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Schafer of Cushman & Wakefield authors book: appraisal quality control increasing importance

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Responding to heightened appraiser accountability, a new book from the Appraisal Institute outlines successful techniques in maintaining internal quality control.

"Exceeding Expectations: Producing Appraisal Reports and Services That Delight Clients" by Scott Schafer, MAI, presents an accessible overview of the quality control principles developed for manufacturing and other industries and applies them to the appraisal profession. It also provides tips for fathering client feedback and using it effectively. The details of an internal quality control review process are discussed, along with verbal communication, active listening and effective writing.

"Bringing these skills together can help ensure client and staff satisfaction as well as promote the creation of clear, concise appraisal reports," Appraisal Institute president Joseph Magdziarz, MAI, SRA, wrote in the book's foreword.

Schafer is a senior managing director of the Valuation and Advisory Group within Cushman & Wakefield Global Services Inc., where he serves as the national quality control manager. Prior to joining Cushman & Wakefield, he spent 16 years at HSBC Bank USA. He began his career at Peter F. Korpacz & Associates, Inc. Schafer received his bachelor's degree in business management from Southampton College of Long Island University and holds the Six Sigma Green Belt certification.

"Exceeding Expectations: Producing Appraisal Reports and Services That Delight Clients" is available at

<http://www.appraisalinstitute.org/store/p-266-exceeding-expectations-producing-appraisal-reports-and-services-that-delight-clients.aspx>

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