

DECEMBER 2024

Philadelphia Metro. Chapter

MESSAGE FROM THE INCOMING PRESIDENT

JUSTIN GOHN, MAI, SRA



Last night, my two-year-old daughter stood transfixed by our Christmas tree. Simple moments like these have a way of putting things in perspective. I'm betting many of you know exactly what I mean.

I'll be direct: 2025 is going to be a pivotal year for us. The upcoming closure of the Greater Kansas State Chapter wasn't just bad news - it was a wake-up call. When 60% of our revenue comes from member dues, declining membership isn't just a trend to monitor. It's an existential challenge we need to face head-on.

That's why I've helped organize the 2025 Chapter Presidents Virtual Summit for January. No buzzwords, no corporate speak - just real talk about real solutions. We need to figure out how to serve our members better in a world that's changing faster than ever. If you have ideas, I want to hear them. My email is justin@justingohn.com. Use it.

Here's the thing, though: I'm genuinely excited about what's coming. Take artificial intelligence. I'm not talking about some far-off future - I'm talking about right now. Imagine having an AI that knows your writing style cold, that can draft sections of your reports in your voice. That's not science fiction. That's happening. And it's just the beginning. I believe appraisal companies will become AI companies first that happen to do appraisals. The ones who adapt will thrive. The ones who don't... well, you know how that story goes.

We're at a crossroads. The challenges are real, but so are the opportunities. Let's tackle them together in 2025.

Wishing you and yours a Merry Christmas and peaceful holiday season. Let's make next year count.

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Education Report

Thank you to all who have supported Chapter Education this year; we really want to offer the best courses that you want/need. If you haven't done so already, please fill out our 2025 Education Survey, as we are still finalizing our 2025 education schedule.

<https://forms.gle/SjAdwMqXUbeDJDqZ9>

Region VI Chapters have come together for 2025 to strategically plan Qualifying and Designation Education. Combined, the chapters will be offering ALL QE and DE courses somewhere within PA, MD, DC, and NJ to make sure any appraiser working on their state certification or designation can take any class in person class with minimal traveling. Please be on the lookout for all of the courses as they open for registration throughout the region. A full list will be sent out via email by the Phila. Metro. Chapter when finalized. We look forward to helping our students fast track their education in 2025!

On the National level, AI has created a pilot program for Qualifying and Designation Education. Philadelphia has had its 2 scheduled qualifying courses selected as a part of this pilot program. National and the Philly Chapter will be sharing costs for these pilot courses and jointly advertising them. This will make it possible for Philly to offer these QE courses and minimize any financial loss to the chapter if enrollments do not breakeven. It will also ensure that the classes will not be canceled and those working for their state cert can stick to their timeline knowing that the classes will be offered regardless of enrollment. We are thrilled to see National's commitment to building the pipeline of future appraisers and working so closely with the Chapters. We will be sure to update membership with the results of this exciting program!

Upcoming Education and Events

January 22 - 7 Hour Virtual - Artificial Intelligence, Blockchain, and the Metaverse: Implications for Valuation

January 30- Young Appraiser Happy Hour @ Urban Saloon

April 7-12 - Advanced Concepts and Case Studies @ Giant Community Center, Willow Grove

April 28- May 1 - General Appraiser Income Approach Pt. 2 @ Giant Community Center, Willow Grove

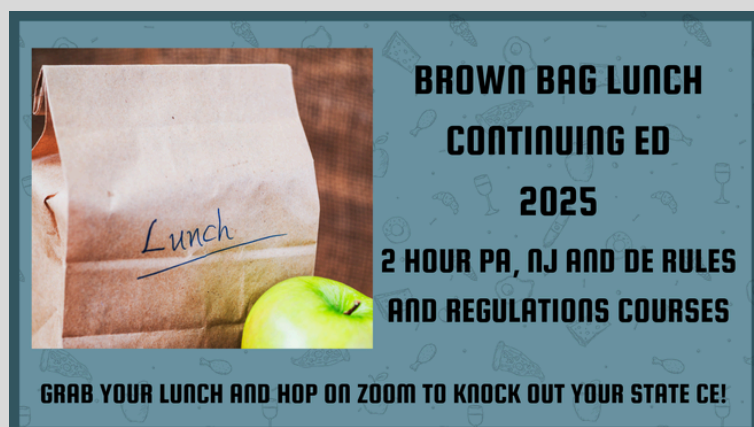
October 6-9 - General Appraiser Report Writing and Case Studies @ Giant Community Center, Willow Grove

October 20-24 - Advanced Income @ Giant Community Center, Willow Grove

Coming Soon!

We have NOT forgotten about CE for the PA and NJ recertification deadlines!

Real Estate Trends as well as other CE seminars, including our Brown Bag Lunch series of state rules and regulations CE, are in the works and will be announced in January!



BROWN BAG LUNCH
CONTINUING ED
2025
2 HOUR PA, NJ AND DE RULES
AND REGULATIONS COURSES

GRAB YOUR LUNCH AND HOP ON ZOOM TO KNOCK OUT YOUR STATE CE!

The graphic features a brown paper lunch bag with the word "Lunch" written on it in blue cursive, and a green apple next to it. The background is a light blue with faint icons of a lightbulb, a graduation cap, and a document.


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Young Appraisers Networking Night

The Philadelphia Metro Chapter is excited to invite you to the second round of Young Appraiser Networking Night! Our first event in August was a resounding success. This is an excellent opportunity to connect with fellow appraisers, industry leaders, and university students exploring careers in appraisal.

 **Date:** Tuesday, January 30, 2024

 **Time:** 5:00 PM – 7:00 PM

 **Location:** Urban Saloon - 2120 Fairmount Avenue, Philadelphia, PA

A registration email is launching early January to sign up. There is no fee, but we want to make sure we snag enough space at the venue for our crew.

University Relations Committee

This year the University Relations Committee, Chaired by Joanna Witte and Katelyn Drosnock, accomplished a ton!

Relationships were strengthened with our local university partners as presentations were held at several campuses. Our AI Professionals have been present in classrooms and at club meetings! A special thank you to Maureen Fox for making the trek to present at our furthest partner university, Penn State, and educating their students on careers in the appraisal field.

In addition to our presentations, two large scale networking events took place in 2024. The first was directly after the Real Estate Trends program in April and the second was following the AI/CCIM Joint class in October. The AI/CCIM Event not only included networking with appraisers, but other prominent members of the Philadelphia area real estate community as well. This event, including students from Temple and Drexel, also showcased the bowling skills of the students and their professors! Photos are included in this newsletter.

Our URC year ended with four Drexel all-stars attending our holiday party. Not only did they get to speak with AI professionals, they were able to witness their professor, Ed Falkowski receive the Harrison Winder Award!

We thank all of our Philly members who have taken time out of their schedules to present to our classes, network with our students, and take students on as interns or trainees. We are honored to have such solid connections with our universities and be able to build this pipeline of future appraisers or users of appraisal services. Very few chapters are able to have such successes in the University Relations arena and we are so grateful for our member support in this very important outreach!

AI & CCIM Joint Event

On October 23, members of CCIM and the Appraisal institute teamed up for a full day of education and networking!

The day began with a Site To Do Business class held at 1515 Market Street. Over 20 students came to spend the day learning, sharing lunch, and spending time in a truly gorgeous conference space!

Immediately following the class, attendees and other members headed to Lucky Strike for a full bowling extravaganza.

The real highlight to the evening was having over 35 students in attendance from Drexel and Temple Universities to meet real estate professionals from AI and CCIM. It was also a thrill for them to take on their professors on the lane. While the final scores are not documented, we are sure professors David Wilk and Ed Falkowski were able to hold their own against their students!

Special thanks to Carlo Batts and Lisa Lord Edmonds for joining these two organizations together for this special event. We also want to thank The AI Education Relief Fund for their grant to bring the university students into the mix. Enjoy the pictures on the next page!



Thank you



Holiday Party Recap

Our Chapter held its annual holiday party and installation of officers on Monday, December 9 at Fogo de Chao in King of Prussia. The food was excellent and the company was even better.

The evening began with President Carlo Batts welcoming over 20 Past Presidents of the Philadelphia Chapter. Also in attendance were our regional representatives Joshua Garretson and Barbara Cantrell. Joining us from National were Michael Mignogna, 2024 National AI Vice President and Craig Steinley, 2023 National AI President. Joining us for the evening were four of Drexel's best and brightest real estate students who have now come to several of our networking events and are actively seeking real estate jobs!

After enjoying the amazing salad bar and having our fill of a wide variety of meat options, we celebrated Nathaniel Ford, MAI for his 2024 designation. His boss and mentor Trip Lukens presented the award and his mother, Heidi Ford was on hand to cheer and participate in a rare mother/son appraiser photo op!

The Harrison Winder Award committee, chaired by Lou Iatarola, knocked it out of the park again this year, selecting Ed Falkowski as the 2024 recipient. As committee member, Eileen Lynn was reading the description of the surprise winner, every head in the room was nodding at the long list of ways the recipient has served the Chapter, the Institute and the profession! Cheers went up from not only the Drexel students in attendance but the entire room as Ed was named the winner.

The evening proceeded with an address from Mike Migogna, bringing news from National. He then went on to thank the 2024 Officers and Directors and install the 2025 Leadership Team!

The evening concluded with Jack Coyle saying a few words of remembrance for Don Reape, followed by 2025 President Justin Gohn addressing the membership with gratitude towards those who helped him reach this position and his hopes for 2025.

Let's Celebrate





2024 Officers and Directors of the Phila. Metro. Chapter

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Walt Krzywicki, MAI, AI-GRS

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Brendan Wewer, MAI

Katelyn Drosnock

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Justin Gohn, MAI, SRA

Walt Krzywicki, MAI, AI-GRS



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