

XpertCMA April Stimulus Package and Views About the Appraisal System

April 2009

To Kerry from Kerry Bodily, Editor-Author

April 20% Discount Coupon Code: April20

NOW is the time to take advantage of our economic stimulus offer if you are planning, this year, to:



Purchase the 2009 Special Package (new user special)

<http://www.XpertCMA.com/fpWorld/VisitorShoppingCart.htm>

- or Upgrade to System 7, order the Seller's Pricing Guide (a pre-listing tool), e-books, or any other XpertCMA Licensee item:

<http://www.XpertCMA.com/fpWorld/LicenseeShoppingCart.htm>

or Order the CPS Professional Designation or Renew for 2009:

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or Order a Company License or Upgrade your company license to a personal, individual license:

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Just enter this code (April20) in the discount coupon box upon check-out during April, and it will recalculate your order, less 20%. Please support us, so we can support you.

Next:

[Section 1](#) - Effects of the new Appraisal Rules, May 1.

[Section 2](#) - 2009 3-hr CE Class created, more instructors wanted.

[Section 3](#) - The Grand Walking Tour and The Pricing Presentation

[Section 1 - Effects of New Appraisal Rules](#)



The new rules are essentially designed to separate or distance parties to a real estate transaction. Now there may, in fact, be some minimal loan fraud going on, but throwing road blocks in the path of the appraiser, agent, loan officer, buyer, seller, etc. for simply doing their assigned jobs under their authority is like shooting the messenger, in our opinion. For example, if the mortgage company's plan is to

loan more than the home is worth in anticipation of future appreciation, and offer the buyer an ARM hoping they get promoted to CEO before the jump in payment, then don't blame the loan officer. And we all know that everyone has a propensity, in good times, to buy everything they can put on their credit card. Then the mortgage loans are packaged into conglomerates and passed thru many portholes to camouflage the risk, etc., etc. etc. So trying to blame everyone at the opening gate is like shooting the messenger. Where do these people come from? Oh well, some things never change.

Our staff, which includes a senior appraiser, believes that you should do a good Competitive Market Analysis and a good Comparative Market Analysis. If the Competitive market Value and the Likely Appraisal Value are in the ball park to each other, you can't do any more. And that is what XpertCMA is all about.

The appraisal guide lines still require a copy of the sales contract to begin the assignment. Appraisers are required to review it and determine if they feel it was negotiated in good faith and an arms length transaction. That's per USPAP (Uniform Standards of Professional Real Estate Practice) and we don't see that changing. Also, by USPAP they are supposed to interview (all parties involved with the contract) both realtors and the buyer and seller to get their opinion as to the negotiation process.

So, we believe that it's the fringe deals, where some funny business is going on, that would be the most affected. Hopefully, your not one of them. But for those transactions at arms length, where the buyer has been shopping, the seller has been marketing and negotiating to their own best interest, the appraiser shouldn't have much issue with finding comps to support the sales price.

Time will tell. And by the way, XpertCMA is designed in the appraisal format. I, Kerry, have been successful challenging many appraisals and never lost one yet. Yes, that is true!

Section 2 - We have created the 2009, 3hr CE Class, "Pricing Real Estate Competitively"

The class material is created from the book and designed in Power Point to be easily taught. This class has been taught in Utah to standing only crowds. Idaho is ready. No one, to our knowledge, has written a book about how to price real estate or designed a class. Most CE Classes are on shop worn subjects like, agency, laws, etc. that we have all seen many times.

We want to find instructors in your area and get the class approved in your state. Please refer them to us or forward their contact info. That would be greatly appreciated. If others can't price real estate to sell, you can't sell it. It is

a win-win scenario.

You can forward this email from the link at the bottom of this newsletter.

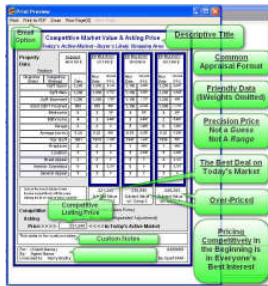
Section 3 - The Grand Walking Tour and The Pricing Presentation

Link to the Grand Walking Tour (a mouse click tour):

<http://www.XpertCMA.com/fpWorld/GTWalkingTour.htm>

Link to the Presentation:

<http://www.XpertCMA.com/fpWorld/GTPresentation.htm>



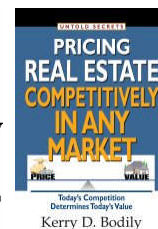
Prior to the latest System 7 Version of XpertCMA announced last month, the Help menu was a 15 page, printable doc. Though sometimes the printed words (detailed instructions) are necessary, often pictures can tell the story, especially with annotations.



You can mouse click through the Grand Walking Tour and see each System 7 menu item, with the screen sequences and annotations, by clicking on the Help Button. It links to the web site where you can find your item of interest. We hope this item will add some value to our very, valued clientele.

Everyone wants to know what "It looks like," referring to the Listing Presentation. *Competitive Pricing* approach to price and value is totally different than the common *Appraisal Approach*, as you would know by reading the book. The objective of the pricing presentation is to get the desired listing price. That's all folks!

The Pricing presentation is a sample of pre-listing preparation, then how to organize, assemble, and present the *pricing segment* of your listing presentation, including some specific dialog. This presentation in a less sophisticated form worked very well for Judy and I for 25 years and is working for many of our current licensees. We hope this will add some value to your presentation.



<http://www.XpertCMA.com>

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