

The Scope



Volume 1, Issue 2

November

NCPAC

**North Carolina
Professional
Appraisers
Coalition**

Newsletter for the NCPAC

This Month's Topic:

"NCPA" and what that means to you...

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2005-2006 Officers:

President:

Baldy Williams

**Vice President/President
Elect: Darrel Hignite**

**Vice President: Steve Wolf-
son**

Secretary: Lauriette West

Treasurer: Andy Ledford

By definition a "NCPA" is a North Carolina Professional Appraiser. But for clarity's sake this is a definition, not a designation...

There has been discussion about whether NCPAC should offer such a designation. If there is interest by NCPAC members to pursue a designation, we need to inform the NCPA group on the website and discuss the possible qualification requirements, conferring provisions, and provisions for use. If it is decided that we would like have and use a designation, then two-thirds of the then current members of NCPAC would be required to vote this designation into the bylaws.

Currently there is one class of membership and that is the "North Carolina Professional Appraiser." It is perhaps a point of clarification that we could add provisions that make this designation a level of commitment to the membership. For instance, it is mentioned in the bylaws that volunteerism is a requirement of membership. Perhaps bylaws for this

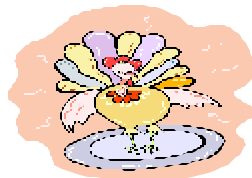
designation can be established, such that to obtain a designation of NCPA one must apply to the NCPA group and provide a list of accomplishments that would confer this designation to them.

By acknowledging this advanced level of commitment, the designation could increase volunteerism and participation. Once the individual appraisers were recognized for their commitment, through perhaps a pin as was suggested by one member, other appraisers would see this and then say, "How do I become an NCPA?...." Contribution by Past President Curtis West, commentary by Amanda Creek.

NCPA SURVEY

Would you be in favor of NCPA designation? Go to the NCPAC website, log in and vote on this topic- www.ncpac.org

Log in under Open Discussion.



Performance and Professionalism

For today's appraiser, *Image is everything*. The image you project begins with how you answer the phone, it continues through the inspection, the report writing, and any additional post-inspection follow up.

Whether an appraisal is for a lender or a homeowner, how you present yourself helps establish the value for your services.

But selling a service is far more difficult than selling a physical product. If you are unable to translate your fee into the value of your services, then you have no right to expect the client to do it for you.

If the appraiser is unkempt with mussed up clothes and dirty sneakers, or rude and uncaring on the initial phone contact, it won't make a difference what the fee structure is, the damage is already done. Price is not driving the deal, professionalism is.

Professionalism demands that you be prepared to fully answer any and all questions about your services and explain wherein lies the value to your client. Simple courtesies should be automatic like listening politely and paying attention to their concerns.

Image is everything....

The true challenge is how to create and maintain the kind of image that affirms our professionalism while gaining the respect among our business associates that validates the rates we charge for our services.

We all complain about the prices we pay for things, but we always pay the asking price when we feel we are getting the best value. We will always get the fees we demand when we know how to convert it into the value received and conduct ourselves with performance and professionalism...

Commentary by Amanda Creek, excerpts from a feature "Raising your Fees...", by Michael Rowan, founder of Ameripro Inspection Corporation.

Featured Appraiser of the Month

For November, Richard Barnes is our featured appraiser of the month. Richard is a Certified Residential Appraiser in Lumberton, NC.

Richard has been appraising since July of 2001. He performed his apprenticeship under the guidance of Bob Antone. In his apprenticeship, he accomplished 300 appraisals or points in 18 months necessary to become a State Licensed Appraiser in April of 2003.

As with many motivated appraisers, Richard struck out on his own after becoming licensed and started appraising for himself. By June of 2005, he applied and became a State Certified Residential Appraiser.

When asked why he enjoyed appraising he stated "It's wonderful seeing the different types of homes and how people decorate them. My wife is

always getting onto me because I'll see something in a home and want her to duplicate it in a room in our house."

Richard keeps busy by covering four counties for appraisals, as well as being a Real Estate Agent and listing and selling properties in the Lumberton area. He also spends as much



Richard Barnes- Lumberton NC

free time as possible with his wife, Patricia, and two children, Christina, 9 and Jason, 7.

His hobbies include computer repair, which ironically led him into the appraisal profession. His other activities include fighting fire with Pine Terrace Volunteer Fire Department, where he also serves as a member of the Executive Board.

Thanks to Richard Barnes for letting us publish this feature, nominated by Oscar Davis.

Would you like to nominate someone for Appraiser of the Month? Perhaps a coworker or mentor... Or maybe someone you know that has done something extraordinary lately... Do you wish to know more about an NCPAC officer or member of the Board? Send us your suggestions...

If you don't value your time, no one else will...

Our readers have sent in articles they would like to see in forum. Mostly these articles talk about what we charge for our appraisal services. But before I digress into a long winded speech on fees, let's talk about value. Value is a fundamental aspect of appraising. A definition of value exists on every appraisal we turn in that contains a Statement of Limiting Conditions.

But what does value mean to the appraiser? What is your perceived value? How do realtors, lenders, home inspectors, lawyers, and other appraisers view you? These are the peers and professionals we deal with everyday, and how they value your services goes along way towards how they value you. Successful professionals want to work with equally successful professionals who mirror their own high expectations and standards.

Success breeds success, it is not about how much you charge, but rather how well you complement the other professional's image of themselves. This is a point that is missed by newer appraisers and appraisers that give deep discounts in order to compete against veteran appraisers.

And many appraisers have not done a comprehensive analysis of the actual cost of being in business, and suffer from the illusion that they are netting more per hour of their time that they actually are. They are greatly undervaluing their hard won expertise and true value of their services in the market place. Most are under the impression that if they charged more, their clients would desert them. But one thing is for sure, if you don't value your time, no one else will either!

Success breeds success...

Consistency and dependability will put you to the top of the lists, creating a value for your services that exceeds that which you charge. It is up to you to create the impression and create the value for your services.

Commentary by Amanda Creek, excerpts from a feature "Raising your Fees..." by Michael Rowan, founder of Ameripro Inspection

Value Survey:

Please send us email about things you would like to see discussed in this forum. We would like to get your thoughts and opinions about things that matter to you...

Please forward your emails to amanda@ncpac.org



New Forms Required by FNMA

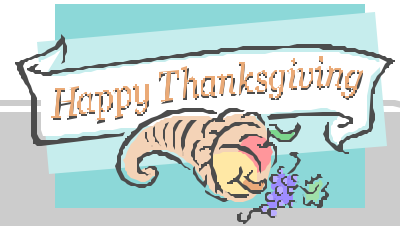
Many appraisers complain about the new forms, but we should look upon this as an opportunity, rather than a challenge. Starting November 1st, we should all make an effort to ensure that our customers are aware of this transition. Be informative, and help them understand how much work we are going to do for them, to make sure they have the best product possible.

Encourage them to look over the new forms and get familiar with the new layouts, and understand the usage of each form. Use the change as a positive, rather than a negative, and be enthusiastic. Most lenders contacted are pleased that we take the time to help and inform them. Perhaps your contact and personal touch may be rewarded with renewed business.

If you choose to reassess your fee schedule at this occasion, leave the details off your initial contact with the client. A more professional approach might be to point them to your website for more details. We can all make this a more profitable and rewarding experience for ourselves and our clients, all it takes is a little effort and a lot of patience!

FHA FORM NEWS—Go to the NCPAC website for the latest FHA information, a link is posted to the document sent out by FHA September 23,2005- If you are a FHA appraiser, YOU NEED TO READ THIS! Old URAR forms are still required until January 1st, 2006 and then after that the new forms are used and no more VC or NTH! www.ncpac.org

Calendar For November



November 2005

SUN	MON	TUE	WED	THU	FRI	SAT
		1 New Forms Req. for FNMA	2	3 NCPAC board meeting	4	5
6	7	8	9	10	11 Veteran's Day	12
13	14	15 NCAB meeting	16 NCAB meeting	17	18	19
20	21	22	23	24 	25	26
27	28	29	30			

This Month:

1st- New Form Use Req. by FNMA
15-16th -NCAB Meetings

Coming up next Month:

Happy Holidays...



October NCAB Meeting Minutes by Andy Ledford

This past month's meeting of the North Carolina Appraisal Board was held on October 18th and 19th. Andy Ledford, current treasurer of NCPAC, attended this meeting and took the following minutes.

Some proposed rule changes for 2006 were discussed at this month's

NCAB meeting. The Board did vote to start the rule change process.

This month the Board also accepted the staff's recommendation for 2 investigation requests.

The new trainee supervision class

will continue to be offered throughout the state in the upcoming months in Raleigh, Charlotte, and Eastern North Carolina.

For more information, go to their NCAB website at this address: www.ncappraisalboard.org and then go to the news page for class

NEW NEWS—Check out the Appraisal Foundation's website~ the Charlotte Instructor Recertification Course is being offered April 22,2005 and it is sponsored by NCPAC! To register contact Curtis West, curtis@ncpac.org http://appraisalfoundation.org/s_appraisal/doc.asp?CID=189&DID=680

NCPAC

Our Contributors
Amanda Creek—Publisher
Andy Ledford- Minutes
Thanks to our
Guest Contributors

Official Newsletter for the
North Carolina
Professional Appraisers
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The Scope

Check us out online
www.ncpac.org



NP Organization

2005-2006 At-Large Board Members

[Ben Atkins](#)

[Leonard Breedlove](#)

[Amanda Creek](#)

[Oscar Davis](#)

[Bob Reeves](#)

[Dale Smathers](#)

[Brian Weyeneth](#)

[Curtis West, Past President](#)

[Doug Winner](#)

Can you believe it?

Editorial by Amanda Creek

Our first comments on the newsletter have come in... I am very thankful everyone is enjoying it and sending in such good ideas... I hope to continue putting good stuff out there to keep everyone as up to date as possible, but I rely on you! Send me those ideas and keep up the good work...

Here are some of the comments:

"So glad to receive this newsletter! I really feel like this organization will keep the members as friends and not just as a source of income. I love the layout, easy to read and positive! The calendar of events is a good idea. Can't wait to go to the convention at Wilmington. Perhaps some vendors can also be at the convention to show us new technology..." Thanks, Mary Ann Allgood

"Simply an awesome newsletter! I took the URAR 1004 and 2055 how to fill out these new forms classes at Carolina Beach over the weekend and your name was mentioned and the situation that

you addressed in the newsletter.

I cannot believe that a lender would have you ask another appraiser for a fee payment. Nor would I think the appraiser would even pay it.

In fact, this should be put in a letter and sent to the NC Banking Commission. Seems that the lender should "eat" the appraisal cost and get on with it. Anyway, keep up the good work!
Glenn Day

"I just want to say, GREAT JOB on the newsletter!!!! It looks great. This



A story of thanks...

newsletter will be a wonderful tool to keep the appraisers informed on what is happening in our profession.

I just wanted to take a few minutes to Thank You and keep up the good work..... Jennie Harless

"I think the newsletter is a great beginning. I really appreciate the time and effort that went into it. Thank you!

Also, I felt very fortunate to have attended the conference in Charlotte and thought it was well orchestrated and very valuable. Since I live in Wilmington, I would be very happy to help with next year's conference. If you are taking volunteers, then please add me to the list....

Best wishes on the newsletter—Janice Pepperman

Your thoughts? Wish to contribute to next months newsletter? Send emails to amanda@ncpac.org