



“THE APPRAISAL CAME IN LOW!”

NOW WHAT?!

The 5 Most Vulnerable Areas To Appeal

PLUS... The ABC's Every Agent MUST Know About The Appraisal Process

1. Accuracy of Report
(Subject Facts & Figures)
2. Comparable Selection
(Any better? Weighted factors for selection.)
3. Comp Data Accuracy
(Appraisers mostly view MLS and exterior only.)
4. Adjustments
(Reasonable & Justifiable)
5. Reconciliation
(Approaches, Credence, Reasoning.)

A. INTENDED USE & USER
(Purpose + Definition of Market Value)

B. INFLUENCERS OF VALUE
(URAR) *Observable* – Location, Size, Condition, Rooms, Site, Amenities, External;
Researchable – Financing, Comparable's Concessions, MLS Data Accuracy,
Zoning, Arms-Length, Deed Restrictions, and Easements; *Economic* -
Regression vs. Progression, etc.

C. FACT vs. OPINION
(UAD) GLA vs. GBA vs. LA vs. SF, C & Q (1-6), Actual vs. Effective Age, and The
Five Types of Obsolescence.

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