

**New York State Association of REALTORS®
Appraisal Committee**

**66th Annual
Fall Appraisal
Conference**

Turning Stone Resort & Casino
*5218 Patrick Road
Verona, New York*



New York State Association of REALTORS®, Inc.

Class Schedule:

Nov. 8, 2018:

2018-2019 National Uniform
Standards of Professional
Appraisal Practice
(7 Hours)

Nov. 9, 2018

Using Big Data and
Cognitive Technology to
Personalize Your Marketing
(3 Hours)

*Property Tax Considerations
in Real Estate Appraisal
(4 Hours)*

*Bob Galliher,
MAI, SRA,
Conference Chair*

*Jennifer Bossuot,
Appraisal
Committee Chair*

66th Annual Fall Appraisal Conference

Thursday, November 8, 2018

8:00 am **Registration** - coffee & continental breakfast will be available

8:30 am-12:00 pm **2018 -2019 7-hour National USPAP Update Course**

Submitted for 7 hours of appraiser and 6.5 hours of real estate continuing education credit

This is the 7-Hour National Uniform Standards of Professional Appraisal Practice (USPAP) Update Course, as developed by The Appraisal Foundation. It is unique in that the Course is developed by The Appraisal Foundation and is revised on a periodic basis to stay current with the latest edition of USPAP. In addition to the student manual, each student will be provided with a copy of the 2018-2019 USPAP, USPAP Advisory Opinions, and USPAP Frequently Asked Questions. *All appraisers are required to complete a 7-hour National USPAP Update Course in order to renew their license/certification.*

Instructor: Rebecca Jones started her career in real estate in 1983 as a sales agent. In 1990, Jones made a change to the appraisal side of the business which she has remained in to this day. She is the founder of NY-CAP (NY Coalition of Appraiser Professionals) and has been an instructor since 1998 at Upstate Training.

12:00 pm **Lunch** - buffet provided

1:00-4:30 pm **2018-2019 7-hour National USPAP Update Course (continued)**

5:00 pm **Meet & Greet at the Lodge Bar** – cash bar & light hors d'oeuvre

Friday, November 9, 2018

8:30 am **Registration** - coffee & continental breakfast will be available

8:45 am **Welcome**

Bob Galliher, MAI, SRA, Conference Chair

9:00 am-12:00 pm **Using Big Data and Cognitive Technology to Personalize Your Marketing**

Submitted for 3 hours of appraiser and real estate continuing education credit

Today's customers are sharing incredible amounts of information and they expect marketers to use each piece to personalize every little interaction on their journey. Every year hundreds of zettabytes of data are being generated. In fact, 90% of the data in the world today has been created in the last two years alone. That's a huge number and much of it's coming from consumers like you and me. Cognitive technologies are unlike anything that's come before. They use machine learning (computer analytics) to understand, reason and learn and in doing so put each customer at the very center of every marketing campaign. With access to these data sets REALTORS® can instantly gain a deeper view into the bigger world, discover new patterns, get to know each customer on unimaginable levels and be agile enough to shift campaigns on the fly.

Instructor: Ron France was a pioneer in Internet Marketing starting HomeTours.com in 1993. In 1995 he joined Realtor.com where Ron was part of the initial team responsible for rolling out Realtor.com to MLSs around the US. Ron is currently the President of CNY Signature Properties LLC, located in Syracuse NY.

12:00 – 12:30 pm **Luncheon Session** - buffet provided

Remarks to attendees from Appraisal Committee Leadership

12:30-4:30 pm **Property Tax Considerations in Real Estate Appraisal**

Submitted for 4 hours of appraiser and real estate continuing education credit

Property taxes are a significant expense in real estate ownership, whether residential or commercial property. This 4-hour seminar examines how property values are affected by property taxation. Residential home values will be analyzed relative to how affordability is affected by the property tax burden. Commercial property values will be discussed with emphasis on the effects of the property tax as a major expense. Property tax exemptions of many kinds will be discussed in detail. A discussion of the property tax system in New York State will include the municipal and school district budgeting processes, as well as the myriad of assessment practices throughout the state. Other topics include: equalization rates, PILOT payments, tax bill analysis, and the assessment challenge process. This seminar is designed for appraisers and salespersons.

Instructor: Nathan Gabbert has been actively involved in the property valuation profession since 1984. Nathan is a certified instructor for the NYS Department of State for appraiser and real estate education courses and has developed numerous seminars for the NYSAA, the Greater Rochester Association of Realtors, and the Appraisal Institute.

4:30 pm **Wrap-up & Thank you** – Bob Galliher, Conference Chair

Stay for prizes awarded to attendees!

Attendees who would like to obtain continuing education credit for these programs must attend the full sessions. No exceptions can be made. Attendees must sign an attendance sheet at the beginning and completion of each day.

Register Online:

- Login to <https://nysarportal.ramcoams.net>. From the "Events" dropdown menu, select "Upcoming Meetings" and click on 66th Annual Fall Appraisal Conference and then follow the instructions on the page to continue.

Register by mail or fax with the Registration Form below

- Mail to: 130 Washington Avenue, Albany, NY 12210 or Fax to: 518.462.5474. Postmarked by November 2, 2018

Registration Form

Name: _____

Firm: _____

If you are paying by credit card please make sure the address below is your billing address

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ Email: _____

Appraiser License/Certification #: _____ **(Mandatory for CE Credit)**

_____ **Yes, I will be donating a Door Prize** _____

Do you have any disabilities that require special accommodations, including provision for auxiliary aids/services?

If so, please identify your needs: _____

Please check one of the following options to register (*Registration fee includes program, breaks & lunch*):

Please register me for USPAP 7-hour Course only, Nov. 8, 2108
(*Includes student manual & 2018-2019 version of USPAP*)

_____ NYSAR Member \$220.00 _____ Non-member \$235.00

Please register me for Friday Courses only, Nov. 9, 2018

_____ NYSAR Member \$150.00 _____ Non-member \$165.00

Please register me for both days, Nov 8 & 9, 2018

_____ NYSAR Member \$350.00 _____ Non-member \$380.00

Enclosed is my check made payable to "NYSAR" in the amount of \$ _____

Please charge my: _____ (MC) _____ (Visa) _____ (AMEX) _____ (Discover)

Credit Card #: _____ Exp: _____ CVV _____

Signature: _____

A small block of rooms have been reserved for Wednesday, November 7 and Thursday, November 8, 2018 at a rate of \$145 per night in the Tower and \$215 in the Lodge. Call the Turning Stone Resort directly for room reservations at 800-771-7711. If you plan to stay overnight you will need to call them immediately, as rooms will be booked on a first-come, first-served basis. To receive the above discounted rate, please indicate that you are attending the New York State Association of REALTORS® Conference. The room block will be available until October 19, 2018.

Questions?

Phone: 518-463-0300 x202

E-mail: pmorrison@nysar.com