

East Florida
chapter

Headlines

EAST FLORIDA CHAPTER
OF THE
APPRAISAL INSTITUTE
ELECTIONS WILL BE HELD
DURING THE MEMBERSHIP
MEETING
AUGUST 22, 2014

See page 3 for details

FRIDAY, August 22, 2014
Sheraton Orlando North
600 N. Lake Destiny Drive, Maitland, FL

UNRAVELING THE MYSTERY OF FANNIE MAE APPRAISAL GUIDELINES

7:45 AM Registration
Seminar 8:00 AM—12:00 PM

Instructor:
John Underwood, Jr. MAI, SRA

Cost:
AI Price \$125, Full Price \$145
(save \$15 by downloading the
material)
(Lunch included in fee)

If you are having trouble cracking the code on the secondary mortgage market guidelines for 1-4 family residential properties, this 4 hour seminar is for you!

Lenders face harsh scrutiny from federal regulators in the wake of high foreclosure rates. Appraisers face increased scrutiny because of the secondary mortgage market pressure on lenders. Why? Because when foreclosures occur, loan purchasers in the secondary market often challenge the lender who made the loan to obtain a buyback with the quality of the appraisal as the main driver of the buyback.

DBPR & AI Continuing Education: 4 Hours

MEMBERSHIP LUNCHEON

12:00 PM, Noon

Sheraton Orlando North
600 N. Lake Destiny Drive,
Maitland, FL

Cost: \$25

FOR DETAILED INFORMATION/ REGISTRATION:

[http://
www.appraisalinstitute.org
/education/
EastFlorida.aspx](http://www.appraisalinstitute.org/education/EastFlorida.aspx)

Or call the chapter office
at 813-651-5904

*To ensure the correct
number of meals ordered,
please make sure you make
reservations. Walk-ins will
be charged an additional \$5
fee*

ADVISORS & CANDIDATES FOR DESIGNATION GET TOGETHER

1:30 PM—3:00 PM(?)
(immediately after the
membership meeting)

All Candidates for Designation and Advisors are invited to stay after the membership meeting to get acquainted. We also will be asking some of our recent designees and Candidates near completion to attend and offer additional advice and guidance.

Please e-mail if you plan on attending
@ Lauren@eflai.org.



THURSDAY, AUGUST 21
MEMBERS—ORLANDO

Details on page 8

PRESIDENT'S MESSAGE

Nicholas Pilz, MAI, SRA, AI-RRS

Can you believe that we are half way through 2014 already? A license renewal year is never a quiet year, but when you add new Review Designations and the compounding effects of the Candidate for Designation program the year becomes pretty busy. If that was not enough, we still have 2015 AQB criteria implementation and trainee/supervisor requirements taking a foothold soon.

Year-to-date education is performing over budget thanks to the hard work of our Executive Director Lauren Dowling, the education committee, and our inspiring instructors. The Review Residential and General Theory courses were offered and well attended with an array of positive feedback. The General Review Theory course sold out, but a second offering is already on the calendar between October 20th and 24th in Orlando. Register early to guarantee your spot by contacting Lauren Dowling or visiting the East Florida Chapter website. The second of the two Review Case Studies courses will be premiering soon and offered locally next year. If you already hold a SRA or MAI designation the review case studies course is not required to obtain the Review Designations; however, these courses are unlike any other courses developed by the Appraisal Institute and great learning experiences.

If you still need hours before the November 30 recertification deadline, we still have several interesting courses/seminars scheduled. One of the most popular is the Central Florida Real Estate Forum, October 2 at the Citrus Club. Angie Brown, Chair along with her committee has put together an excellent panel of speakers. We are expecting to sell out so please register early. Sponsorships are also available. More details are available on the chapter website.

With Candidates for Designation now on the clock to move through the process and with the premier of the Appraisal Review designations, we are on track for a record setting year for designations awarded here in East Florida. This is the product of a collaborative effort by the Candidates, Advisors, and the chapter, which deserves an all-around applause. Please come out to our next membership luncheon on August 22 and celebrate with the following new designees:

Awarded the MAI designation: Thomas Martucci, Richard Steeves, Thomas Seymour and Nicholas Pilz

Awarded the SRA designation: Virginia Fitzpatrick

Awarded the AI-GRS designation: Thomas Jones, Karen Bowling, and Cassandra Robertson

If you are a Candidate Advisor, I would strongly encourage you to invite your candidates to this upcoming meeting, as we will be concentrating the membership luncheon on inspiring Candidates to focus and move through the process. After the luncheon Chris Starkey, MAI and East Florida Candidate Advisor Chair will lead a small group session to discuss overcoming candidate challenges.

This has been a tremendous year to serve as East Florida Chapter President, and I thank everyone for their efforts.

Yours truly,

Nicholas D. Pilz, MAI, SRA, AI-RRS
East Florida Chapter President

GOVERNMENT RELATIONS

By Ira Bellinkoff, MAI & Nicholas Pilz, MAI, SRA, AI-RRS

IMPORTANT AQB IMPLEMENTATION DATES (copied from the FREAB Website)

The Appraiser Qualifications Board (AQB) has adopted heightened standards in the new [Real Property Appraiser Qualification Criteria](#) (external link) that will take effect January 1, 2015. The new criteria contain significant changes to **education** and establish guidelines for the supervision of registered trainees. The new requirement will require completion of an education course for all trainee appraisers and new supervisors. Certified appraisers currently supervising trainees will not be required to take the course unless changes are made to your current list of trainees. There is a [Summary of Changes on the AQB website](#).

While we are pleased to provide the following information to alert you to the changes, it would be in your best interest to visit the [AQB website](#) (external link) to review the information personally. You can then determine the impact, if any, to your personal situation.

The changes represent **minimum** national requirements and each state regulatory agency must implement the changes to meet the deadline of **January 1, 2015**. There will be **no** segmented approach for this effective date. All education, experience, and examination requirements must be completed prior to the deadline. Please work diligently in the coming months to complete your education and experience. Satisfactory proof of both is required at the time of application.

While these changes do not take effect until 2015, it is important to be aware of how they affect your application prior to January 1.

To ensure timely processing of your application, all **complete** applications for certification must be submitted by **September 5, 2014**. You are strongly encouraged to apply well before that date, however. Any application deficiencies will delay the process. Also education reviews and experience audits take considerable time to process.

Because there is no segmented approach, you must pass your exam and obtain your credential no later than **December 31, 2014**. The longer you wait to complete your application, the shorter your time to pass the exam.

After **December 31, 2014**, any pending deficient or new applicant for certified residential or certified general appraiser must satisfy the 2015 criteria which includes the requirement of a bachelor's degree, or higher, from an accredited college or university.

If you are considering **upgrading** an appraiser registration, license or certification please plan ahead to ensure you will meet the criteria, submit an application and pass the required examination **prior to December 31, 2014**.

It is clear that these heightened standards make obtaining a certification more difficult. These changes were not initiated on a state level. However, each state must comply with the requirements of the AQB. We are committed to assisting you through this process. Future notices will be sent regarding any additional information. Please frequently visit the webpage of the Division of Real Estate for updated information.

If you have questions please contact us at (850) 487-1395.

Florida State Rules Update

Ongoing rule changes are mostly related to the 2015 AQB minimum requirement that everyone is aware of by now; however, the State of Florida continues to press for rule "clean-ups" to make doing business easier in Florida. Rule 61J1-3.004 issuance of certification is being modified to allow for a smoother process for reciprocal license applicants. Additionally, the distance education rules are currently being drafted and pending no significant further changes, they may soon become a reality. For more on Florida Rules visit: <https://www.flrules.org/gateway/organization.asp?id=282>

Grass Roots Lobbying - We Want You!

The Florida Association of Realtors have power in numbers, but we have power in members. To better leverage our lobbying efforts, we want to know who you know. The link provided below is a data capture form where we ask that you provide your contact information, as well as, any local or state politician from whom you have a relationship with either from helping on their campaign or from being next door neighbors. The information will populate a database, which will then be used by Region X Government Relations to better facilitate lobbying efforts. Please take the time to fill out one form per political contact. We may need your help soon, as during the next legislative session we anticipate a modification to the definition of an AMC. Together we will improve upon our new foundation.

Data Collection: <https://docs.google.com/forms/d/1ooRayzrEtWIkV9WgOahSmDmwGWBV-UfKso5xC5mdrtU/viewform?c=0&w=1>

LDAC SUMMARY 2014

Christopher E. Donley, MAI

The 2014 LDAC (Leadership Diversity Advisory Council) was attended by Third Year Attendee Nathan Gibboney, MAI, Second Year Attendee, Elaine Liz-Ramirez, MAI, CCIM and First Year Attendee Christopher Dolney, MAI from May 19, 2014 thru May 21, 2014.

The Topics for Discussions with our respective Congressmen and their Aides were as follows:

Problem

SBA: in 2011 SBA issued new guidance allowing real estate appraiser to take an accepted course in order to meet eligibility requires in performing "Going Concern" appraisals. This changed required a change in ownership, with a loan that involves a special purpose property business/intangible component greater than \$250,000; requiring a Business Valuation. Think C-Stores, Hotels, (Golf Courses), Car-Washes, Gas Stations, among others.

Action Request

The AI leadership urged Members of the House to support legislation under Blaine Leutkemeyer (R-MO) and Kurk Shrader (D-OR) that would re-affirm acceptance of real estate appraisers to prepare Going Concern appraisals for SBA 7(a) loans.

Problem

The Path Act a/k/a Johnson-Crapo (Protecting American Taxpayers and Homeowners Act. The Appraisal Institute has no comment on this bill in its entirety. However, Part 3 of the Path Act would establish a "National Mortgage Data Repository" which will collect and store mortgage related documents. This would include but not be limited to loan origination documents, Preliminary HUD 1 statements, and appraisal files. This section has numerous ramifications as follows:

The data mining of the appraisal will build the Fannie Mae, Freddie Mac, HUD and ultimately Third Parties (Think Core Logic or CoStar) AVM Models with greater degree accuracy). Thus, independent fee appraisers will have their appraisals under constant scrutiny by second guess addendum requests.

Banks appraisal departments will have to contend and question every appraisal in their portfolio based on this FMIC data.

Will there be appraisers who take the path of least resistance to avoid complications or hassles with this UAD format?

This mined data, could be used by a few informed parties with a vested interest in a property transaction to "gain" the system. (Think of those real estate brokers/lenders who use County Wide Statistics to inferred that a rising tide lifts all boats).

Action Request

The AI leadership urges the House and Senate to protect the integrity of the appraisal by not allowing any appraisal information to be found in the National Mortgage Database publicly available. The Congressional Aides we met with all indicate this section of the bill will be stripped. Moreover, these Aids also state this bill does not have the bi-partisan or single party momentum to be put to the floor for a vote.

We appreciate the opportunity to represent the East Florida Chapter at LDAC.

Nathan Gibboney, MAI	Elaine Liz-Ramirez, MAI, CCIM	Christopher Dolney, MAI
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DID YOU KNOW?

Become a Candidate Advisor!

The East Florida Chapter and the AI Admissions Department are actively recruiting Designated members to serve as advisors to Candidates. The Advisor serves as a resource to the Candidate, providing the Candidate with knowledge on the Appraisal Institute and expertise on the appraisal profession. **An Advisor may receive up to 125 points** of continuing education credit in the category of "Service As a Candidate Advisor" (this is no longer part of Service to the AI) during each Appraisal Institute five-year continuing education cycle. **Please contact advisors@appraisalinstitute.org for more information.**

General Demonstration Report—Capstone Program

Registration open for 2015 Program—Limited seats available—offerings will sell out
Phoenix, Austin, San Juan, Boston, Chicago, Seattle, Ohio, Sacramento, Kansas City and Charleston
For more information, go to appraisalinstitute.org or e-mail nationalprograms@appraisalinstitute.org

Instructor Leadership and Development (ILDAC) - September 27-28, 2014

Potential Appraisal Institute instructors, Designated members and/or Ph.D's who currently are not approved to teach for the Appraisal Institute but are interested in completing the process to become a full instructor for AI programs. Completion of program does not guarantee approval to teach. For more information go to:
<http://www.appraisalinstitute.org/education/instructor-resources/ildc/>

EAST FLORIDA CHAPTER OF THE APPRAISAL INSTITUTE REPLACEMENT OF DIRECTOR

Due to a military deployment, Thomas Seymour, Jr., MAI has had to resign from his Director position (2013-2015). The Chapter Nominating Committee has nominated John Stevely, MAI to fill the position.

Additional nominations may be made by a timely filing of a written petition signed by at least five percent (5%) of the total chapter membership. Such petition may be in electronic form. To be effective, each nominating petition must be delivered in writing to the Chapter Secretary no fewer than fifteen (15) days prior to the regular membership meeting at which the election is to be held. The Chapter Secretary shall deliver in writing a copy of any petition filed to each Chapter member no fewer than ten (10) days prior to the date on which elections are scheduled to be held. The East Florida Chapter elections will be held at our membership meeting August 22, 2014. No additional nominations may be made from the floor.



Congratulations Enio Russe-Garcia, MAI, SRA, AI-GRS, AI-RRS, MRICS

I was born and raised in Puerto Rico. I learned the appraisal business from my father, who is an appraiser in PR since the 1960's. I received my certification in 1991 at the age of 24, and then established my own fee shop in PR.

In 2007, I relocated to Florida. In FL, I have worked with the Florida Department of Revenue and the Osceola County Property Appraiser. Currently working as a review appraiser and regulatory consultant in my own company The ARRC Services, LLC and for Doral Bank New York.

I have a MBA from Florida State University, married to Mabel Vega, we have 5 kids.

CONGRATULATIONS TO OUR NEW DESIGNEES

Virginia Fitzpatrick, SRA
Thomas Martucci, MAI
Stephen M. Boyle, MAI
Richard L. Steeves, MAI
Thomas J. Seymour, Jr., MAI
Robert N. Blackwood Jr., MAI
Nicholas Pilz, MAI, SRA, AI-RRS

NEW AI-GRS
Thomas Jones
Karen Bowling
Cassandra Robertson

EAST FLORIDA CHAPTER OF THE APPRAISAL INSTITUTE

2014 EDUCATION/MEETING CALENDAR

September	15-19	Quantitative Analysis	University of Phoenix Orlando
September	25	3 Hour Florida Law	Gainesville/Ocala
September	26	7 Hour USPAP	Gainesville/Ocala
October	2	Central FL Real Estate Forum	Citrus Club—Orlando
October	8	Evaluating Residential Construction	Embassy Suites—Orlando
October	9-10	Evaluating Commercial Construction	Embassy Suites—Orlando
October	13-16	General Appraiser Site Valuation & Cost Approach	University of Phoenix Orlando
October	20-24	Review Theory—Commercial	Embassy Suites—Orlando
November	7	3 Hour Florida Law	University of Phoenix Orlando
November	8	7 Hour USPAP	University of Phoenix Orlando
November	17-21	Review Case Studies—General	Fogo de Chao—Orlando

<http://www.appraisalinstitute.org/education/EastFlorida.aspx>

Questions—Call Lauren at 813-651-5904 or Lauren@eflai.org



2014 FREAB Meetings

Monday, October 6, 2014; Monday, December 8, 2014

The Division of Real Estate is now able to live stream their meetings. The streaming is not recorded and it has limited space at this time. If you are unable to access the meeting, please try again later as access may become available during the day. If you have connected to the live stream and no longer wish to view the meeting in progress, please be sure to disconnect to allow others to access the live stream. Please disable your PC audio and video camera prior to logging into the meeting. Failure to do so will result in other users and attendees hearing and seeing you during the meeting.

61J1-4.003(7) Continuing Education—A registrant, licensee, or certificate holder, including a Board member, may earn five (5) classroom hours by attending an entire meeting where the Board considers disciplinary cases, for a maximum of seven (7) of the required thirty (30) hours; provided that, the individual is not appearing as a party to a disciplinary action and notifies the Division of Real Estate, Education Section, of the intent to attend at least seven (7) days prior to the meeting.

Contact Janice Taylor at least 7-days prior to the meeting to register please visit the website

www.myfloridalicense.com > *Doing Business with Us* > *Real Estate Division Page* > *Florida Real Estate*

Appraisal Board > *Meetings & Workshops*, and print all publicly available materials as early as 7 days before the date of the meeting. The department endeavors to minimize paper usage in all business practices.

EAST FLORIDA CHAPTER OF THE APPRAISAL INSTITUTE SOCIAL HOUR/SOCIAL

Where: Embers, 42 West Central Blvd, Orlando

When: Thursday, August 21, 2014

Time: 5:30—7:00

Drinks and Appetizers

RSVP to Lauren@eflai.org

BRING A GUEST/CLIENT/SPOUSE/ FRIEND OR APPRAISER WHO MAY BE INTERESTED IN THE APPRAISAL INSTITUTE



East Florida Chapter

President

Nicholas D. Pilz, MAI, SRA, AI-RRS
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Ryan Zink, MAI

Ryan.zink@cap-val.com

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Elaine Liz-Ramirez, MAI

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Curtis L. Phillips, MAI

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Matthew Jehs, MAI

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Directors (through 2015)

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Region Reps

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Christopher Starkey, MAI

Ryan Zink, MAI

John Robinson, MAI

Ira Bellinkoff, MAI

Alternate Region Reps

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Matthew Jehs, MAI

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2014 CENTRAL FLORIDA REAL ESTATE FORUM

Presented by the East Florida Chapter of the Appraisal Institute

UNITY OF THE COMMUNITY

Connecting the dots of what drives the Central Florida Real Estate market now and 10 years into the future. . .



General Membership of the East Florida Chapter of the Appraisal Institute, *Get ready to reach a new level of education and insight into the Central Florida marketplace.*

This year's theme is specifically designed to expose you to the inner workings and connections of the major entities fueling our economy. We have a very dynamic line-up of leading local and state level Florida real estate speakers and community representatives to include:

- **UCF - Partnerships in Economic Development, FL High Tech Corridor & Downtown Creative Village**
- **TRANSPORTATION - SunRail, Port Canaveral and FDOT (FL Future Corridors Initiative)**
- **COMMERCIAL DEVELOPMENT - Office, Retail, Industrial, & Land**
- **COUNTY TRENDS - Seminole, Osceola, & Volusia Property Appraisers**
- **KEYNOTE SPEAKER – Fred Kittenger of UCF and Chair of Buddy Dyer's Project Downtown Orlando/Creative Village**
- **SPECIAL GUEST SPEAKER – Phil Rawlins President & Founder the MLS Orlando City Soccer Club**

Location: Citrus Club, Orlando, FL

Date: October 2, 2014

Time: 8:00am to 6:00pm

Services: Breakfast, Lunch, and Cocktail Reception

Audience: We are anticipating representatives of the "who's who" of real estate professionals in the Central Florida market to attend this year's event.

CE Credits: AI, FREB and FREC is approved for 7 hrs of continuing education.

SPACE IS LIMITED - We highly suggest registering for this event by no later than June 25th 2014 prior to the announcement to the greater Central Florida real estate community.

Go to the East Florida Chapter website to reserve your seat now! www.eflai.org/education



**Appraisal
Institute™**

*Professionals Providing
Real Estate Solutions*

East Florida Chapter

CHAPTER OFFICE (813) 651-5904 lauren@eflai.org

Event Fee: \$175.00

Early Discount: \$150.00
(Must register by August 15th)

2014 CENTRAL FLORIDA REAL ESTATE FORUM

Presented by the Appraisal Institute – East Florida Chapter

UNITY OF THE COMMUNITY

Connecting the dots of what fuels the Orlando real estate market now and 10 years into the future. . .

Location: Citrus Club, Orlando, FL
Date: October 2, 2014
Time: 8:30am to 6:00pm
Services: Breakfast, Lunch and Cocktail Reception
Audience: We are anticipating 150 attendees at the event representing the “who’s who” of real estate professionals in the Central Florida market area.
CE Credits: Attendees can use the event for continuing education credit hours once approved.
Speakers: The following entities are confirmed or in the process of being finalized as speakers for the

UNIVERSITY REPRESENTATIVE

UCF

Project Downtown Orlando (PDO) - Fred Kittenger, UCF representative and Chair of Buddy Dyer’s Project DTO/Creative Village.

Project DTO and the role UCF plays in the creation of the downtown **Creative Village Development** and the business college’s role, vision and partnership with the Central Florida Business community.

UCF Community Partnership – Bill Merck, VP and CFO of Administration & Finance Ed Shons, Director of University Economic Development

Internal & External Process & Strategy for current and future real estate projects/growth.

Florida High Tech Corridor – Randy Berridge, President

The Florida High Tech Corridor Council (FHTCC) is a regional economic development initiative of the University of Central Florida (UCF), the University of South Florida (USF) and the University of Florida (UF) whose mission is to grow high tech industry and innovation through partnerships that support research, marketing, workforce and entrepreneurship.

TRANSPORTATION REPRESENTATIVE

FDOT – Jim Wood, State Transportation Development Director—Florida Future Corridors Initiative

SunRail - Steve Olson

Port Canaveral – TBA

COMMERCIAL REAL ESTATE BROKERAGE REPRESENTATIVES

Land/Development Overview -Daryl Carter, Maury Carter & Associates

Industrial Market Overview - Susan Ruby, SIOR, Cresa Orlando

Office Market Overview -Damien Madsen, Principal, Taylor & Mathis

Land/Development Overview – Brad Peterson, HFF (Holiday Fenoglio Fowler, L.P)

COUNTY REPRESENTATIVES

Osceola County - Katrina Scarborough, Osceola County Property Appraiser

Volusia County - Morgan B. Gilreath Jr., M.A. ASA, CFA - Volusia County Property Appraiser

Seminole County - David Johnson, CFA – Seminole County Property Appraiser

GUEST SPEAKER – SPORTS ENTERTAINMENT REPRESENTATIVE

Major League Soccer (MLS) Phil Rawlins, Owner & President of the Orlando City Soccer Club

MLS entry into the Orlando market and its impact on the Central Florida economic marketplace

SPONSORSHIP

2014 CENTRAL FLORIDA REAL ESTATE FORUM

Presented by the East Florida Chapter of the Appraisal Institute

UNITY OF THE COMMUNITY

Connecting the dots of what drives the Central Florida Real Estate market now and 10 years into the future. . .



The East Florida Chapter of the Appraisal Institute is proud to present the 4th Annual Central Florida Real Estate Forum. **Get ready to reach a new level of education and insight into the Central Florida marketplace.** This year's theme entitled "Unity of the Community" is specifically designed to expose you to the inner workings and connectivity of the major entities fueling our economy.

SPEAKERS: Leading local and state level Florida speakers will cover timely topics on Central Florida real estate including representatives from UCF (Keynote Speaker Fred Kittenger, Chair of Mayor Buddy Dyer's Project Downtown Orlando/Creative Village), FDOT, County Property Appraisers, Port Canaveral, commercial brokers, planners, developers, lenders, and a special guest presentation from Phil Rawlins, President and Founder of the MLS Orlando City Soccer Club.

ATTENDEES: This year's marketing campaign will be expanded to target a highly diversified audience to include Central Florida's top level real estate professionals including commercial brokers, planners, developers, architects, attorneys, lenders, and construction companies.

We are seeking corporate and individual sponsors/partners to make this an outstanding event that provides timely information about the Central Florida market now, and insight into the future along with a networking opportunity for the real estate community.

Get ready to reach a new level of exposure for your company. Your participation in this event will allow you and your company to be recognized as a committed partner in the Central Florida Real Estate market. Depending on your contribution level you will have the opportunity to reach potential clients from a multimedia level of exposure to include a variety of print options, emails, social media, linked websites along with event day signage and announcements. **In addition**, all attendees at the event will receive a Flash Disk and Event Poster to take "back to the office" with sponsor's logos, website links and other sponsor specific materials along with event speakers information. *The sooner you register as a sponsor/partner the sooner your company's exposure opportunity will begin.*

Register now to secure your presence today to maximize your companies exposure!

Lauren Dowling
East Florida Chapter of the Appraisal Institute
16765 FishHawk Blvd #347, Lithia, FL 33547
813-651-5904 | Lauren@eflai.org



Appraisal
Institute™
Professionals Providing
Real Estate Solutions

EVENT DATE: October 2, 2014

East Florida Chapter

CHAPTER OFFICE (813) 651-5904 www.eflai.org/

2014 CENTRAL FLORIDA REAL ESTATE FORUM - SPONSORSHIP PACKAGES

SPONSORSHIP EXPOSURE CATEGORIES	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTOR
Sponsor Complimentary Seating	5	3	2	-	-
Sponsor Podium Introduction	✓	-	-	-	-
Sponsor Recognition at Event	✓	✓	✓	✓	✓
Sponsor Seating Placement	✓	✓	✓	-	-
Event "Take to Office" Gifts to all Attendees	Prominent	✓	✓	-	-
- Event Poster Development Aerial w/Sponsor Logo (Color 24 x 36)	Prominent	Placement	Placement	-	-
- Flash Disk with Event Speaker and Sponsor Information	✓	✓	✓	✓	-
Print Promotional Advertisements					
- Event Program - Logo and Mention	Prominent	Placement	Placement	Placement	Placement
- Pre Event Marketing Material (Logo)	✓	✓	✓	Placement	Placement
- Sponsor Material (Brochure/Flyer/Co Info) at Every Seat	✓	✓	-	-	-
- Sponsor Material at Registration Desk	✓	✓	-	-	-
- Sponsor Event Sign - Company Logo	✓	✓	✓	Placement	Placement
- Sponsor Logo on Table Tent	✓	✓	✓	Placement	Placement
Website Exposure on East Central FL Chapter AI Site					
- Sponsor Logo (Linked to sponsor website)	Prominent	Placement	Placement	-	-
- Directory of Event Sponsors (Linked to sponsor website)	Prominent	Placement	Placement	✓	✓
- CF Real Estate Appraiser Website Mini Poster Page Listing*	Prominent	Placement	Placement	✓	-
Sponsor Event Signage					
- Projector Screen with Sponsor Logo	Prominent	Placement	✓	✓	✓
- Sponsor supplied (Poster/Banner) placed in event presentation room	Prominent	Placement	✓	-	-
- CF Real Estate Appraisers Color Mini Poster Page*	Prominent	Placement	✓	✓	-
Sponsor Event Targeted Email Exposure					
- Sponsor Logo/name/web address on database mailers (Pre event)	Prominent	Placement	Placement	Partial	Partial
- Sponsor Logo/name/web address on database mailers (Post event)	Prominent	Placement	-	-	-
SPONSOR PACKAGE PRICING	\$2,500	\$1,500	\$1,000	\$500	\$250

* For Certified General and Residential Appraisers only

SIGN UP TODAY TO RESERVE YOUR COMPANY'S SPONSORSHIP PACKAGE FOR THIS EVENT - SPACE IS LIMITED

Thank you for sponsoring the Central Florida Real Estate. Only with the support of businesses and individuals would a program like this be possible. We extend our thanks and gratitude to our partners and professionals in the community for their continued support and generosity.

Please designate your level of sponsorship interest as indicated below:

SPONSORSHIP LEVELS (Please check one)

<input type="checkbox"/> Platinum \$2,500 <input type="checkbox"/> Gold \$1,500 <input type="checkbox"/> Silver \$1,000 <input type="checkbox"/> Bronze \$ 500 <input type="checkbox"/> Contributor \$ 250 <input type="checkbox"/> Other \$ _____	Company Name _____ Contact Name and Title _____ Street Address _____ City _____ State _____ Zip Code _____ Phone _____ - _____ - _____ Email address _____ Website _____ Credit Card Type _____ Credit Card No. _____ Exp. Date ____ / ____ Code _____
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The deadline for sponsorship commitment is September 1, 2014. For additional information contact:

Lauren Dowling
 East Florida Chapter of the Appraisal Institute
 16765 FishHawk Blvd #347, Lithia, FL 33547
 813-651-5904 | Lauren@eflai.org

2014 CENTRAL FLORIDA REAL ESTATE FORUM - SPONSORSHIP ENTITLEMENTS OPTIONS

- **Complimentary Seats at the Event**
- **Sponsor Podium Introduction** - A Representative from your company to speak briefly from the podium during event.
- **Sponsor Recognition at Event** - Your company mentioned as an event sponsor.
- **Seating Placement at Event** - Preferred location for upper level sponsors.
- **Event "Take to Office" Gifts to all Attendees:**
 - **Event Poster - Development Aerial w/Sponsor Logo (Color 24 x 36)**

A (24 x 36) high quality color event poster will be provided to all attendees. The poster is designed to illustrate the "bigger picture" of current and future planned development with the use of a wide aerial view and detailed graphic overlays of the Central Florida market area. Attendees will want to hang the poster on their office wall as a "useful" reference tool. ***It is also a dynamic mass advertising vehicle to provide great exposure for your company's logo to be displayed on the poster.*** The 2014 RE Forum Event Poster will become a "keepsake" that attendees, participants and sponsors will look forward to receiving updated versions annually.
 - **Flash Disk with Event Speaker and Sponsor Information**

The Flash Disk will be provided to all attendees which will contain "useful" information from the speakers and the sponsors of the event. Speakers and sponsors can choose to provide electronic forms of Powerpoint, pdf, jpeg, logo, website link, flyer, Bios, etc., to be placed on the flash disk. **This provides an excellent opportunity for all speakers and sponsors continue to get company exposure and their message out to all attendees after the event and a quick reference tool to refer to tell others at their office about the event and your company.** The disk is designed to be upload onto attendees computers.
- **Print Promotional Advertisements**
 - **Event Program - Logo and Mention**
 - **Pre Event Marketing Material (Logo)**
 - **Sponsor Material (Brochure/Flyer/Co Info) at Every Seat**
 - **Sponsor Material at Registration Desk**
 - **Sponsor Event Sign - Company Logo**
 - **Sponsor Logo on Table Tent**
- **Website Exposure on East Central FL Chapter AI Site**
 - **Sponsor Logo (Linked to sponsor website)**
 - **Directory of Event Sponsors (Linked to sponsor website)**
 - **CF Real Estate Appraiser Color "Mini Poster" Website Listing***
- **Sponsor Event Signage**
 - **Projector Screen with Sponsor Logo**
 - **Sponsor supplied (Poster/Banner) placed in event presentation room**
 - **CF Real Estate Appraisers Color "Mini Poster" Page to be placed at every seat***
- **Sponsor Event Targeted Email Exposure**
 - **Sponsor Logo/name/web address on database mailers (Pre event)**
 - **Sponsor Logo/name/web address on database mailers (Post event)**

* **CF Real Estate Appraiser "Mini Poster" Page & Website Listing (For licensed/certified appraisers only)**

The "Mini Poster" is designed to prominently display all appraisers together on one high quality color printout and on one page of the EFCAI website. The "Mini Poster" will include: Sponsor provided professional photo with coat and tie, appraiser name, title, company name, phone number and email address or website link.