



**Appraisal
Institute®**
Professionals Providing
Real Estate Solutions

The
Wisconsin
Chapter

MESSENGER

<http://www.wisai.com>

DECEMBER 2022

PRESIDENT'S MESSAGE

Jorge A. Barreiro, SRA, AI-RRS

Greetings to my fellow Appraisal Institute colleagues, I'd like to begin with a congratulations to all the individuals that received an Appraisal Institute designation this year. They are Jonathan A. Brill, SRA; Daniel J. Figurski, AI-RRS; David Sprenger, MAI; Dustin Dolezalek, MAI; Marlo Headrick, MAI; Seth Aaron Eatman, MAI and Corey Sell, MAI. This is a great accomplishment and I welcome you all to the family of designated appraisers. I encourage all of you to continue to make great progress in your careers.

We had several successful educational offerings this year. I have included a list of what's on deck for educational opportunities in 2023 and an ADU course originally scheduled this month had to be postponed until 2023. The WI Chapter VP Michael Esser has done an excellent job arranging courses of great content for our Chapter and I give him a big thanks. Educational offerings sustain the WI Chapter and two held this year had a very strong financial showing. The Condemnation Symposium organized by Steven Vitale, MAI, SGA generated significant revenue with about 100 attendees. Many thanks to Steve for all the time and effort he put forth towards organizing this great event. The Year in Review held at the beginning of December also had a strong financial statement. We had half the number of attendees for the Condemnation Symposium, but this is still a significant amount of people. Several businesses recognized the marketing value in our WI Chapter Year in Review event and chose to be very generous with their donations. A great thanks to sponsors Tri City National Bank, CoStar Group and Valcre. I'd also like to thank all the presenters who did a fantastic job discussing topics of importance. The feedback received from many that attended was very positive. They enjoyed not only what is typical of this event but also greatly appreciated the different feel from some of the content, which was a great change of pace from the pre-pandemic years. What a good start to the closing month of 2022.

CoStar (Corporate Sponsor) will be sending a discount coupon to all who attended the YIR. You should all come to our 2023 YIR because you never know what benefits might come of it. Valcre (Reception Sponsor) has this special message for you. "You are one of the best as evidenced by you being an active member of the Wisconsin chapter of the Appraisal Institute. You

deserve the best when it comes to your CRE appraisal software. Just ask Garrett Warner, MAI, Pierce Buchinger, MAI, and Mckenna Francis, MAI who are Valcre's valuable customers. Get started with your New Year's business resolutions by getting in touch with John Ahern (john@valcre.com / (203) 858-5659) and get ready for your business growth while saving time and getting ahead of your competition. Happy Holidays from Valcre!"

Now, a little discussion on the current state of the economy and the impact it is having on our profession. I'd like to thank Past President, Garrett Warner, MAI, for his contribution to this topic, which is included on page 4 of this newsletter. We may be clear of the thick of the pandemic days, but its effects certainly still linger. I analogously compare those days to an intoxicated stupor and these post pandemic days to the hangover. We are now feeling the impact of many of the legislative and personal choices made during the pandemic. Several factors are complex and difficult to analyze. Wide joblessness, inflation, material and employee shortages, shipping delays, limited housing supply and rising interest rates, just to name a few. Nonetheless, we must continue to press forward with faith in the economy of this great country of ours. Faith in ourselves as designated members and affiliates of the Appraisal Institute. We work hard to continually expand our level of knowledge, understanding and experience.

Continued on page 2...

IN THIS ISSUE...

President's Message.....	Page 1
Board Meeting Minutes.....	Page 3
Current State of the Economy.....	Page 4
Job Postings.....	Page 4
Social Media Marketing Outreach.....	Page 5
Student Outreach Committee.....	Page 5
2023 Upcoming Events.....	Page 5
New Designees, Practicing Affiliates & Student Members.....	Page 6
Advertising Opportunities.....	Page 7

2022 OFFICERS & DIRECTORS

President

Jorge A. Barreiro, SRA, AI-RRS.....(262) 228-0087
Waukesha, WI

Vice President

Mike Esser, SRA.....(262) 224-7408
Milwaukee, WI

Secretary

Rebecca Masik-Cannady, SRA, AI-RRS.....(414) 540-1100
Chicago, IL

Treasurer

Curt Kolell, MAI.....(262) 820-6722
Menomonee Falls, WI

Past President

Cherie Laffin, MAI.....(715) 842-3311
Wausau, WI

Directors

Andrew Bussen, MAI.....(608) 310-7570
Madison, WI

Ed Potter, SRA, AI-RRS.....(262) 880-3451
Mt. Pleasant, WI

Benjamin Wollin, MAI, AI-GRS.....(920) 530-6388
Green Bay, WI

Tyson Hall, MAI, GAA.....(608) 203-6235
Middleton, WI

Pierce Buchinger, MAI.....(920) 487-4299
Appleton, WI

Josh Macht, SRA.....(920) 988-7542
Beaver Dam, WI

Chapter Office / Executive Director

Christopher T. Rudity.....(414) 271-6858
11801 W. Silver Spring Dr. Suite 200.....Fax: (414) 464-0850
Milwaukee, WI 53225
www.wisai.com

Office Hours:
8:00 a.m. - 5:00 p.m. Monday-Friday

It is times like these that enable individuals like us to stand out. Keep doing what you do. We'll get thru these stormy weathers together. The citizens of this country have a long history of overcoming the most worrisome of challenges. To quote the great President Reagan "Well, I think it's high time now that we ask ourselves if we still even know the freedoms that were intended for us by our founding fathers.

Every generation of Americans needs to know that freedom exists, not to do what you like, but having the right to do what you ought, and that is the freedom that I wish for you. We have the ability, the dignity, and the right to make our own decisions and determine our destiny." We have all chosen to set ourselves apart in this profession by being associates of the Appraisal Institute. I want you all to remember, none of us were made to fit in, we were all born to stand out. This is exactly why we've made the decision to be an AI professional! There is great strength in numbers; therefore, lets stick together as designated members and practicing affiliates.

I invite you all to attend the Past Presidents dinner on January 10th at the Wisconsin Club starting at 5:00 pm. Incoming Appraisal Institute President Craig Steinley, MAI, SRA, AI-GRS, AI-RRS will be our honored Keynote Speaker and provide a State of the Industry and the Appraisal Institute, as well as the installation of the Wisconsin Chapter 2023 Board of Directors. I'd like to thank my fellow 2022 board members for the tremendous job they did rebounding from the 2020 and 2021 pandemic years that nearly put a legal temporary halt to our profession. Thankfully we provide an essential service. I'm fortunate to have a great team of board members and I know they'll continue to do a great job for our Chapter in the years to come. There are many exciting happenings the board has in the works. Curt Kolell, 2023 WI Chapter VP and Kim Macpherson, 2023 WI Chapter Director have provided a summary of a couple for you. They are included in this newsletter.

In closing, continue to work hard and be joyful doing so. You all do great things that are beneficial for our peers and the profession. It has been an honor to serve as your WI Chapter President and I'm very grateful for all the relationships that I've forged during my years as an active board member. You should all seriously consider getting more involved with the chapter. Hope everyone had a Blessed Christmas and have yourselves a Happy New Year. Happy Holidays!

Sincerely,

Jorge A. Barreiro, SRA, AI-RRS

2022 Wisconsin Chapter President

BOARD MEETING MINUTES

September 21, 2022

Jorge A. Barreiro called the meeting to order at 4:05 p.m.

Members Present: Jorge Barreiro, Mike Esser, Curt Kolell, Becky Masik, Josh Macht, Benjamin Wollin, Tyson Hall, Pierce Buchinger

Staff member present: Doug Stangoehr

Chapter Member: Jonathan Brill

Approval of minutes from March 16, 2022

Motion to approve Minutes from July 20, 2022 meeting made by Curt Kolell; second by Jorge Barreiro. All ayes, none opposed, motion carried. Minutes will be made available in the next Newsletter.

Treasurer’s Report

- a. Curt Kolell reported on the financial report as of July 31, 2022, summarizing revenue and expenses.
- b. There were few changes over prior year. Curt noted that the budget is not actually year to date but rather it is annual on projected dues. Curt also note that LDAC is included but Condemnation is not.
- c. Motion to approve Treasurer’s Report made by Mike Esser; second by Tyson Hall. All ayes, none opposed, motion carried.

Education Report

Mike Esser presented currently scheduled and in process education for year 2022. Classes include:

- a. Condemnation Symposium was very successful with 116 attendees. It is estimated that this class will net approximately \$9,000.
- b. Advanced Land Valuation – will be October 12
- c. Byron Miller will teach Valuation of Accessory Dwelling Units and potentially a four hour practical applications class the day after Year in Review.
- d. Jorge is continuing to work on Year in Review. Will be held 12/5/2022 in Mequon. The group discussed whether it would be appropriate to rename the class if it will not actually be about the year in review.
- e. Motion was made to donate \$1,500 to Marquette for hosting the Condemnation Symposium by Jorge Barreiro; second by Curt Kolell. All ayes, none opposed, motion carried.

Residential Appraisal Practice Group (RAPG)

No new updates. Jorge is still running the group and would like to invite participants to the valuation social.

Social Media and University Relations

- a. Social Media - Doug indicated that there were still interns available to help with creating the social media presence. Attendees were encouraged to forward ideas for posting to Becky.
- b. University Relations - Curt Kolell made a list of contacts for each university and appraisers are working on reaching out to their respective colleges and universities.

PAREA

- a. PAREA is designed to help get appraisers experience hours
- b. Becky to reach out to AI to see where this process stands and whether we can make it available in Wisconsin.

Scholarships

It was proposed that the chapter budget money for a scholarship fund to help practicing affiliates access AI content. Motion was made to budget \$3,000 for this by Jorge Barreiro; second by Mike Esser. All ayes, none opposed, motion carried.

DSPS Staffing

A letter was received indicating that there are staffing shortages at DSPS. Board reviewed and Mike Esser volunteered to reach out and recommend whether we should take further action.

Motion to Adjourn meeting made by Mike Esser, second by Curt Kolell. All ayes, none opposed, motion carried. Meeting adjourned at 5:38 p.m

CHAPTER BUSINESS

Q1 Board of Directors Meeting
followed by Past President’s Dinner

January 10, 2023

CURRENT STATE OF THE ECONOMY

By Garrett Warner, MAI

In the CRE markets, things have slowed significantly overall. In the appraisal world, both refinancing and sales transaction appraisal requests have diminished significantly. From my conversations with lenders, developers, and investors, this is primarily due to the obvious reasons of the significant rise of interest rates available from lenders as well as inflation. Speaking with several CRE lenders, properties that would have received 3.5% interest rate at this time last year, would be quoted at 6.5%, which is 300 basis point increase. Lending rates vary by the source of funds for lending for each institution, and well capitalized lending institutions can be near the previously mentioned rates depending on fundamentals of the asset as well as the borrower, but institutions that rely on federal funds can easily be in ranges from 200 to 300 basis points higher than the 6.5% rate previously mentioned. With that being said, there are several local institutions willing to loan at all in a potential deal that would include a new relationship, unless they have had an already established relationship with that particular entity.

Capitalizations have been slower to catch up to the rise in interest rates, even though they have historically been correlated. There has been no conclusive rationale that I have been able to determine,

but based on my conversations with buyers and sellers, it appears that initially there was informal consensus that the spike in interest rates were to be temporary. Additionally, less and less product was being placed on the market, which made the properties that were able to make it to market more enticing to cash buyers and those with 1031 timelines. It appears that the overall capitalization rates are slowly catching up, as those that are putting properties on the market are recognizing that to appeal to a wider buyer pool, they will need to recognize that those intending to at least partially leverage their acquisition, would see very low yields in at least the short term unless it was priced with a cap rate reflective of current market conditions.

Overall, from speaking with a wide range of lenders, buyers, sellers, and appraisal institute members, the prediction for next year is “I have no idea”. While elements of our current macro-economic environment have historical precedent, this is truly a unique situation. With that said, I have hope, as my “go-to” experts seems to have a consensus that while Q12023 will be similar to Q42022, they generally expect things to start getting better after Q1. What I do know, is that no economy, good or bad, lasts forever.



WCAI JOB POSTINGS
CLICK JOB TITLE FOR MORE DETAILS

SOCIAL MEDIA MARKETING OUTREACH

Currently the WI Chapter of the Appraisal Institute has a LinkedIn account, as well as a Facebook account. Additional social media platforms for consideration are Instagram and Twitter. A marketing app such as “Canva” can be used to create content which will post all at one time to all four social media accounts.

Content can include upcoming activities such as courses or the Past Presidents Dinner, it can include follow up photos and “thank you” to those that contributed. It can be an invitation to get involved with the WI Chapter, as well as information regarding legislative activity and legislative wins. It can include surveys of WI appraisers to indicate what their interest would be in a variety of topics such as meeting and class location, type of meetings, and items they may be interested in having the Appraisal Institute tackle.

Weekly or bi-weekly content can put the Wisconsin Chapter in front of appraisers and potential customers, as well as other players in the real estate industry. This is important, as our industry is constantly changing. The Appraisal Institute tends to be actively involved behind the scenes with items such as Parea becoming available with AI appraisers having the opportunity to mentor incoming appraisers. The use of social media outlets will keep all informed and up to date with the happenings in our community and profession.

If anyone is interested in providing social media content to assist in our efforts of providing valuable information on real estate valuations, please contact Kimberly MacPherson, at kim.macpherson@truefootage.tech.

STUDENT OUTREACH COMMITTEE

As part of the appraisal industry’s attempt to expand the number and diversity of appraisers, the WI Chapter of the Appraisal Institute has established a Student Outreach Committee to reach out to University/College students to raise the awareness of potential careers in real estate appraisal. The Chapter currently has 15 individuals who are signed up to reach out to 10 different Universities and Colleges throughout the state.

The Appraisal Institute has put together a PowerPoint presentation titled “Thinking About a Career in Real Estate Appraisal?” that we will be presenting to those who may have an interest in an appraisal career. The presentation presents helpful tips to get started in an appraisal career including what an appraiser does, what are the requirements to become an appraiser, and how to apply as a Student Affiliate with the Appraisal Institute.

The future efforts of the Outreach Committee will be to assist these new Student Affiliates through the process including mentoring, internships, AI course scholarships (both Chapter and National sponsored), and ultimately providing job opportunities to bring them into the appraisal practice.

If anyone is interested in receiving a copy of the AI PowerPoint presentation or is interested in joining us in our efforts to reach out to potential real estate appraisers, please contact Curt Kollé, MAI, AI-GRS, at Curt.Kollell@Associatedbank.com.

PLANNED FOR 2023

Business Practices and Ethics, Milwaukee (*Registration Opening Soon*)
January 11, 2023

Complex Valuation with the Master of Disaster, Dr. Randall Bell
March 22, 2023

Appraisal of Manufactured Homes (*Central Wisconsin Location*)
Spring 2023

18th Annual Condemnation Symposium
May 25, 2023

Inconsistency: It’s Hiding in Plain Sight in your Residential Appraisal - Next Level Analysis
Fall 2023

MORE TO COME!

CONGRATULATIONS TO OUR NEW DESIGNEES!

Jonathan A. Brill, SRA

Daniel J. Figurski, AI-RRS

David Sprenger, MAI

Dustin Dolezalek, MAI

Marlo Headrick, MAI

Jorge A. Barreiro, SRA, AI-RRS

Seth Aaron Eatman, MAI

Corey Sell, MAI

WELCOME NEW PRACTICING AFFILIATES & STUDENT MEMBERS!

Quinton T Kammerer

Student Affiliate

Mallary Posthuma

Practicing Affiliate

Ryan L. Kelley

Candidate for Designation

Megan Lukens

Practicing Affiliate

Robert Wells

Practicing Affiliate

James Coyle

Candidate for Designation

Drew Zoellick

Practicing Affiliate

Craig McKelvey

Candidate for Designation

Dustin Andrew Svendsen

Candidate for Designation

Shelly A Reinke

Practicing Affiliate

Aidan Larson

Candidate for Designation



Online Education:

Learn at your own pace anytime, anywhere, <https://www.appraisalinstitute.org/education/>
Top-notch Appraisal Institute courses and seminars come straight to your desktop with online education! Learn from any computer anywhere, whenever you have time. It's easy, convenient and a great way to get the education you want. Check out the current course listing now!



**Appraisal
Institute®**

*Professionals Providing
Real Estate Solutions*

ADVERTISING OPPORTUNITIES AVAILABLE

The Wisconsin Chapter of the Appraisal Institute (WCAI) is proud to offer advertising opportunities in its newsletter and website. To sign up to advertise, please fill out the form below.

If you have any questions regarding advertising, please call the WCAI office at (414) 271-6858.

AD SIZES	1 Issue	2 Issues	3 Issues	4 Issues
A. Business Card	\$50/\$75	\$45/\$70	\$40/\$65	\$35/\$60
B. ¼ Page	\$85/\$125	\$80/\$120	\$75/\$115	\$70/\$110
C. ½ Page	\$125/\$175	\$120/\$170	\$115/\$165	\$110/\$160
D. Full Page	\$225/\$300	\$215/\$290	\$205/\$280	\$190/\$265
E. Website	\$175/\$225	\$250/\$350	\$300/\$400	\$325/\$425

Price per issue decreases for each additional issue you advertise in. First number indicates member rate, second number indicates non-member rate.

**Per Quarter For Website. 1 Issue=1 Quarter, 2 Issues=2 Quarters etc*

Confirm your selection by e-mailing a .jpeg/.tif/.pdf/or .eps file to Doug Stangohr at doug@wamllc.net and mail your advertising fee and order to WCAI (11801 W. Silver Spring Dr., Ste 200, Milwaukee, WI 53225)

ORDER FORM

Ad Size: _____

Calculate your total: \$ _____

(Multiply price per issue x number of issues)

CONTACT INFORMATION

Company: _____

Name: _____

Address: _____

City, State, Zip: _____

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

E-Mail: _____

Credit Card Number: _____ Exp. Date: _____