

Technology Tools for the Contemporary Expert

“Tools of the Trade”

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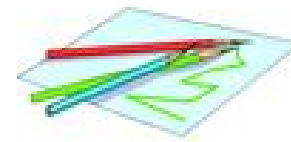
Certified General Appraiser

Overview

- New Technology
- Efficiency and profit
- Field gathering tools
 - UMPC
 - Tablets
 - PDAs
 - Disto Measuring
 - Digital Cameras
- Field gathering software
 - Apex Medina/Nexus
 - Win total DaVinci
 - Win total Aurora
- Residential Appraisal Software
- Commercial Appraisal Software
- Real Estate Data
 - LoopNet Recent Sales
 - SEMCOG
 - FFIEC
 - Broker Market Analysis
 - Google Earth
- Websites

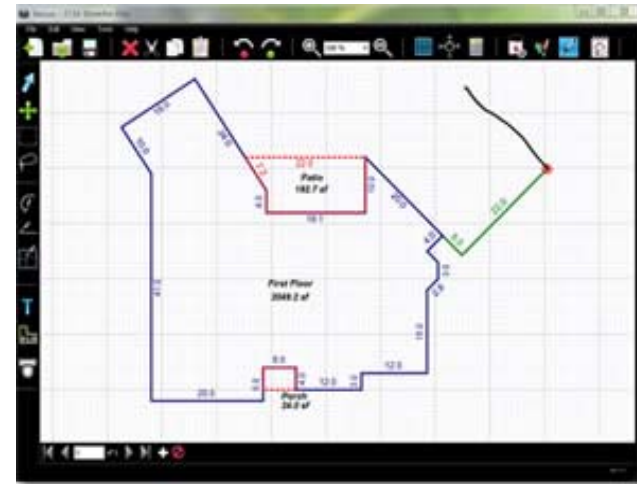
New Technology

- The internet age has brought a slew of new technology, techniques and overall a better way to do business.
- This is especially true for the real estate practitioners, which until now have been largely low tech.
- Gone are the days of pencil and paper, 35mm cameras, and typewriters.
- Gone are the days of DOS form filling software, and comparable sales books.



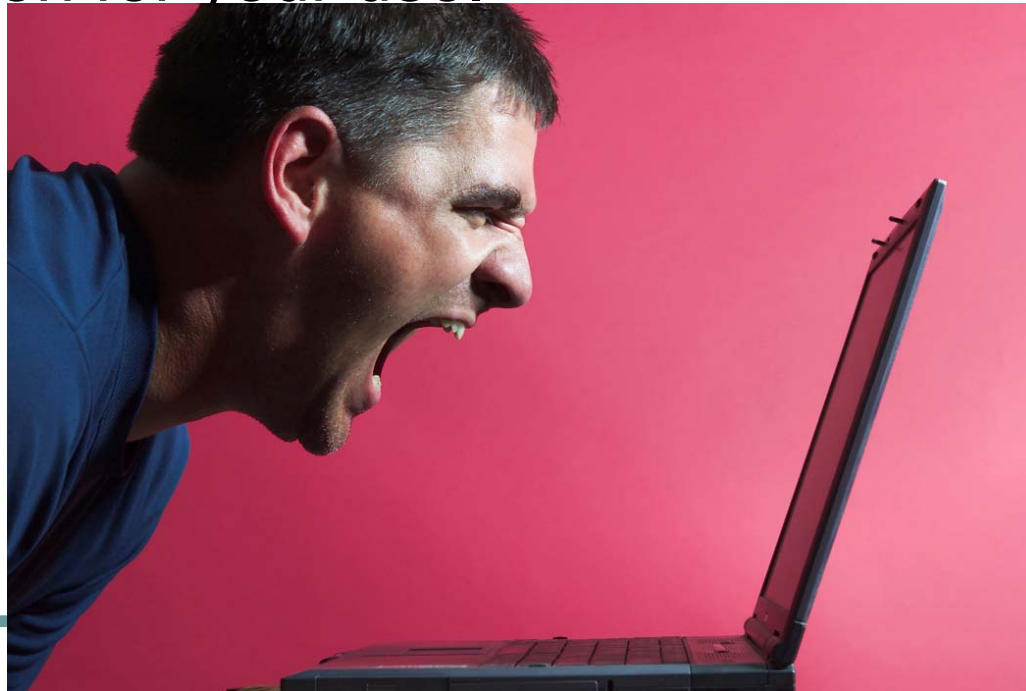
New Technology

- We have entered an age of ever changing technology.
- New hardware and software can increase your receivables and profits by nearly 60%.
- With proper use... accuracy, profit, and quality of life improve.



Efficiency and Profit

- Not every tool may be efficient or profitable for you.
- Longer learning curves should be planned and accommodated for.
- Nothing is ever easy out of the box.
- Much of the hardware and software requires adaptation for your use.



Efficiency and Profit

- What is your cost multiplier?
- What is your efficiency right now?
- How many man/woman hours does it take to complete a typical appraisal?
- What other processes and methods are in place to expedite efficiency?
- What would you like to accomplish, more free time or ability to do more assignments?
- How has your learning curve been in the past with technology?
- How organized are you?

Efficiency and Profit

- My personal struggle with efficiency and profit....
 - The system I use has taken many years, I have tested and actively used products that appeared good on paper and theory but failed in the field (i.e. HP Jornada, Laptops, laser measuring devices, etc.).
 - Technology is useless without an management infrastructure in place to utilize it.
 - More orders more problems.
 - I have been reduced to tears when my latest and greatest (and expensive) device dropped on a sidewalk.
 - What's the back up plan when life happens.

Efficiency and Profit

- Answers...

- I use a multiplier of 4, every dollar of cost should return \$4 of revenue.
 - A \$750 UMPC should return me \$3,000 in revenue over its life (12 months).
 - Or return \$3,000 worth of extra free time I would have spent working.
- I figure on average 2.5-3.5 hours for each residential appraisal. This translates to 11 to 16 residential orders per week with doing nothing but appraisal reports and inspections. This does not include drive time, client calls, marketing, lunch, or expert testimony.

Efficiency and Profit

- At one extra appraisal a week it will take 12 weeks for me to pay off my new toy.
- Question is...can this new toy do it? If so, can you?
- Can this one item free up 2.5-3.5 extra hours per week?
- Typically on its own, probably not...however, used in conjunction with other devices and systems most definitely.

Efficiency and Profit

- In order for me to produce the returns, let alone profits it fair that you understand my system.
 - I run a two man shop, (1 appraiser, 1 administrative assistant)
 - I utilize two appraisers to type my reports
 - I pull comparables and listings before every inspection.
 - I research every subject property prior to going to property well in advance of the inspection.

Efficiency and Profit

- At the inspection...
 - I utilize a pre filled out template of the subject on my UMPC.
 - Property is measured using a Disto classic.
 - Mobile sketch by Apex is used as the sketch program
 - Field notes are digitally recorded using Windows Journal
 - All inspection info is filled directly into the fields of the form during the inspection.
 - First page of the URAR is typically filled out along with the Sales comparison column of the subject.
 - Field notes, sketch, and other necessary addenda including sales selected are attached in the workfile section.
 - Entire workfile (which is digital) is sent to the appraisal typist.
 - Comparables selected are inspected, and verified.
 - By the time I have returned from the field...the report has been completed by the typist.

Efficiency and Profit

- At the office...
 - Pictures are populated by the administrative assistant.
 - Workfile is cleaned up (adding and organizing other documents that have been created since inspection)
 - Report is ready to be reviewed, market analysis added, adjustments/statements for comparables from inspection added.
 - Report is reviewed, signed and sent.
 - Typical hours saved is nearly 1 to 1.5 per report. Just the savings of reports typed during drive time...pays for all the technology by itself.

Efficiency and Profit

- System with adaptation, can be applied to commercial appraising just as easy.
- System saves me nearly 12 hours a week allowing me to spend time on other items commercial appraising, brokering and ...not working!
- The ability to handle more orders a week if need be, ability to devote more energy to problem files while not losing money on other “bread and butter assignments”

Efficiency and Profit

- Learning curve...
 - I'm not your average person when it relates to technology
 - When hardware or software misbehaves, I can quickly adjust.
 - Your results may vary!

Efficiency and Profit

- I do the same inspection every time...
 - Same order of pictures
 - Same Process, every order, regardless of client interference
 - Nothing gets missed or overlooked because it is done the same way each time to ensure that nothing gets missed.
 - These toys will not make you organized, you have to be already organized before hand.

Field Gathering Tools

- What the heck is he talking about, UMPC, PDAs, 401(k), ABCs...speak English!!!
- Difference between UMPC, Tablet, PDAs
 - UMPC is a handheld device that operates on a normal windows operating system (i.e. XP or Vista).
 - They typically have a touch screen
 - Much smaller than a laptop or tablet, larger than a PDA

Field Gathering Tools

- Tablet PC
 - Looks a lot like or is a laptop.
 - Difference between a laptop and tablet is that you can basically write on the screen of a tablet. Typically this is done using a digitizer stylus, some new models also have a touch screen option
 - A few different types of tablets...
 - Slate
 - Convertible
 - Fold down
 - Utilizes a typical windows system as well

Field Gathering Tools

- PDAs
 - Small, palm sized units
 - Operating system is typically either Palm OS or Windows Mobile
 - Programs tend to be scaled down than their full version counterparts
 - Outdated technology, many companies have stopped making them. Many PDAs are now phone/PDAs.

Field Gathering Tools

- What's best for me?
 - Price
 - UMPCs are typically \$700 - \$1200
 - Tablets are typically \$1600-\$4000
 - PDAs can be free with a cell phone contract, but tend to run about \$100-\$400
 - Utility
 - UMPCs and Tablets can run any of the normal residential appraisal software
 - Tablets run Apex Medina/Nexus and Wintotal DaVinci
 - UMPCs can only currently run Wintotal DaVinci

Field Gathering Tools

- Utility (cont)
 - Not all software vendors offer programs for PDAs. If they do, many have stopped supporting them (Pocket Total, Apex, etc.)
- Weight
 - 5 lbs may sound light until you are lugging this thing around all day long through homes, with a camera, and any other items.
 - Tablets tend to be heavier, convertibles especially and fold downs. Slate and ultra light fold downs tend to be 2 to 3 lbs.
 - UMPCs tend to be 2 to 3 lbs across the board, however, some can be heavy.
 - PDAs are the lightest, and rarely exceed a lb.

Field Gathering Tools

- How's your sight?
 - Everything can be seen inside the store, step outside and many devices are black screens in the sunlight.
 - Small screens, impossible to read.
 - Many good appraisal devices have what's called a "View anywhere Screen" or an indoor/outdoor screen. These devices tend to be higher in price, but without it you are wasting your money.
 - If you use reading glasses I suggest only getting larger screen tablets.

Field Gathering Tools

- Disto and other laser measuring devices
 - \$99 laser devices are garbage
 - Make sure you can see a red dot with whatever you measure.
 - Any device should have an add, subtract, and multiplication feature. Do not buy one without it.
 - Distos tend to cost around \$400, but can go as high as \$1,000 with more features.
 - Stanley FatMax is another popular device.

Field Gathering Tools

- Digital Cameras
 - Don't waste your money on higher mega pixels.
 - 5-6 mega pixels tend to be an overkill, but you would be hard pressed to find a camera without.
 - Digital zoom is a waste of money, your computer already will do it for you...don't pay extra for this!
 - Good cameras have
 - Wide angle lens or the ability to add it.
 - Date stamp feature
 - Good optical zoom
 - SD card
 - Ability to recharge the battery

Field Gathering Software

- Demo of DaVinci, and Aurora.

Commercial Appraisal Software

- Demo Appraiser's Paradise

Real Estate Sales Data

- Demo web programs

Websites

- www.loopnet.com
- www.ffiec.gov
- www.semcog.org
- www.wintotal.com
- www.apexwin.com
- www.appraiserdepot.com
- www.appraisersparadise.com
- www.motioncomputing.com
- www.fujitsu.com/us/