



AGENDA

August 8-9, 2012 – American Enterprise Institute

1150 17th Street, N.W. | Conference Center, 12th Floor | Washington, DC 20036

Reengineering the Appraisal: A Return to Market Fundamentals

Hosted by Collateral Risk Network and American Enterprise Institute

Wednesday:

7:45am — 8:15am

Coffee

8:15am — 8:30am

Welcoming remarks - Edward Pinto and Joan Trice

8:30am — 10am

Panel 1: Historical Perspective - Booms, Bubbles, and Busts

Presenter (30 minutes):

Stephen Oliner, *Resident Scholar, American Enterprise Institute*

Discussants (10 minutes each):

Robert Dorsey, *Co-Founder and Chief Data and Analytics Officer, FNC*

Dr. David Crowe, *Chief Economist and SVP, NAHB*

Q&A: 30minutes

10:00am — 10:15am

Break

10:15am — 11:45am

Panel 2: Definition of Value – Market Value and Stabilized Values

Presenter (15 minutes):

Stefan Hiltz, *Director, Fitch Ratings*

Discussants (15 minutes each):

Reiner Lux, *CEO, HypZert*

Wolfgang Kälberer, *Head of EU-Affairs, Association of German Pfandbrief Banks*

Jacque Doty, *Vice President of Collateral Strategy, CoreLogic*

Q&A: 30minutes

12 noon — 1:30pm

Buffet Lunch

1:30pm — 3:30pm

Panel 3: Approaches to Value - Construction Costs/ Land Value and Rents

Presenters (30 minutes):

Dr. Morris Davis, *School of Business, University of Wisconsin-Madison*

Svenja Gudell, *Senior Economist, Zillow*

Discussants: (10 minutes each)

Scott Andrew, *Marshall and Swift*

Dr. Sean Campbell, *Deputy Associate Director – Program Direction, Federal Reserve Bank*

Alan Hummel, *Forsythe Appraisal*

Q&A: 30 minutes

3:30pm — 3:45pm

Break

A special thanks to our sponsors:





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3:45pm — 5:15pm

Panel 4: Approaches to Value - Sales Comparison Approach

Presenter (30 minutes):

Dr. Michael Sklarz, *Founder and President, Collateral Analytics*

Discussants (10 minutes each):

Rick Langdon, *National Appraisal Field Operation Manager, Wells Fargo*

Mark Linné - *Bradford Technologies*

John Brenan, *Director of Appraisal Issues, Appraisal Foundation*

Q&A: 30 minutes

5:15pm — 6:15pm

Reception

Thursday:

7:45am — 8:15am

Coffee

8:15am — 8:30pm

Recap from Day 1 - Edward Pinto and Joan Trice

8:30am — 10:00am

Panel 5: Collateral Risk

Presenter (30 minutes):

Dr. James Gaines, *Research Economist, Real Estate Center at Texas A&M*

Discussants (10 minutes each):

Bill Rayburn, *Chief Executive Officer and Co-Founder, FNC*

Charles Mureddu, *Managing Director, Quality Valuation Services*

Pat Sheehy, *Executive Vice President, Chase Home Mortgage*

Q&A: 30 minutes

10:00am — 10:15am

Break

10:15am — 12:15pm

Panel 6: Reengineering Plan

Presenter (30 minutes):

Penny Reed, *Vice President, Wells Fargo Home Mortgage*

Discussants (10 minutes each):

Liz Green, *Principal Consultant, rel-e-vant Solutions*

Jordan Petkovski, *Chief Appraiser, Quicken Loans*

Chad Davis, *Staff Member, Senate Banking, Housing and Urban Affairs Committee*

Q&A: 50 minutes

Closing Remarks

A special thanks to our sponsors:

