

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

V. INDUSTRY SEMINARS AND SPEECHES - SHORT TERM

A. Appraisal Organizations

9. 1977

c. "Contemporary Real Estate Analysis  
Methods", U. of Alaska & SRA,  
August 23-24, 1977

Program Outline

CONTEMPORARY REAL ESTATE ANALYSIS METHODS

For Presentation at  
University of Alaska-Anchorage and SRA Joint Seminar  
August 23-24, 1977

FIRST DAY

- 8:30-10:00 I. Current Re-definition of Fundamental Real Estate and Appraisal Concepts
- A. Keystone concepts to the real estate process
  - B. Keystone financial and risk concepts related to appraisal valuation
  - C. Keystone legal concepts related to appraisal
  - D. Recent re-definition of highest and best use by appraisal professional groups
  - E. Relationship between feasibility and appraisal analysis.
- 10:00-10:15 COFFEE BREAK
- 10:15-12:00 II. Analysis of Client Needs
- A. Definition of decision making format
  - B. Identification of client problems
  - C. Specification of limiting factors controlling solution
- 12:00-1:00 LUNCH
- 1:00-3:00 III. Marketing Analysis
- A. Competitive standard of supply
  - B. Competitive edge required for marketing monopoly
  - C. Basic approaches to consumer survey research
- 3:00-3:15 REFRESHMENT BREAK
- 3:15-4:30 IV. Financial Analysis for the Real Estate Analyst
- A. Basic cash flow analysis
  - B. Key financial ratios

SECOND DAY

- 8:30-10:00 V. Contemporary Format of Appraisal Report
- A. Summary of Ratcliff approach to appraisal methods
  - B. Fair market value and concept of most probable sales price
  - C. Basic structure of appraisal report
  - D. Detail of contemporary appraisal report outline
- 10:00-10:15 COFFEE BREAK
- 10:15-12:00 VI. Property Analysis to Determine Most Probable Use, Most Probable Buyer
- A. Physical attribute definition
  - B. Legal constraint identification and definition
  - C. Linkage attributes and evaluation
  - D. Dynamic attributes identification and evaluation
  - E. Selection of alternative use strategies (scenarios)
  - F. Testing and ranking of use strategies for effective demand
  - G. Testing alternative use strategies for political compatibility
  - H. Testing alternative use strategies for basic technical feasibility
- 12:00-1:00 LUNCH
- 1:00-3:00 VII. Demonstration Appraisal Case
- A. Actual appraisal content and form
  - B. Discussion of methods
- 3:00-3:15 REFRESHMENT BREAK
- 3:15-4:30 VIII. Demonstration Appraisal Case Continued
- A. Market comparison by means of property point scores
  - B. Testing appraisal conclusion for financial validity