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## President's message: Candidates for Designation Program

March 13, 2014 - Appraisal & Consulting

The Appraisal Institute's Candidates for Designation Program is now in its second year. Your Massachusetts and Rhode Island Chapter currently has 93 candidates seeking professional designation. I'm proud to say your guidance and candidates committees are among the most active in the country. They're doing an great job organizing and producing programs.

In addition to committees there are a legion of local volunteer advisors who are actively helping these candidates along their paths. The candidates program does not run without these professionals. I want to thank those of you who volunteer precious time to help their candidates. You are consummate professionals.

The effort, energy and expense required of candidates to obtain an Appraisal Institute designation is considerable. There are ups and downs along the way. Appraisal Institute designations are not given out, they're earned.

Let's see; time, energy and expense...so why seek a professional designation? I hear this question a lot. Truthfully, sometimes it's difficult to produce an answer that satisfies and does not sound like a sale pitch. The decision to pursue designation has to be personal. The process is not easy but the rewards are substantial, though not always quantifiable.

In my view many people confuse designation with money/income. Yes, you should be interested in a return on your investment. However, painting with a broad brush, most people pursue their designation to establish credentials and enhance their professional image.

If you're on the fence about pursuing a designation I guess the first question you need to answer is...do you view yourself as a professional? Merriam-Webster dictionary defines professionalism as "the conduct, aims, or qualities that characterize or mark a profession or a professional person." This is a good start but it doesn't quite get me there.

Let's try the word profession. Merriam defines profession as "a calling requiring specialized knowledge and often long and intensive academic preparation." Now we're getting somewhere. I think you need to ask yourself if you want to settle for the basic requirements that allow you to do your "job" or do you want to be viewed as someone who's made a demonstrated commitment to gaining knowledge and competency and seen as a professional.

Still not answering why you would seek designation? Here are my top reasons for pursuing a designation:

- \* Designation establishes professional credentials.
- \* A designation demonstrates commitment to the profession.
- \* Designations reflect achievement.
- \* Designation offers greater professional recognition from your peers.
- \* Designation helps improve career opportunity and advancement.

Are you ready to make the commitment? The Appraisal Institute and the Massachusetts & Rhode

Island Chapter have plenty of resources to help you along the path but you have to want it. If you would like information about membership give me a call or visit our website: <http://www.massri-appraisalinstitute.org>.

Check out the website for information regarding our Spring Chapter Meeting on April 15th at the Dedham Hilton. We will have a two-hour CE program and a candidates program. Also in April, don't miss our Jay Zeiger Service Day at the Greater Boston Food Bank on April 25th. Volunteering at the Food Bank is a great way of giving back.

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