



...because time is money  
[www.PhoenixAppraisalNetwork.com](http://www.PhoenixAppraisalNetwork.com)

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#### CAREERS FOR NEW APPRAISER ASSOCIATES

If you are considering a career change or a new career in real estate appraisal, you have probably endured a lot of frustration trying to find an experienced, state certified appraiser to provide proper training! Wouldn't you agree?

Our appraisal network is looking for a few capable people each year who would like to run their own appraisal business after thirty six months or so of intensive training, customer service and education. Most real estate appraisers decline to work with new associates because they are either too busy or because they don't want to train their competition. *Our attitude is substantially different!*

Every appraiser in our network is a valued member of our team. We want to expand our network so that our clients will receive better service in less time. Our whole focus is on customer service. Our metro area is such a large real estate market that thousands of real estate appraisals are requested every day.

With traffic congestion getting worse all the time, a coordinated team of appraisers can handle more assignments in fewer hours by having each team member work within a few miles of their home base.

Real Estate Appraisal is a very challenging field - but if you have the desire, resources & talent, we will give you the chance to get your foot in the door. It won't be easy - but you could be enjoying a six figure income after the first year. After a few years of training and making money, you may decide to run your own business (doing everything yourself) or you may want to focus exclusively on appraising and remain on our team. You may find that your income is higher when you spend 100% of your time appraising while our management staff handles all the other chores involved with running a business. Try it both ways and then make an informed decision. It's up to you.

Productivity in the field has never been more important than it is today - with home buying showing no signs of slowing. Also, thousands of adjustable rate mortgages will be refinanced in the next few years to fixed rate mortgages - all requiring new appraisals. In order to keep up, we will show you how to take advantage of technology so you can produce the highest quality reports as efficiently as possible. We will train you to do things correctly so you will become a trusted vendor of choice to your clients.

Ninety percent of our clients tell us that turnaround time is their biggest concern. Only ten percent of lenders focus on appraisal fees. Our three day service will quickly become your clients' competitive edge - and yours!

Do you have the desire to be fully productive? Can you work hard for a solid year to position yourself for a six figure income? As you probably know, there is a big learning curve in the appraisal profession.

The kind of person we will welcome to our team must be financially stable. If you are currently hurting financially and absolutely must start receiving cash the first week just to pay your bills, getting into this field right now is probably not for you.

New team members must have reliable transportation. Since you will be visiting clients, your vehicle should be quite new and look substantial. New team members will have to acquire a particular notebook computer, digital camera and other appraisal tools. Any equipment you have now probably won't be adequate.

You will have to invest in appraisal books for your personal reference library. You will also have to purchase the Marshall & Swift Residential Cost Handbook, several street guides, an appraisal briefcase, printers for your home office, high speed internet access and all related equipment.

In short, getting started as an appraiser will require several thousand dollars up front. However, you will quickly realize that the "music of commerce" is always better when played on the best instruments.

The kind of person we will welcome to our team must have time to study and take appraisal courses. Currently, there are substantial requirements for trainees. You must take several appraisal courses after your first six months of training and you will need to read at least three hours each evening to absorb information about appraising, software, marketing your business and related materials. No part timers please!

This profession includes mandatory continuing education for all appraisers. To become state certified as an appraiser, you must have thousands of hours of documented appraisal experience and substantial education. All this takes time - plus on the job training.

The kind of person we will welcome to our team must generate their own appraisal assignments through direct customer contact and ongoing customer service. From day one, you will be an independent contractor - not an employee. You will need to establish your own company and arrange benefits for you and your future staff. We will show you where to personalize and purchase your own business cards, brochures and related marketing materials. We'll show you exactly what to do.

Typically, your work days will start with a few hours of customer contact in the field to generate assignments or working in the office to learn how to run your own appraisal business. Unlike appraisal or business schools, you will not have to pay for this real world business experience. We will actually slow down to show you what we are doing!

After a few weeks of full time marketing, the middle of your days will involve on the job training as you inspect homes and prepare appraisal reports under the direct supervision of an experienced appraiser.

You will need to be very familiar with computers, typing, email and the internet. If you don't yet have such skills, it is suggested that you get computer training before you get involved in the appraisal profession. The last part of your day will involve reading for a few hours so you can quickly accumulate appraisal knowledge and software skills.

After a few months, your customer contact work will become more and more customer service work as you transition from securing new clients to keeping your current clients happy. We will show you exactly what to do and what to say - but you will have to put in the effort to earn your way into the appraisal profession! Your up front investment in yourself (money spent on equipment and your contribution of time in the office) will reward you throughout your appraisal career.

I first became licensed as a real estate salesperson in 1977 at the age of 23. Six years later, I became a full time appraiser. After more than 25 years of full time appraising, I am still excited about appraising real estate. Every day involves new learning experiences - even though I have completed over 30,000 appraisals!

What's even more exciting is that real estate appraisers can keep working. You never have to retire if you don't want to stop helping people. Since you will be your own boss, you can work hard during your first few years and then work as much (or as little) as you want for decades to come. You can get started in this business today as long as you are at least 21 years old and are available full time.

As a member of our network team, you can go on vacation knowing that your clients will be very well served while you are out of town. You won't feel trapped as many business owners do these days! You can even earn referral fees while you are on vacation!

Finally, there is no large franchise fee to become a member of our team. The price you pay is the effort you must make in order to create your own viable business organization and the cost of the equipment we require you to purchase to do this job correctly.

You will enjoy hands on training and I will help you avoid all the pitfalls in this industry so you can enjoy a long, fruitful career as an appraiser.

It gives me tremendous pleasure to make things easier for you with our structured program since I had to learn everything the hard way. If you believe you qualify to get started in the appraisal profession, I look forward to reading your resume and meeting with you in person. If you have any questions, please give me a call anytime.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lyle F. Gallagher', with a stylized flourish at the end.

Lyle F. Gallagher