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APPENDIX A

Reprint: Rabianski, Joseph S., Ph.D. "Primary and Secondary Data: Concepts, Concerns, Errors, and Issues," *The Appraisal Journal*, January 2003, 43–55

APPENDIX B

Bibliography of Real Estate Market Research Books

APPENDIX C

Commercial Green and Energy Efficient Addendum

Overview

Course Description

Welcome to *General Appraiser Market Analysis and Highest & Best Use*. This course is designed to help you apply meaningful market analysis in valuation assignments. It begins by presenting the basic concepts and terminology of market analysis and marketability analysis, and then shows how marketability analyses provide vital information for the highest and best use decision. In-depth coverage of Level B marketability analysis applications for three property types—a suburban residential subdivision, an existing multiunit residential property, and an office building—will enable you to start using the six-step market analysis process introduced at the beginning of the course and gain practice in applying inferred analysis techniques.

You will also gain practice in applying the test of feasibility and determining a property's highest and best use. Lecture, in-class problems, group discussions, and frequent quizzes and practice tests combine to give you new, valuable skills that can increase the reliability of your marketability analyses, highest and best use analyses, and the conclusions you reach in the three approaches to value. The course also provides a transitional discussion to prepare you for Level C marketability analyses using fundamental demand analysis. This type of market analysis is covered in the Appraisal Institute course *Advanced Market Analysis and Highest & Best Use*.

General Appraiser Market Analysis and Highest & Best Use addresses three relevant questions relating to highest and best use and market analysis:

1. What information is needed to test for highest and best use?
2. Where is this information found?
3. How is this information applied?

The course emphasizes that a marketability analysis is integral to the highest and best use analysis, and highest and best use is integral to market value. All of the above questions must be answered to produce credible results in a market value appraisal.

Learning Enhancements

The course has been designed with a variety of elements to enhance your learning experience.

- **Preview.** To give you a taste of what is to come, the preview page at the beginning of each part includes a brief overview of the content, learning objectives to consider as you move through the content, and learning tips that will assist you in understanding the material you're about to cover.
- **Learning Objectives.** Each learning objective covers the information and practices required for understanding the concepts in the course. Look over these objectives before the part begins so that you have a frame of reference as you move through the material. At the end of each part, reread the objectives. Are you able to do what is stated? If not, ask your instructor for help or review the concepts that you do not understand.
- **Examples and Problems.** To supplement the discussions, the material includes examples and problems that will help you visualize and practice what you are learning.
- **Review.** Each part concludes with a review, which includes the learning objectives and key terms and concepts that have been covered. Also provided, where applicable, are recommended readings from textbooks that will reinforce what you have learned in class.
- **Review Quizzes and Practice Tests.** Short review quizzes are included at the end of most parts, and practice tests are provided at the end of Sections 1 through 6. The questions on the practice tests are similar in format to the types of questions you might find on the exam. By answering the fill-in-the-blank, matching, or multiple-choice questions on the quizzes and tests, you will find out whether you have mastered the information covered in the part.

Classroom Guidelines

To make the course a positive experience for everyone attending, please observe the following requirements:

- 100% attendance is required. No exceptions.
- Limit use of computers and wireless devices to classroom projects.
- Communicate with business associates during break time instead of class time.
- Put away reading materials such as newspapers and books that are not used in class.
- Silence cell phones.

- Use recording devices only if prior permission has been granted.
- Refrain from ongoing conversations with those seated near you and other distracting behavior.

General Information

- **Laptop computers.** A computer is optional for classroom work, but it can be a valuable addition to supplement the course material. It should have a spreadsheet program such as Excel installed.
- **Calculators.** A financial calculator is required. The accepted model used in the course is the HP-12C. **Important Note:** Laptops, cellular phones, tablets, iPads, wearable technology (smart watch, Apple Watch, Google Glass, etc.) and other devices that can store data or connect to the Internet are NOT permitted during the exam. In addition, all watches, wallets, bags, and purses must be removed and stored out of reach prior to taking the exam.
- **Breaks.** There will be two 10-minute breaks during each half-day session unless noted otherwise by the course sponsor. The lunch break is one hour.
- **Attendance sheets** will be distributed during class to verify your attendance during each half-day session.
- **Certificates of completion** may be downloaded after completion of the course, and attendance during the entire course is required.

Recommended Texts

- Stephen F. Fanning, MAI. *Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use*, 2nd ed. Chicago: Appraisal Institute, 2014.
- *The Appraisal of Real Estate*, 15th ed. Chicago: Appraisal Institute, 2020.
- *The Dictionary of Real Estate Appraisal*, 7th ed. Chicago: Appraisal Institute, 2015.

Exam

- 40 multiple-choice questions