

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

V. INDUSTRY SEMINARS AND SPEECHES - SHORT TERM

G. Miscellaneous Company Lectures

14. Financial Management Concepts Applied to Contemporary Real Estate Practices", Seattle-First National Bank Real Estate Advisory Services, Don Spencer, Manager, May 1, 1980: Includes brochures and correspondence

General Information

LOCATION:
This one-day seminar will be held in the Pacific Ballroom of the Hilton Hotel, Sixth and University, Seattle.

REGISTRATION:
Final registration will be April 28, 1980.

Seminar Fee: \$125.00 per person (includes seminar materials and luncheon).

Seminar enrollment is limited to 150 participants.

Confirmation of your enrollment will be made before the seminar begins.

Right is reserved to limit enrollment or to cancel the seminar.

Approved by the Washington State Board of Continuing Legal Education, Washington State Bar Association.

Financial Management Concepts Applied To Contemporary Real Estate Practices

A one-day seminar designed for serious-minded Real Estate Professionals and their Advisors.

- INVESTORS
- LENDERS
- APPRAISERS
- ATTORNEYS
- DEVELOPERS
- UNDERWRITERS
- ASSET MANAGERS
- BROKERS

REPEAT OF A SELLOUT!

THURSDAY, MAY 1, 1980

DOWNTOWN HILTON HOTEL

8:30 AM - 5:00 PM

Presented by Seattle-First National Bank
Real Estate Advisory Services

SEATTLE-FIRST NATIONAL BANK
MEMBER F.D.I.C.

Seattle-First National Bank
Real Estate Advisory Services/Exchange Bldg. 16
P.O. Box 3586
Seattle, Washington 98124

James A. Graaskamp, Ph.D.
202A Breese Terrace
Madison, WI 53705

FIRST CLASS
U.S. POSTAGE
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SEATTLE, WASH.

Instructor:

James A. Graaskamp

Professor of Real Estate
University of Wisconsin, School of Business
Madison, Wisconsin

Dr. Graaskamp's presentation reflects the rare combination of real world experience and academic achievement. He has been characterized as one of the industry's "Original Thinkers".

Education:

M.B.A. — Finance, Marquette
P.H.D. — Urban Land Economics, University of Wisconsin

Academic Honors:

Chairman, Department of Real Estate and Urban Land Economics
University of Wisconsin Fellow, Omicron Delta Kappa
Lambda Alpha —
Beta Gamma Sigma,
Teaching Award
Urban Land Institute Research Fellow

University Teaching Specialties:

Urban Land Economics, Undergraduate and Graduate appraisal theory and method courses, Real Estate Investment and Finance, Real Estate Marketing Research, Residential and Commercial Property Development, Principles of Risk Management.

Research Interests:

Development of a variety of after-tax cash flow investment simulation models for real estate; research of innovative tax assessment techniques; recreational real estate development, techniques of feasibility analysis.

Experience in Private Industry:

Co-founder of general contracting firm in Madison, a land development firm in Madison, and a farm investment corporation. Member — Board of Directors — Wisconsin Housing Finance Agency. Work includes investment counseling in insurance companies and banks in Wisconsin, court testimony as expert witness, and projects for various Wisconsin municipalities as well as private investors. Co-designer and instructor of EDUCARE teaching program for computer terminal applications in real estate.

Professional Designations:

Senior Real Estate Analyst — SREA; American Society of Real Estate Counselors — CRE; College of Property Underwriters — CPCU

Seminar Sponsor: Seattle-First National Bank, Real Estate Advisory Services, Mr. Donald G. Spencer, Manager.

Seminar Agenda

- 8:30-10:15 **A Cash Management Approach to Real Estate Concepts**
Basic definitions and operating principles, Evolution of highest and best use, Most fitting use and banking ethic.
- 10:15-10:30 **Coffee Break**
- 10:30-12:00 **Risk Management Concepts in Modern Finance & Mortgage Loan Underwriting**
Concerns of risk management, Techniques of risk control, Residential lending as an institutionalized risk distribution system, Commercial lending as a form of commodity hedging, Construction lending — a customer is the ultimate takeout.
- 12:00-1:00 **Lunch**
- 1:00-3:00 **The Applications & Limitations of Feasibility Analysis**
Feasibility analysis defined, Alternative forms of professional studies, Comparison of studies to identify limiting assumptions and studies to validate critical assumptions, Comparison of appraisal and feasibility analysis.
- 3:00-3:15 **Break**
- 3:15-4:00 **How to Critique an Appraisal & an Appraiser**
Economic scenario of appraisal format, Critical definitions which reveal appraisal intellect, Current status of the three approaches to value, Current status of professional appraisal society, Guerillas for contemporary appraisal.
- 4:00-5:00 **Hierarchy of Real Estate Investment Strategy Screens**
Long term socio-economic trends, Tolerance for political exposure, Capacity to control demand, Level of acceptable management with expertise and intensiveness, Parameters for financial investment, Tax planning constraints, Liquidity and marketability.

Registration Form

RETURN REGISTRATION FORM AND MAKE CHECK PAYABLE TO:

Real Estate Advisory Services
Seattle-First National Bank
P.O. Box 3586, Exchange Building-16th Floor
Seattle, Washington 98124
For Information Call: Lynn H. Chamberlain (206) 583-7318

Fee: \$125.00 (Includes seminar materials and luncheon)

Enclosed is my check for \$ _____ covering registration fees.

Name (Please Print)

Title

Company

Address City

State Zip Phone

The Following person may be interested in this seminar. Please send information to:

Name (Please Print)

Title

Company

Address City

State Zip Phone

SEATTLE-FIRST NATIONAL BANK

REAL ESTATE ADVISORY SERVICES

May 4, 1979

Dr. James A. Graaskamp
Landmark Research, Inc.
202A Breese Terrace
Madison, WI 53705

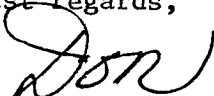
Dear Jim:

Your seminar presentation on behalf of our Bank was an outstanding success. I have received several very favorable unsolicited comments as to the quality of your presentation from people whom I would consider to be tough judges.

Dave Enger of our Business Advisory Services Department and I are working on some ideas which were stimulated by your presentation which may be of interest to you. I will keep you advised as they develop.

Jim, thank you for an outstanding job. It is my feeling that your presentation will prove to be the most thought provoking events that the Seattle real estate industry will experience during all of 1979.

Best regards,



DONALD G. SPENCER
Manager
Real Estate Advisory Services

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