

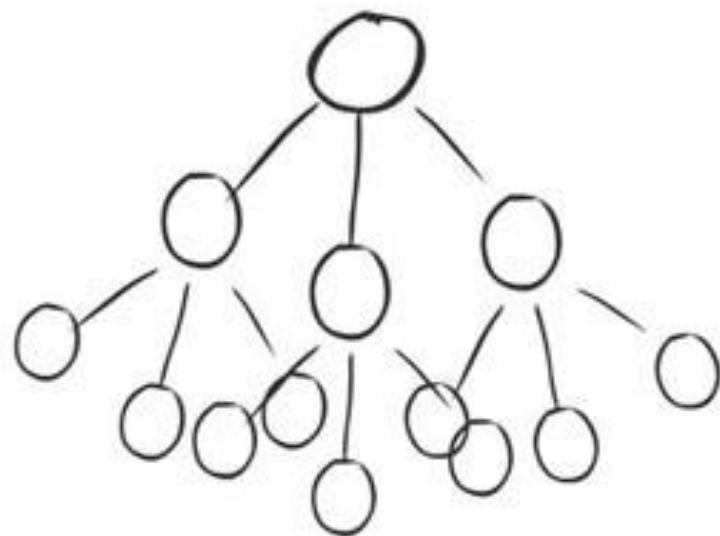
Marketing Your Appraisal Firm in the Digital World

July 12, 2017



Michael Hobbs, MAI, SRA, LEED GA
President

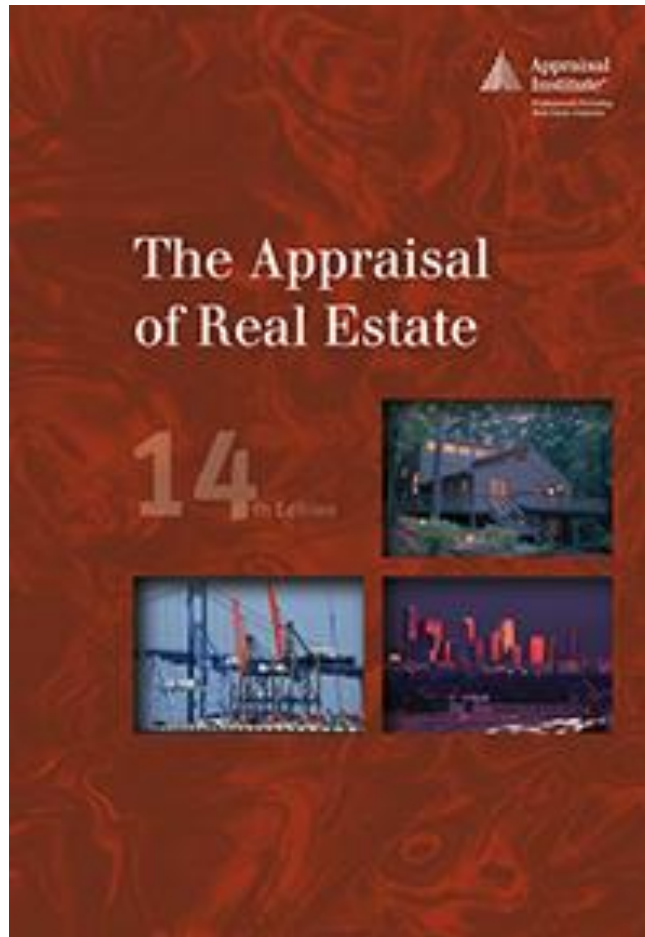
PAY IT FORWARD



You have
two hands.
*One to help yourself,
the second
to help others.*

QUOTEDIARY.NET

Amazing Resource In Our Industry



Amazing Resources Outside Our Industry





VALUATION



NATIONAL ASSOCIATION of REALTORS®

BUILDING PERFORMANCE PODCAST

Inc. MAGAZINE

Forbes



TCW TODAY'S CHICAGO WOMAN



mr ea midwest renewable energy association

Chicago Tribune

The Daily Northwestern

NORTHWESTERN AND EVANSTON'S ONLY DAILY NEWS SOURCE SINCE 1881

CHICAGO AGENT MAGAZINE



RESNET® RESIDENTIAL ENERGY SERVICES NETWORK

CRAIN'S CHICAGO BUSINESS®



Originating from Lemont, IL, and Airing Nationally in 2012!



BUILT 2 LAST THE GREEN HOME

BuiltToLastTV.com • CarpentersUnion.Org • LakeshorePTV.com

Why It Matters!


- 84% Sphere of influence more important than advertising (Nielsen)
 - 77% Look for advice, information or help online (Mention)
 - 91% B2B decisions influenced by WOM (USM – Incite Group)
 - 90% of world data generated in previous 2 years (IBM Analytics)
-

Why It Matters!

- 2.5 quintillion bytes of data every day or (1 followed by 18 zeros)
 - 2,500,000,000,000,000,000
-

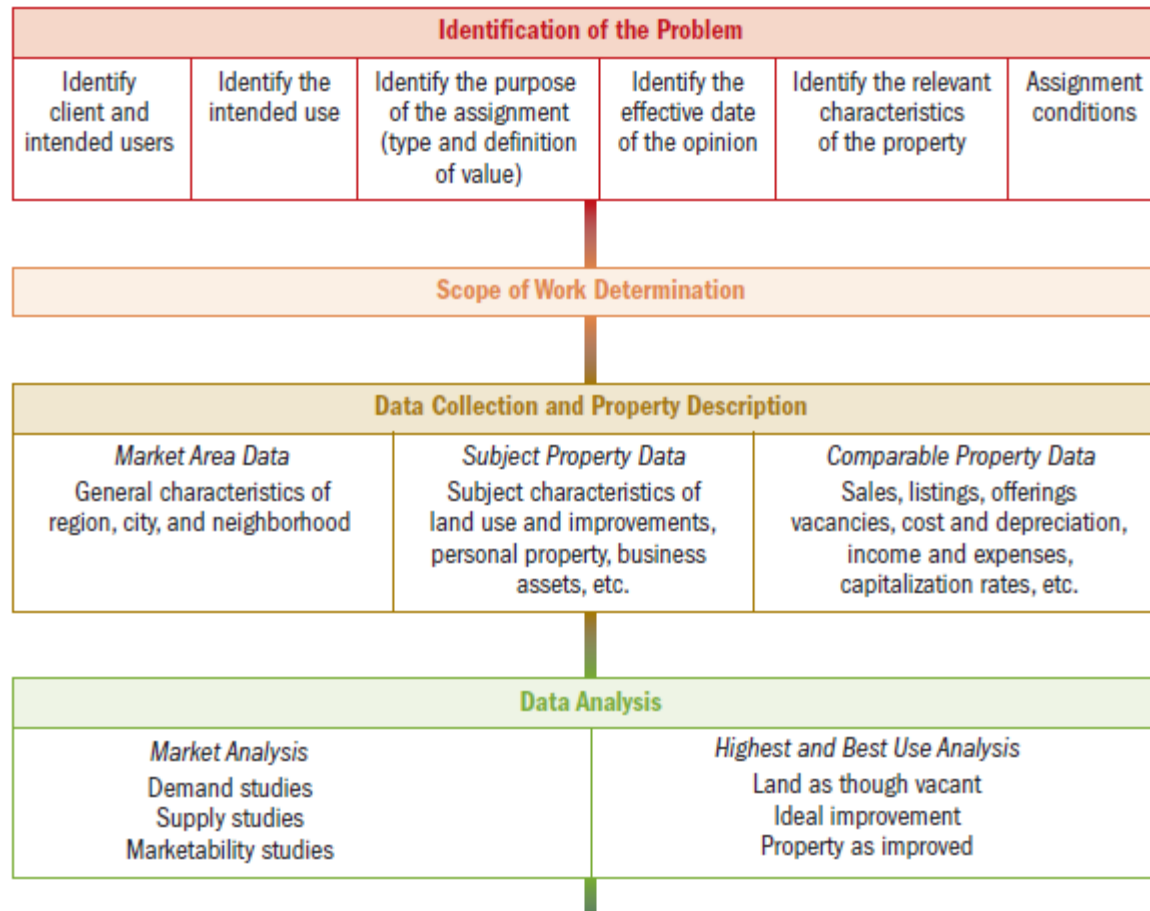
Without a Plan, Every Path is Good





So, WHY should an appraiser
do marketing in the digital
world?

Using The Valuation Process to Solve our Problem



The Valuation Process - Identification of the Problem

Client: ICAP

Users: 2017 Collinsville Attendees

Use: To counsel peers regarding probable
effects of proposed actions

Type of Value: Market Value (collective value of
judgments of market participants)

Effective Date: Today

Relevant Characteristics: Online presence

Assignment Conditions: None

Extraordinary Assumption: None

The Valuation Process – Scope of Work Determination

(type and extent of research needed to solve the problem)

Market research, Marketing firms

Internet search engines

Research reports

Existing appraisal firms' websites

The Valuation Process – Data Collection & Property Description

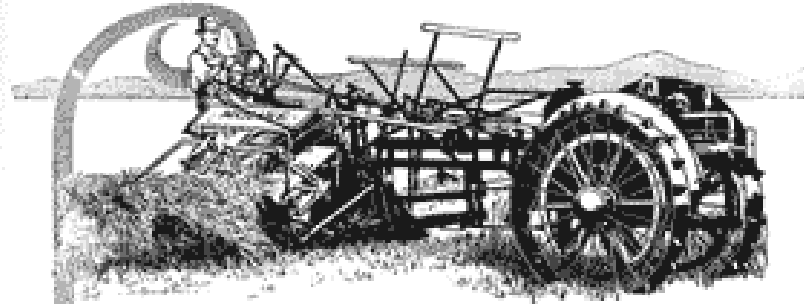
Market Area Data – Technology past and present

Subject Property Data – Your marketing & your website (live example)

Comparable Property Data – Your competitor's marketing & website

That Was Then

**ONE MAN CAN FARM
MORE LAND** *with the*



MOLINE
UNIVERSAL TRACTOR

"It Solves the Farm Help Problem"

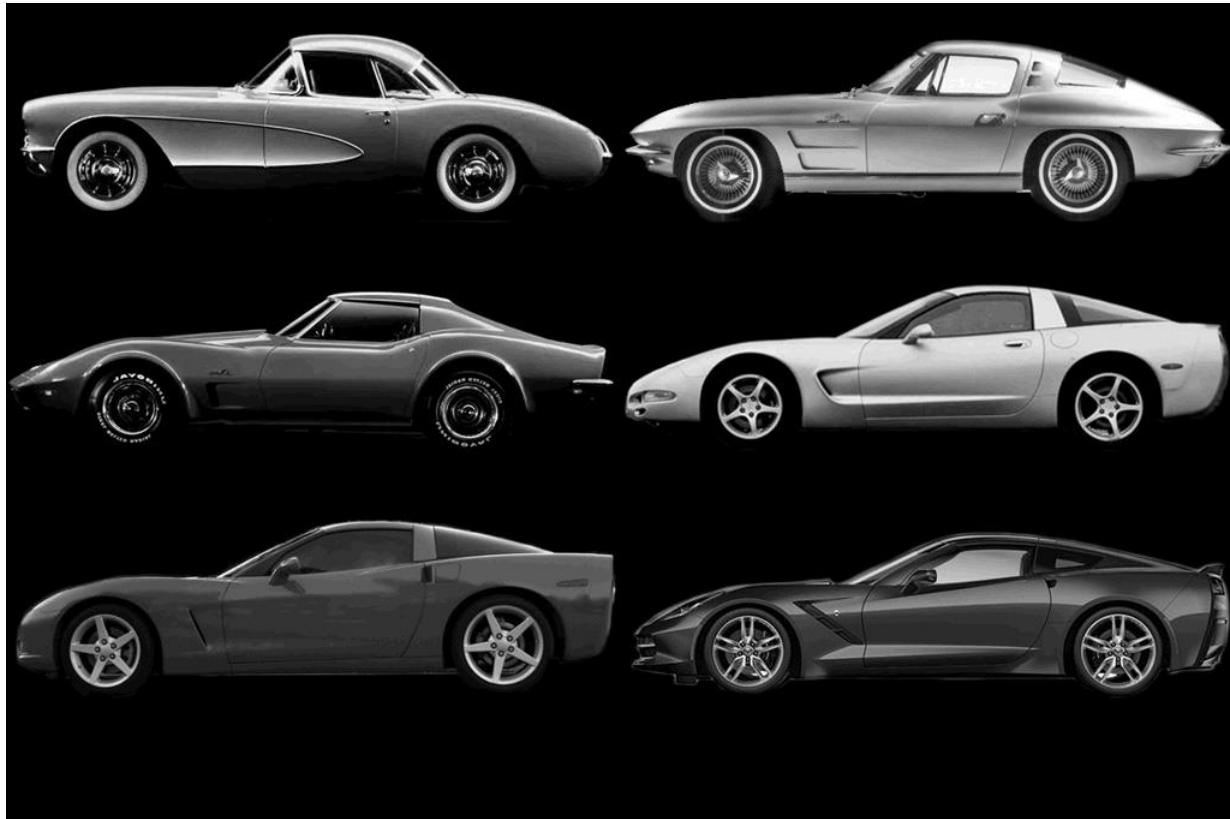
That Was Then



That Was Then



Times are a Changing



Times are a Changing



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ID 29801184

Nn555 | Dreamstime.com

This is Now



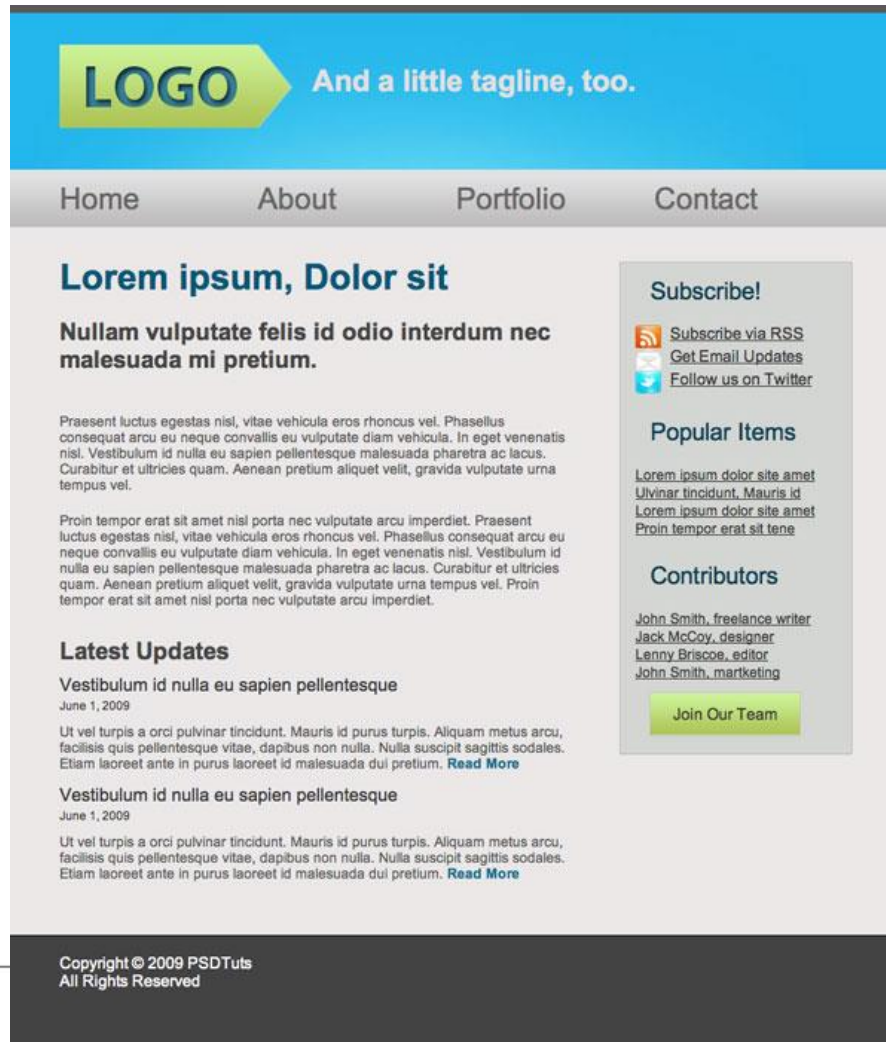
The Valuation Process – Data Analysis & Research

Journal of Market Research, WOMMA,
Google, Nielsen, Gartner Group, NAR,
NREI, MBA, Advertising Age, Ibis World,
PWC, eMarketer, Forbes, AMA,
Facebook, CNET, Social Baker, REIS,
The Economist

The Valuation Process – Land Value Opinion



The Valuation Process – Land Value Opinion



The Valuation Process – Cost Approach

Truly depends on how much time and
functionality is deployed

Free to \$100s to \$1,000s to \$10,000s

The Valuation Process – Sales Comparison Approach

FHA Approved



WELCOME

July 27, 2015

- >> Our Services
- >> About Us
- >> Order Form
- >> Contact Us
- >> **Home Page**



Welcome to Haida Appraisal

Haida Appraisal is a professionally managed residential real estate appraisal company serving Southern Illinois. We provide timely professional appraisals with a service-oriented approach. We believe in partnering with our clients in long-term relationships in order to provide the highest level of service and the best quality product.

We use the most up-to-date hardware and software available and we are EDI capable (we can email your signed appraisal).

[MORE](#) >>

THE HAIDA APPRAISAL PROMISE

Professionalism

- Ø Lending Institutions are contacted immediately with any issues
- Ø Borrowers are contacted promptly to schedule inspections
- Ø All appraisers are certified residential appraisers with college degrees

Efficiency

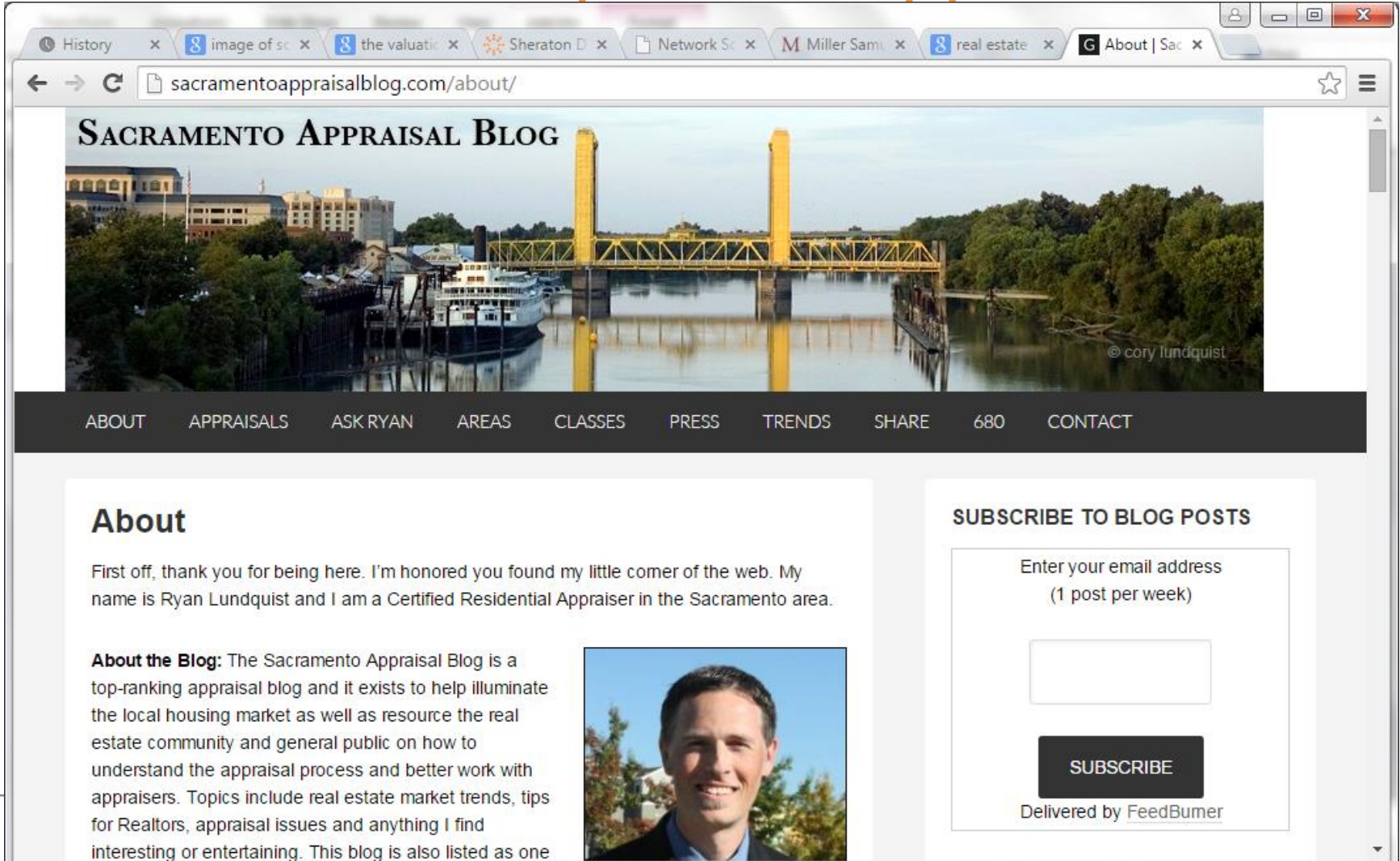
- Ø Orders are received online or via fax for convenience
- Ø Completed appraisals are returned promptly
- Ø Appraisals are processed using state of the Art Appraisal software

Responsiveness

- Ø All client inquiries are responded to promptly

a la mode, inc.
simply better technology

The Valuation Process – Sales Comparison Approach



The screenshot shows a web browser window with multiple tabs open. The active tab is 'About | Sac', and the address bar shows 'sacramentoappraisalblog.com/about/'. The website header features a large image of a bridge over a river with the text 'SACRAMENTO APPRAISAL BLOG' overlaid. Below the header is a navigation menu with links: ABOUT, APPRAISALS, ASK RYAN, AREAS, CLASSES, PRESS, TRENDS, SHARE, 680, and CONTACT. The main content area is titled 'About' and contains a paragraph of text, a photo of Ryan Lundquist, and a section for subscribing to blog posts.

History x image of sc x the valuatic x Sheraton D x Network Sc x M Miller Sami x real estate x About | Sac x

sacramentoappraisalblog.com/about/

SACRAMENTO APPRAISAL BLOG


© cory lundquist

ABOUT APPRAISALS ASK RYAN AREAS CLASSES PRESS TRENDS SHARE 680 CONTACT

About

First off, thank you for being here. I'm honored you found my little corner of the web. My name is Ryan Lundquist and I am a Certified Residential Appraiser in the Sacramento area.

About the Blog: The Sacramento Appraisal Blog is a top-ranking appraisal blog and it exists to help illuminate the local housing market as well as resource the real estate community and general public on how to understand the appraisal process and better work with appraisers. Topics include real estate market trends, tips for Realtors, appraisal issues and anything I find interesting or entertaining. This blog is also listed as one



SUBSCRIBE TO BLOG POSTS

Enter your email address
(1 post per week)

SUBSCRIBE

Delivered by [FeedBurner](#)

The Valuation Process – Sales Comparison Approach

The screenshot shows a web browser window with the URL www.millersamuel.com. The browser's address bar and tabs are visible at the top. The website header includes the company name "MILLER SAMUEL INC." and the tagline "Real Estate Appraisers & Consultants". A navigation menu contains links for "Home", "What We Offer", "About", "Press", and "Matrix Blog".

The main content area is divided into two columns. The left column features the heading "Appraisal and consulting services throughout the New York City Metro Area" followed by a paragraph describing the company's history and services, ending with a "Learn more" link. The right column contains a quote from "CRAIN'S NEW YORK BUSINESS" praising Jonathan Miller, an appraiser, as the "savviest observer of the local residential market." Below the quote is a blue button labeled "Inquire About An Appraisal".

At the bottom of the page, a section titled "PROVIDING MARKET INSIGHT FOR:" lists several clients: Bloomberg, BloombergView, IRS, and The Real Deal.

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www.millersamuel.com

MILLER SAMUEL INC.
Real Estate Appraisers & Consultants

Home What We Offer ▾ About Press Matrix Blog

Appraisal and consulting services throughout the New York City Metro Area

Established in 1986, Miller Samuel is a family-owned business that provides appraisal and consulting services on residential property throughout the New York City metro area. With a certified or licensed appraisal staff that averages more than 16 years of experience, Miller Samuel is known for it's neutral valuation perspective and professionalism, providing clients with benchmark insights to enable them to make more informed decisions. **Learn more**

"Jonathan Miller, the appraiser who is the savviest observer of the local residential market."

—CRAIN'S NEW YORK BUSINESS

Inquire About An Appraisal

PROVIDING MARKET INSIGHT FOR:

Bloomberg BloombergView IRS THE REAL DEAL

The Valuation Process – Income Capitalization Approach

Book - Blog x image of sc x the valuatic x Sheraton D x Network Sc x M Miller Samu x real estate x About | Sac x

www.jeffbullas.com/blogging-the-smart-way-how-to-create-and-market-a-killer-blog-with-social-media-book/

jeffbullas.com

Home About Speaking Book – Blogging the Smart Way Services Resources Get Started Contact

Blogging The Smart Way

“How to Create and Market a Killer Blog with Social Media”

Do some of these questions cross your mind as a new or potential blogger?

- You want to launch a blog but you don't know where to start?
- You have been writing your blog for months and you hardly have any traffic?
- Do you get so frustrated with your blog that you feel like giving up?

So you want to make your blog a success?

Sometimes the effort seems too hard and no matter what you do it doesn't seem to work. You have got a great design and you think that your articles are engaging and have great content but it still

In my book I will:

- Show where to start one step at a time
- Help you to come up with dozens of ideas and topics to write about
- Teach you how to boost traffic to your blog with dozens of simple techniques that work from email marketing to social media.

\$9.97
Buy now

FREE UPDATES

Get my latest articles delivered to your email box and get the **FREE** “8 Key Steps to Blogging Mastery” ebook!

I reveal how I grew my blog traffic to over 4 million visitors a year and other key tips and tactics

Enter Your Name
Email

SUBSCRIBE

The Internet's Easiest 'NEXT GENERATION' Lead Generation Platform

Reconciliation????



Offline Real Estate vs Online Real Estate

- Location vs SEO
 - Location vs SEM
 - Location vs PPC
-

SEO, SEM, PPC

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← → ↻ <https://www.google.com/#q=real+estate+appraisal> 🔍 ☆ ☰

Google real estate appraisal 🔍 Sign in

Web News Maps Shopping Books More Search tools

About 70,100,000 results (0.30 seconds)

Free House Appraisal - DFWHomeSeeker.com
Ad www.dfwhomeseeker.com/
Need To Appraise Your House? Get a Free Property Report Today!

Real estate appraisal - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Real_estate_appraisal - Wikipedia
Real estate appraisal, property valuation or land valuation is the process of developing an opinion of value for real property (usually market value).
Types of value - Three approaches to value - Further considerations

Appraisal House
appraisalhouse.net

Joseph J. Blake & Associates
josephjblake.com
Google+ page

Larry E Dobbs Inc: Dobbs Larry E
dobbsappraiser.com

Echols Appraisal Group

Map for real estate appraisal

My Home is Worth, What?
www.housevalues.com/
See your Property's Market Value Free & It Just Takes Seconds

My Home is Worth, What?
www.trulia.com/
Get a free home value estimate.
View comparable homes in your area.

Appraisers Near You
www.appraiserstoday.com/
Approved Local Home Appraisers
Get Free Price Quotes Today!

Map of Dallas area with markers A, B, C, D, E

A 4600 Greenville Ave # 130
Dallas, TX (469) 621-2660

B Hartford Building Inc, 400 North St. Paul Street #1400
Dallas, TX (214) 969-7477

C 105 N Alamo Dr, Dallas, TX 75217
(214) 674-8187

D 3838 Oak Lawn Ave #

SEO, SEM, PPC

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bestchicagoappraiser.com

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ROWE
appraisal group

Chicago's Leading Appraisal Company!

Specializing in property appraisals for:


- Divorce Appraisals
- Bankruptcy Appraisals
- Bail Bonds Appraisals
- Estate & Date of Death
- Financial Planning & Trusts
- PMI Removal & Relocation
- Pre-Foreclosure & Short Sales
- Tax Assessment Appeals
- Commercial Real Estate
- Pre-Listing, Pre-Purchase, FSBOs
- Home Measurement Services
- Rush Appraisals Available




Rowe Appraisal Group has become a leading appraisal company in the Chicago area by delivering accurate residential and commercial appraisals with excellent customer service. We have differentiated ourselves by doing so with integrity, professionalism, and respect for their clients. By delivering the best service in the area, we have earned the trust of some of the most detail oriented and respected clients in the business including: the largest home builder in the U.S., local attorneys and real estate professionals, and most of the top national and local banks.

MEET PAUL ROWE CLIENT REVIEWS WHY WE'RE DIFFERENT APPRAISER BLOG

SEO, SEM, PPC






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About 3,830,000 results (0.80 seconds)

[Anthony Michael Hobbs' Naga Pixie Wins 2017 BIFF 'Kidz Shorts' Award](#)
[www.eurweb.com/2017/.../anthony-michael-hobbs-naga-pixie-wins-2017-biff-kidz-s...](#) ▾
Feb 7, 2017 - *Multi-awarding winning actor/filmmaker Anthony **Michael Hobbs'** Naga Pixie (Imagination Lunchbox) wins the **2017** Bonita Springs ...

[Images for michael hobbs 2017](#)



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[Michael Hobbs - LIFT Foundation LIFT Foundation](#)
[lift-foundation.org](#) ▾ [About LIFT](#) ▾ [Board of Directors](#) ▾
Home / About LIFT / Board of Directors / **Michael Hobbs** ... Winter **2017** Newsletter ... Michael grew up on a farm outside Fort Knox, Kentucky with his eight ...

[Melissa Lauderdale and Michael Hobbs's Wedding Website - The Knot](#)
[https://www.theknot.com/us/melissa-lauderdale-and-michael-hobbs-sep-2017](#) ▾
Welcome to Melissa Lauderdale and **Michael Hobbs's** Wedding Website! View photos ... Melissa and Michael. September 16, **2017** • Evansville, IN. 126 days to ...

[Michael Hobbs, charged with child porn and child sexual abuse ...](#)
[www.franklincounty-news.com/2017/.../michael-hobbs-charged-child-porn-child-sex...](#) ▾
May 25, 2017 - [http://thesouthern.com/news/local/crime-and-courts/michael-hobbs-charged-](#) ...
Michael Hobbs, the Sesser man charged with multiple counts of child ... **2017**; 50 Influencers: Dave Smith, Aggregate of Excellence May 20, **2017** ...

SEO, SEM, PPC

Browser tabs: When Te x, image of x, Network x, TRUE OR x, M Charts - x, Record n x, PROMOT x, angies li x, michael x

Address bar: <https://www.google.com/#q=michael+hobbs>


Google logo | Search bar: michael hobbs | Sign in

Navigation: Web (selected), Shopping, News, Images, Videos, More ▾, Search tools

About 17,900,000 results (0.30 seconds)

Images for michael hobbs


Report images



More images for michael hobbs

See results about

Michael Hobbs (Rugby Player)
Born: October 18, 1987 (age 27), Wellin...
Height: 6'2" (1.87 m)



Feedback

Michael Hobbs (rugby union) - Wikipedia, the free ...

[https://en.wikipedia.org/wiki/Michael_Hobbs_\(rugby_union\)](https://en.wikipedia.org/wiki/Michael_Hobbs_(rugby_union)) ▾ Wikipedia ▾

Michael Joseph Deans Hobbs (born 18 October 1987 in Wellington, New Zealand) is a professional rugby union player. He plays for the Blues in the Super ...

Michael Hobbs Profiles | Facebook

<https://www.facebook.com/public/Michael-Hobbs> ▾ Facebook ▾

View the profiles of people named **Michael Hobbs** on Facebook. Join Facebook to connect with **Michael Hobbs** and others you may know. Facebook gives ...

Michael Hobbs profiles | LinkedIn

<https://www.linkedin.com/pub/dir/Michael/Hobbs> ▾

View the profiles of professionals named **Michael Hobbs** on LinkedIn. There are 25 professionals named **Michael Hobbs**, who use LinkedIn to exchange ...

SEO, SEM, PPC

The screenshot shows a Google search results page for the query "michael hobbs appraiser". The browser's address bar displays the URL "https://www.google.com/#q=michael+hobbs+appraiser". The search bar contains the text "michael hobbs appraiser". The results are categorized under "Web" and show about 78,700 results in 0.37 seconds. The top results include:

- MICHAEL HOBBS, SRA, LEED GA | LinkedIn**
<https://www.linkedin.com/in/michaelhobbs>
Chicago, Illinois - President - PahRoo Appraisal & Consultancy
View MICHAEL HOBBS, SRA, LEED GA's professional profile on LinkedIn. LinkedIn is the ... Further, LDAC establishes an "appraiser-presence" in Congress
- Pahroo Appraisals - Appraisal Services - Near North Side ...**
www.yelp.com › Local Services › Appraisal Services › Yelp
★★★★★ Rating: 5 - 4 reviews
4 Reviews of Pahroo Appraisals "I used Pahroo for an appraisal on a two flat last ... Michael Hobbs and the pros of Pahroo will get right down to business and ...
- Michael Hobbs, Chicago Real Estate Appraiser - ActiveRain**
activerain.com › Illinois › Cook County › Chicago
PahRoo Appraisal & Consultancy is the top-ranked Chicago real estate appraisal and valuation serving residential and commercial clients throughout t...
- [PDF] here - PahRoo Appraisal & Consultancy**
www.pahroo.com/.../Appraisers/.../PahRoo%20Appraisal%20and%20Co...
Apr 1, 2013 - Professionals. Retiring baby boomers who want to keep working part time should consider property appraisal, said appraiser Michael Hobbs, ...
- Pahroo, Michael Hobbs (@Pahroo) | Twitter**
<https://twitter.com/pahroo>
The latest Tweets from Pahroo, Michael Hobbs (@Pahroo). Chicagoland ... Nation's largest professional association of real estate appraisers. Pahroo, Michael ...
- Michael Hobbs, SRA - Myappraisalinstitute.org**


Right now, Rod Tidwell (Cuba Gooding Jr) is saying what you're thinking to Jerry Maquire (Tom Cruise)



Why It Matters!

- 64% WOM more effective than traditional marketing (WOMMA)
 - 74% WOM key influence in decision (Ogilvy)
 - 50%+ Searches occurred on mobile (Ogilvy)
-

The Power of Digital Marketing

 PREMIUM


Search for people, jobs, companies, and more...

Advanced

999+



































































































































































































































































































8

288



Skills & Endorsements

Top Skills

| | | |
|-----|--------------------------|--|
| 99+ | Real Estate |                              |
| 99+ | Commercial Real Estate |                              |
| 73 | Real Estate Transactions |                              |
| 70 | Appraisals |                              |
| 58 | Investment Properties |                              |
| 57 | Residential Homes |                              |
| 49 | Valuation |                              |
| 43 | Entrepreneurship |                              |
| 33 | Investments |                              |
| 31 | Real Estate Economics |                              |

MICHAEL also knows about...

| | | | | | | | |
|----|-------------------------|----|----------------------|----|----------------|----|-----------------------|
| 26 | Real Estate Development | 24 | Sales | 22 | Consulting | 21 | Leadership |
| 18 | Foreclosures | 17 | Brokerage | 16 | Strategy | 16 | Real Estate Financing |
| 15 | Market Analysis | 15 | Portfolio Management | 13 | Small Business | | |

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President

PahRoo Appraisal & Consultancy

January 2000 – Present (15 years 7 months) | Chicago

Privately held valuation and consulting firm providing insightful, accurate, and timely valuation services of commercial and residential real estate assets for lenders, creditors, property owners, investors and portfolio & asset managers.



PahRoo Appraisal & Consultancy is the only locally-owned and operated appraisal firm in the Midwest with a specialty in Green, High-Performance, and Environmentally-Responsible properties. PahRoo is regularly called upon to solve valuation matters other appraisers cannot.

In summary, PahRoo Appraisal & Consultancy approaches each client assignment as a trusted adviser and delivers expert results with high customer satisfaction.

- ▶ 6 honors and awards
- ▼ 13 recommendations, including:



Laureen Blissard

Technical Director at Green Builder Coalition

Michael holds several credentials in the appraisal industry and also is a LEED Green Associate. Additionally, his... [View↓](#)



James Taylor

Entrepreneur, Small Business Advocate, Insurance Expert

Michael is the ideal person to work with if you enjoy getting more than you pay for. The experience he brings to the table... [View↓](#)

[11 more recommendations↓](#)

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When Te x image of x Network x TRUE OF x M Charts x Record n x PROMOT x angies li x chicago x

← → ↻ <https://www.google.com/#q=chicago+real+estate+appraisal> 🔍 ☆ ☰

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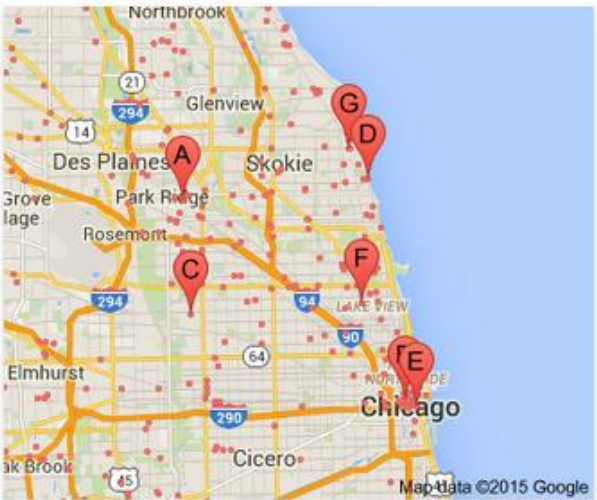
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C 3032 N 76th Ave
Elmwood Park, IL
(312) 479-5344

D 7737 N Eastlake Terrace
Chicago, IL
(773) 642-9781

E Monadnock Building,
332 S Michigan Ave
Chicago, IL
(312) 493-2030

F 3354 N Paulina St #
205
Chicago, IL



Map for chicago real estate appraisal

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The screenshot shows a web browser window with multiple tabs open, including 'When Tech', 'image of sc', 'Network Sc', 'TRUE OR F', 'M Charts - Mi', 'Record num', 'PROMOTIC', and 'PahRo App'. The address bar shows the URL 'https://www.facebook.com/pah.roo'. The Facebook login bar is visible with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below the login bar, a large banner image of a city map features the text 'PahRo Appraisal & Consultancy is on Facebook.' and 'To connect with PahRo Appraisal & Consultancy, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons. The profile picture is a logo with the text 'PAHROO APPRAISAL & CONSULTANCY'. The page name is 'PahRo Appraisal & Consultancy' with 'Real Estate' below it. Navigation tabs include 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the left, the 'PEOPLE' section shows '154 likes' and '10 visits'. The 'ABOUT' section is partially visible. The main post is from 'PahRo Appraisal & Consultancy' 12 hours ago, titled '10 Most Expensive Retail Streets in U.S. - http://ow.ly/Q8Lr1 | #Retail #RealEstate', with a thumbnail image showing city buildings and the text '10 Most Expensive'.

facebook

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To connect with PahRo Appraisal & Consultancy, sign up for Facebook today.

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PAHROO APPRAISAL & CONSULTANCY

PahRo Appraisal & Consultancy Real Estate

Timeline About Photos Reviews More

PEOPLE

★★★★★

154 likes
10 visits

ABOUT

PahRo Appraisal & Consultancy 12 hrs · 🌐

10 Most Expensive Retail Streets in U.S. - <http://ow.ly/Q8Lr1> | #Retail #RealEstate

10 Most Expensive

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1. Pahroo Appraisals

★★★★★ 4 reviews

Appraisal Services

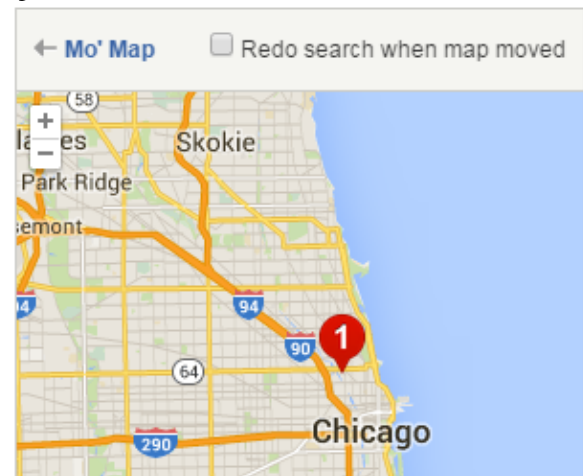


I used Pahroo for an appraisal on a two-flat last year and was very happy with the experience. Very efficient and quick for scheduling and turn-around. And after I read the report, I was able...

Near North Side

1440 N Dayton
Chicago, IL 60642
(773) 388-0003

Quality and Quality of reviews matter



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Your Reviews



1 to 5 of 19

Filter by Grade: All Grades | Filter by Category: All Categories | Go

Review Date: June 03, 2014

Member: Mary Gifford, Joseph Fitzer
80 N. Malden Ave.
La Grange, IL 60525
Category: Appraisals - Real Estate

Services Performed: * More Weight is given to a Yes
review where work has

been completed.

Work Completed Date: May 10, 2011

Hire Again: Yes

Approximate Cost: \$400.00

Description Of Work: Made an appraisal of our house for tax purposes.

Member Comments: It went very smoothly. The representative came, did a thorough walk-through, took pictures, measurements, etc. The appraisal was sent to us in a timely fashion, with ample explanation of why things were appraised the way they were. We were very pleased and would recommend this company.

| | |
|-----------------|---|
| Overall | A |
| Price | A |
| Quality | A |
| Responsiveness | A |
| Punctuality | A |
| Professionalism | A |

Which Toolkit Do You Carry?



The Hard Part is ALREADY Done.
You've Got the Data (Content),
Share It!

| Family Detached Status: Sold | | | | | | | |
|-----------------------------------|-------|-------|---------------|--------|-------------|--------|-----|
| | | | | | | | |
| R | Baths | ESF | List Price | LP/ SF | Sold Price | SP/ SF | DOM |
| | 4.5 | 3650 | \$898,000 | \$246 | \$882,500 | \$242 | 117 |
| | 4 | 3337 | \$965,000 | \$289 | \$928,000 | \$278 | 62 |
| | 4.5 | 4006 | \$1,050,000 | \$262 | \$1,050,000 | \$262 | 7 |
| | 5 | 3653 | \$1,095,000 | \$300 | \$1,095,000 | \$300 | 2 |
| | 4.5 | 3697 | \$1,245,000 | \$337 | \$1,095,000 | \$296 | 44 |
| | 4.5 | 4006 | \$1,200,000 | \$300 | \$1,200,000 | \$300 | 18 |
| | 3.5 | 3697 | \$1,245,000 V | \$337 | \$1,200,000 | \$325 | 17 |
| | 3.5 | 3510 | \$1,250,000 V | \$356 | \$1,230,000 | \$350 | 61 |
| | 4 | 3510 | \$1,400,000 | \$399 | \$1,365,000 | \$389 | 24 |
| | 4.22 | 3,674 | \$1,149,777 | \$314 | \$1,116,166 | \$305 | 39 |

of Properties: 9

Don't have Data?! Content Ideas from YOUR Appraisal Files

County Trends

Recent Sales Activity

Market Analytics

Interesting / Unusual Photos

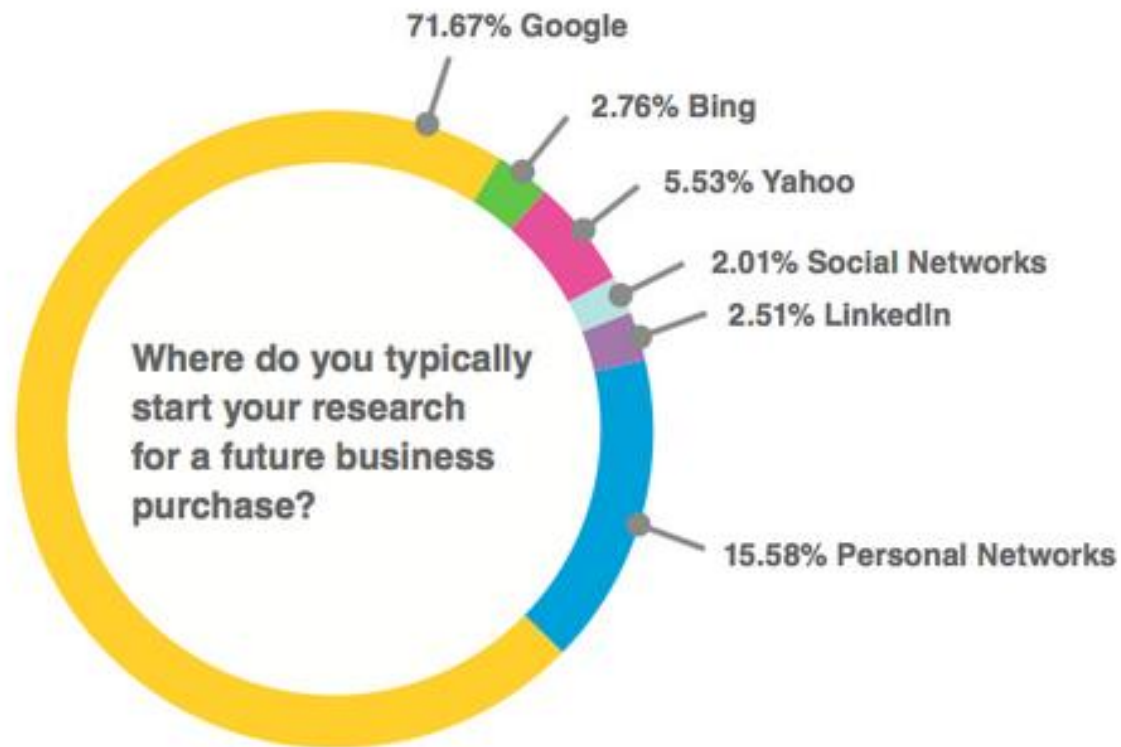
Quality & Efficiency with Mobile Tools – Dustin Harris

Drone Technology – Lamar Ellis III, MAI, SRA

Where To Begin?



Where It All Begins.....



Source: The State of Demand Generation 2013, Pardot

MARKETING SOCIAL MEDIA REPORT CARDS

THE WINNERS AND LOSERS OF SOCIAL MEDIA IN 2012

2012 was a year of social media shake-ups, new social platforms, and a tighter integration of social media into existing business processes. As the dust of the 2012 social media scuffle settles, now is a perfect time to look back at how each social network performed. The Nielsen Group measured the performance of the major networks and we have compiled the statistics into a series of report cards. Take a look at each network's growth, monthly visitors, and estimated marketing ROI.



PINTEREST

GROWTH: A+
USERS: B-
ROI: C+

BEST FOR:



MOBILE



VISUAL



Pinterest exploded onto the social scene in 2012 with over 1000% growth in monthly visitors. With a focus on visual content and a massive mobile audience, Pinterest could prove to be a huge marketing asset in 2013.



FACEBOOK

GROWTH: C-
USERS: A+
ROI: B+

BEST FOR:



SHARING



CONNECTING



Despite an increase in total registered users, Facebook's monthly visitor count is down 4%. With recent changes to distribution and targeting options, Facebook continues to evolve and keep brands on their toes.



TWITTER

GROWTH: B-
USERS: A-
ROI: A

BEST FOR:



SHARING



CUSTOMER INTEL



With a steady increase in visitors, Twitter remains the go-to social channel for marketers looking to monitor conversations, learn about customers, distribute content, and build relationships.



GOOGLE+

GROWTH: B+
USERS: B-
ROI: B

BEST FOR:



SEO



SEGMENTATION



Still on the outskirts of the social media fray, Google+ spent the majority of 2012 quietly adding features, building a user base, and integrating with Google's search engine to set itself up as a major player in 2013.



LINKEDIN

GROWTH: C
USERS: B-
ROI: A+

BEST FOR:



NETWORKING



FINDING LEADS



With consistent traffic and a strong business focus, LinkedIn remains a major social workhorse of marketing and sales teams everywhere. After a needed face lift and added analytics for business, LinkedIn is not going away soon.

For more information on how to improve your marketing, visit Pardot.com

SOURCE: <http://blog.nielsen.com/nielsenwire/social/2012/>



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Jonathan Miller is President and CEO of Miller Samuel Inc., a real estate appraisal and consulting firm he co-founded in 1986. He is a state-certified real estate appraiser in New York and Connecticut, performing court testimony as an expert witness in various local, state and federal courts. He holds the Counselors of Real Estate (CRE) and Certified Relocation Professional (CRP) designations. He is an Appraiser "A" Member of the Real Estate Board of New York and a member of Relocation Appraisers and Consultants, Inc.

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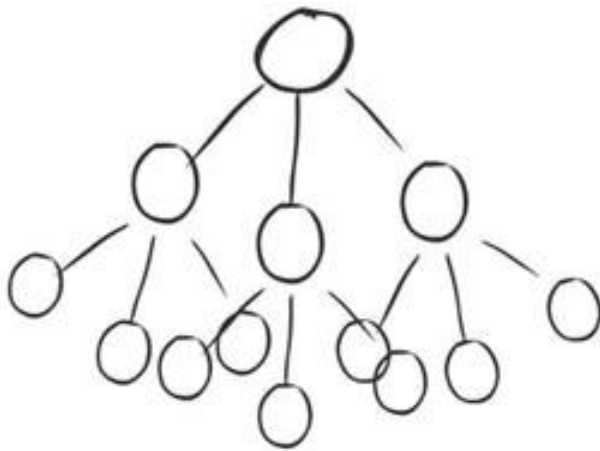


Drone Technology – Lamar Ellis III, MAI, SRA



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You have
two hands.
*One to help yourself,
the second
to help others.*

Michael Hobbs, MAI, SRA, LEED GA,
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