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ISSUE #135

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## Appraisal Buzz Interview with Tom Kirchmeyer, SRA, President of Kirchmeyer & Associates, Inc.

By Appraisal Buzz.com

**BUZZ:** The Kirchmeyer name has been around the appraisal and valuation industry for quite some time, but many appraisers have never worked for you, nor do they know exactly who you are and what Kirchmeyer & Associates, Inc.(KA) is all about. It's like you're flying under the radar. What's up with that?

**TOM:** That's funny. When things are going well, you never hear much noise, and that's a good thing. One bad appraisal and boy, do you hear about it loud and clear! So the less everyone hears about KA the better right? That just means we are doing something right. Seriously though, we've been around since 1994 and have been growing every year. We started out as a small, local appraisal shop with a couple of appraisers working the Buffalo, New York area. Then we expanded to Rochester and Syracuse, and our clients wanted us to do more. The demand for our services resulted in our expansion to cover all of New York State, then the Northeast Region, then

the entire US.

**BUZZ:** But what makes you different from the typical AMC?

**TOM:** We consider ourselves a hybrid company. We are an appraisal firm, run by appraisers, with full-time staff appraisers in certain cities. We are also a management company, offering more to our clients than the typical AMC. Most of our new clients are impressed with our proprietary secure status and tracking web site. We have always asked our clients what they need, not tell them what we offer. This sets us apart from others. The site is so easy to use and offers the client everything they need. We make sure our staff bend over backwards to treat each and every appraisal order like it's the only one we have. Our clients also comment frequently on the personal touch that we provide which they say lacks from other national providers.

For all your appraisal needs in all 50 states call 1-800-771-5246

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### 2009 Dates to remember...

This list is not all-inclusive as some organizations have yet to firm up dates and locations. We hope to see you there!

**NOV 8-11** Valuation 2009 Conference & Expo  
The Roosevelt New Orleans, New Orleans, LA (Kirchmeyer will be exhibiting)

**APR 2010 - 25-28** MBA Technology in Mortgage Banking  
Hyatt Regency Chicago, Chicago, IL

**NOV 13-14** NAMB West 2009,  
MGM Grand Hotel & Casino, Las Vegas, NV

**APR 2010 - 26-28** MBA National Fraud Issues Conference  
Hyatt Regency, Chicago, Chicago, IL

**NOV 13-16** NAR 2009 Realtors Conference & Expo  
San Diego, Ca

**MAY 2010 - 17-19** PMC (Predictive Methods Conference)  
The Ritz Carlton Laguna Niguel, Dana Point, CA

**JAN 2010 - 13-15** Inman News' Real Estate Connect  
Marriott Marquis on Time Square, New York, NY

**MAY 2010 - 23-26** MBA National Secondary Market Conference  
Hilton New York, New York, NY

**FEB 2010 - 23-26** MBA Servicing Conference  
Manchester Grand Hyatt, San Diego, Ca

**NOV 2010 - 24-27** MBA's 97th Annual Convention and Expo  
Georgia World Congress Center, Atlanta, GA

**MAR 2010 - 17-21** ICBA National Convention & Techworld Con.  
Gaylord Palms Resort & Convention Center, Orlando, FL

**We thank you for your business!**

**BUZZ:** How has the new landscape in the industry changed your company?

**TOM:** The main goal of the HVCC is to promote appraiser independence. At KA, we have never succumbed to client pressure, even well before the HVCC was thought up by the NYSAG's office and Andrew Cuomo. As a matter of fact, we were called in to testify in Albany when all this was coming down. They wanted to see records of appraisal orders, copies of all communication, actual appraisal, etc. We have always been in compliance which actually hurt our bottom line in years past because we would not bend to the pressure placed on us to make values. Our reputation has always been based on integrity, quality, great customer service, and cutting-edge technology. Has business picked up since the HVCC was released? Sure. But we're still fulfilling the same need our clients have always had: credible values and great customer service.

**BUZZ:** What do you think of the new proposals floating around about regulating AMCs?

**TOM:** I say bring it on. Like I said previously, we are not like most AMCs. We hide nothing. We try and pay the appraiser their going retail rate whenever possible, and when we can't we tell them why. They can accept or decline the order. Ask most appraisers around the country and they will tell you that we are one of the few AMCs they will work for. We know how appraisers think because we are appraisers and we've been in their shoes. They need to be compensated fairly or they will not work for us. Bottom line is we try our best to meet not only our client's needs but also our appraisers that are on our approved panel. This way we employ the best appraisers for our panel and our clients across the country. If new regs force us to separate the appraiser fee and our management fee on each and every order we have no problem doing that. The perception out there that all AMCs are bad and they are bad for appraisers and consumers is ridiculous. Are there bad AMCs? Sure, just like there are bad appraisers, lenders, politicians and consumers. The good ones will survive and succeed. We're not in this business for the short term, to make a quick profit and get out. We truly enjoy the valuation industry and we try and share that with all our partners.

**BUZZ:** Didn't you just have a need for a Chief Appraiser?

**TOM:** Yes we actually had an ad for the job on your Appraisal Buzz newsletter and received many resumes from appraisers across the country. After many interviews we ended up hiring Eric Peterson, who owned an appraisal company right in our backyard in Western New York. Eric has been appraising for over 20 years and one of the reasons we hired him was that he is a very good communicator. You could have all the knowledge in the world about appraising but if you can't teach it to someone else, or share it with a client so that they understand, then its wasted knowledge. For more information about Eric and our new Appraiser Review Department, visit the newsletter section of our website and read the new October issue.

**BUZZ:** What can you tell the appraisers out there that are looking for work?

**TOM:** Please visit [www.kirchmeyer.com](http://www.kirchmeyer.com) and take 5 minutes to complete the online appraiser application. After confirming your license and other items, we will put you on the list as a 'trial appraiser' and we can try and assign 1 or 2 orders to you if we have something in your area available. If you pass all of our grading criteria which includes quality, communication, turntime, etc, we will change your status from 'trial appraiser' to 'active appraiser' and you will see work based on our volume and your grading in our system. We always assign work to the appraisers we feel are most qualified to complete the job. Our clients expect that from us.

**BUZZ:** OK, last question: Why is it we always see Jim Kirchmeyer running around the country at all the industry-related events and not you? Who is Jim Kirchmeyer and are you two related?

**TOM:** When anyone asks Jim how come I'm not out at a certain conference, enjoying the sunshine, good friends, and a good beer, Jim replies, "Someone's gotta work!" Actually Jim and I are brothers and we are 10.5 months apart in age. Jim is the CEO of KA and also Real-Info, Inc., our sister company that provides AVM products. He heads up the sales department and I run the Operations side. Actually, I have

great managers working for KA that run the store. I've always been an ops guy, thoroughly enjoying the technical aspects of appraising. Each one is unique in some way. Keeping up with all the changes in the industry is what we do best and converting the changes into new products that help our clients is a challenge I look forward to every day.

*Reprinted with permission from Joan Trice and the Appraisal Buzz, located at [www.appraisal-buzz.com](http://www.appraisal-buzz.com). Don't forget about the Valuation 2009 Expo in New Orleans this month from November 8-11. See you there!*

## HVCC Acronym Contest Results

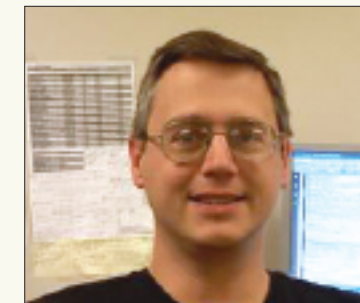
Back in the May 2009 issue of Kirchmeyer Kilps I wrote an article titled "Welcome to the New HVCC World" and feedback far exceeded what I expected. In the article, I challenged anyone to come up with a new meaning for the term HVCC, which as we all know and love stands for Home Valuation Code of Conduct. The following finalists are better than my lame Holy Valuation Caped Crusader:

1. Hapless Victorian Client Confusion – Ted Norbert Jr, appraiser in Florida
2. Hellish Vessel of Congressional Crap – John Marcero, appraiser in Michigan
3. Heinous Valuations Cash Covenants – Dan Eischens, appraiser from assessor's office in Minnesota
4. Homeowners Victimized by Criminal Congress – Dana Matonis, appraiser in Florida

My favorite, and the winner, is #2! With all due apologies to the NYSAG's office...you have to admit that all the above are amusing. No matter how well a document is written, it will still be dissected ad nauseam until another one takes its place. For submitting my favorite acronym, John will receive \$50 from KA. Congrats John and thank you for participating!

*To read the original article from the May 2009 issue, visit our web site archive of all past issues at [www.kirchmeyer.com](http://www.kirchmeyer.com) and click on the newsletter link.*

## Employee Spotlight



**Brian Petz**

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Brian joined Kirchmeyer & Associates in June of 2009 as a Quality Control reviewer, he brings with him over 5 years of experience in the mortgage business. Brian is responsible for making sure that our clients receive quality appraisal reports that meet USPAP, and Investor guidelines, as well as client specific requirements.

Brian lives in Cheektowaga with his wonderful wife of 14 years. His son Josiah is in 3rd grade at Maryvale Intermediate. In 2nd grade Josiah scored above 90 percentile in a nationwide test. Oh, and we can't forget to mention the family pet, a betta fish named Kate. In his spare time Brian enjoys spending time with his family at his many get togethers almost every weekend. He also enjoys computer gaming, reading, bike riding and eating out/shopping!

