



THE NORTHERN CALIFORNIA CHAPTER OF THE AMERICAN SOCIETY OF APPRAISERS PRESENTS

G&J Workshop: CONQUERING COMPS

WHEN: Saturday, October 25 G&J Workshop: Conquering Comps - G&J Market Modeling:

ASA-NorCal (Northern CA chapter of the American Society of Appraisers) is sponsoring a one-day Gems and Jewelry workshop in San Francisco. The workshop covers selecting relevant comps, adjusting for value of the dollar, adjusting for value characteristics, analyzing results, reaching an opinion of value and writing a persuasive narrative.

Why not extend your stay a little and enjoy all that is San Francisco for a couple of days?

Instructor: Nancy Stacy, ASA

WHERE: 8:00 am - 4:00 pm at L'Olivier Restaurant, 465 Davis Court, San Francisco, CA in the main dining room. (415-981-7824) The restaurant is easily accessible from the SFO airport via BART (Embarcadero Station) and \$5 valet parking is available. \$225 non-members, \$195 members (includes lunch)

COURSE DESCRIPTION

Conquering Comps-Jewelry Market Modeling

You do your due diligence. You know you're supposed to look at sales of properties like the item you're appraising. You search for comparables (comps), but never seem to find **exactly the right ones**. What do you do? In fact, what do you do with the comps you actually find, when they never seem to be exactly right?

Market modeling is one of the most useful yet least- taught techniques in the jewelry appraisal profession. Master this powerful skill in just one day at this hands-on seminar!

This workshop was designed for you, with real-life appraisal exercises.

First, we will answer the question "what IS a comp?" We'll examine how to hone in on the key value elements of an item and open up a much larger selection of comparable sales. Next, we'll nullify any effects of inflation that might have taken place between the date of sale and the effective date of the appraisal.

You'll learn how to model a market, and you will become familiar with the various types of adjustments available to fine-tune your comps—market level, whole property, dollar

and percentage adjustments. We will work our way through actual appraisal problems so you can have hands-on experience.

As an added bonus, you'll receive a free copy of my Excel spreadsheet template to make working with comps easier.

After all adjustments have been applied, we will analyze our results to determine our level of confidence in the indicated value.

But we don't stop there! In real life we need to explain our methods and conclusions. So, we will finish up the day by preparing a concise and clear narrative explaining our process and reasoning.

This course was designed for experienced appraisers, but even beginners have demonstrated that it is not necessary to have a background in appraisal theory in order to learn and utilize this method. You will leave this course with renewed confidence in your ability to locate, choose, adjust and analyze comparable sales. **You'll have conquered comps!**

Register with Carole Richbourg, ASA ASA.NorCal@gmail.com

Phone: Carole (408) 219-1175 or Nancy (925) 939-4367

This is the first of a series of four GEMS AND JEWELRY APPRAISAL workshops planned by the Northern California chapter of ASA for 2008-2009, featuring a variety of presenters and subjects. Workshop #2—probably in early March—will feature La Shawn Bauer and his fantastic all-new presentation on evaluating jewelry craftsmanship with a master's eye!

ABOUT THE INSTRUCTOR

Nancy Stacy, GG, ASA Master Gemologist Appraiser



Nancy Stacy, ASA
Master Gemologist Appraiser
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Nancy Stacy has vast experience in the field of professional appraising. She has written and taught courses for the ASA G&J Appraisal Discipline and is a mentor for appraisers entering the field. She has taught valuation science in universities across the country, and four times in China. Her continuing appraisal practice and teaching experience are valuable assets in the professional appraiser's quest for quality continuing education.

Nancy Stacy is an independent jewelry appraiser serving the San Francisco Bay Area from her office in Walnut Creek, California. She specializes in appraisal of modern and antique fine jewelry, diamonds, gemstones and watches. She has been a professional in the jewelry industry since 1980.

Pay by Check, Credit Card or PayPal

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Appraisal Workshop
Carole Richbourg, ASA
342 State Street, #3
Los Altos, CA 94022

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