning experience should walk right out of the classroom with us. With AI education you 'get what you pay for' – relevant subject matter that is taught by some of the greatest teachers of appraisal available today. Considering course content, AI's stringent instructor qualification process and the discounts offered to members for courses and seminars, taking anything BUT an AI class to meet state certification and recertification requirements, does not seem like a wise investment.

While I've mentioned a few of our member benefits, the figures on the second page of this newsletter are a summation of these and many more, expressed in a format we can all understand – dollars saved per year, and every item on the list is a good reason to be a member or to become one! For more information on member benefits, or to learn about joining the Appraisal Institute, visit our website, at www.aiphilametro.org.

The NEW Website

The Philadelphia Metro Chapter is thrilled to have launched its new and improved website with a new domain name!

<http://aiphilametro.org/>

The site still offers pages such as Chapter Awards, Chapter Leadership, About the Appraisal Institute and Job Listings, but its new design and layout makes everything more organized and much easier to find and use.

Additions to the site's content include access to the full AI directory of appraisers, an updated Useful Links page with a plethora of shortcuts at your fingertips and a Meetings and Events page complete with the calendar of chapter events for the entire 2012 year. Plan accordingly!

Visit the site at <http://aiphilametro.org/> and let us know what you think!



The site is meant to be a useful tool for our members and the entire real estate community. Your feedback is important as we continually add to and update the site. If there is something you would like to see on the site, send the chapter an email at contact@aiphilametro.org.

The Value of Your Dues: Benefits Provided by the Appraisal Institute

2012 Membership Benefits	Value
Discounted or free webinars	\$40
Member discount for online education (\$11 to \$100 per class)	\$50
Member discount for classroom education	\$50-\$100
Member discount for AI publications (Free to \$45 each)	\$15
*Complimentary subscription to the Appraisal Journal	\$48
Complimentary copies of the Appraisal Institute's Valuation Magazine	\$48
Member Discount on Site to do Business Professional (STDBonline)	\$720
Member Discount on Site to do Business Lite	\$270
Complimentary listing in ExactBid's RIMSCentral Directory	\$342
Full, free access to Lum Library either online or via telephone	\$50 per Article/Book
*Reis Reports – Property Specific Reports - 5 per month package	\$225-\$450
Discount on Profile Listings in the JurisPro Online Expert Witness Directory	\$50
*Two additional county listings in ExactBid's RIMS Central Directory	\$6.95/mo
*5% to 10% discount on Narrative 1 Software	\$75-\$150
Discounts of up to 26% on select FedEx shipping and business services	\$50
20% to 70% discounts on Office Max products and services	\$100
Expert Witness Profiler: personal and professional background check	\$90
Discount on subscriptions to the National Collateral Database	\$12/mo.
RERC – Real Estate Research Corp: Free Issue and 20% discount to electronic quarterly publications	\$279
Total 2012 Membership Benefits Value	\$2,601

Additional Benefits

“Find an Appraiser” Directory - over 30,000 hits per month, free advertising for members
Best quality education courses and seminars
Discounts of up to 20% on real estate valuation books
Free subscription to Appraisal News Online
Insurance coverage – E & O, Life, Disability through Appraiser's Liability Insurance Program –
Easy sign up for “Claim Alerts” to stay informed of current appraisal liability issues
Model engagement letters, career center, member service center
Full time lobbyists in Washington DC and a lobbyist to assist in PA
Public relations and marketing materials for promoting your business
Discounts from Hertz and Avis Car Rentals
Appraisal Institute apparel through Lands End
AI Website contains all information on benefits, designation requirements, etc.

**Register for Associate Membership online at www.appraisalinstitute.org
Questions? Contact the Philadelphia Metropolitan Chapter at 610-326-0100**

**Benefit for designated members only*

Overview of Mortgage Fraud and Current Trends: March 7, 2012

On March 7, over forty chapter members met at Manufacturers' for breakfast and education. Special Agent Robert Loughney, Jr. a longtime FBI agent working in the Fort Washington Office, spoke to us about various types of mortgage fraud prevalent today, including how we can identify fraud we might find while doing an appraisal assignment and prepping a case for law enforcement.

SA Loughney left us with a list of available websites available as a reference.

Realty Trac (a membership site, but has foreclosure info and data)

MARI – “Mortgage Asset Research Institute” (part of the lexis/nexis group)

www.MortgageFraudBlog.com

www.stopfraud.gov

www.preventloanscam.org

Follow Us with New Social Media

Contributed by Chris Bourland, Assoc. Member

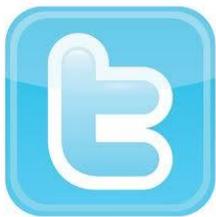
The Philadelphia Metro Chapter of the Appraisal Institute has undertaken a social media initiative by creating Facebook and Twitter pages!

Simply put, social networking is the art of connecting those who share similar interests. **Facebook** is the most popular social networking website with 845 million active users. As a professional organization linking valuation professionals in the Philadelphia metropolitan area, the Philadelphia chapter stands to gain from using Facebook as a social networking platform. The chapter has created a Facebook page to enhance communication with its



members. On a regular basis, the chapter posts to Facebook information such as educational offerings and membership meetings to members. Additionally, the chapter may display photographs from Appraisal Institute events and pose questions and polls to facilitate interaction among members. The goal is to enhance the solidarity of the chapter by providing an interactive online community of valuation professionals.

Twitter is another popular social networking site which the chapter is using to enhance communication with its members. With over 350 million active users, Twitter enables users to send text-based posts known as "tweets." The "tweets" are brief messages with a maximum size of 140 characters. Twitter users receive these truncated messages from those people, companies or organizations that they are interested in hearing from in "real time" on a regular basis. Twitter delivers mass communication virtually instantaneously. The chapter has a Twitter account and has been



"tweeting" information on education, meetings and other news. These "tweets" are instant snapshot messages which often feature links to the chapter's website or Facebook page directing users to more detailed information. By following the chapter on Twitter, users can get instant updates on the latest news relevant to valuation professionals.

Please join the chapter in utilizing these tools to foster a stronger community of valuation professionals by liking us on **Facebook** at "**Phila Metro Chapter of the Appraisal Institute**" and by following us on **Twitter** at "**AIPhilaMetro.**"

2012 Seminars

2012 USPAP – 7 Hour Update
April 18

Fundamentals of Separating Real, Personal Property, and Intangible Business Assets
May 16-17

Evaluating Commercial Construction
October 3-4

Business Practices and Ethics
November 7

2012 Courses

Registration for 2012 courses is **NOW OPEN!**
All courses will be capped at 25 students. Register early to guarantee your spot!

General Site Valuation and Cost Approach
April 16-19

General Market Analysis and Highest and Best Use
June 20-23

General Appraiser Report Writing and Case Studies
October 3-6

Real Estate Finance, Statistics and Valuation Modeling
November 14-15

REGISTER NOW!

<http://www.appraisalinstitute.org/education/PhiladelphiaMetro/>

Check our website <http://aiphilametro.org/education/> for updates and a complete list of courses and seminars.



Online Education: Learn at your own pace anytime, anywhere. Top-notch Appraisal Institute courses and seminars come straight to your desktop with online education!

Learn from any computer anywhere, whenever you have time. It's easy, convenient and a great way to get the education you want. Check out the current course listing now!



Career Opportunities

For more information, refer to our Employment Opportunities website at <http://aiphilametro.org/jobs-listings/>.

Post your career opportunities in the next edition of the Philadelphia Metropolitan Chapter e-newsletter and / or on the Chapter website. Contact Tiffany Lewis (Email: contact@aiphilametro.org) with posting information.

2012 Officers and Directors

President	Louise Jeffers, SRA ljeffers@reapejeffers.com
Vice President	Mike Mignogna, MAI mmignogna@mvginc.com
Treasurer	John B. Ciminera, SRA jbciminera@aol.com
Secretary	James Klementisz, SRA jklementisz@comcast.net

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