



"What I Value" w/ Barbara Cantrell Brantley, MAI

<https://www.appraisalinstitute.org/insights-and-resources/insights/what-i-value/2025-11-17-wiv-barbara-cantrell>

The Appraisal Institute has released the latest installment in its "What I Value" video series, spotlighting Barbara Cantrell Brantley, MAI, an appraiser whose career has been deeply rooted in multifamily and affordable housing valuation.

In the new video, Cantrell Brantley shares how her work allows her to create meaningful impact for families and communities facing growing housing challenges. She discusses the increasing number of residents being priced out of their neighborhoods and emphasizes the critical role appraisers play in shaping equitable and sustainable housing solutions.

"Affordable housing typically requires a more in-depth analysis, and when these projects are complete and financed, they result in housing for residents that they might not have otherwise had access to," Cantrell Brantley explains in the interview. "It all starts with understanding the physical, legal, and economic factors that influence the property. On the affordable side, it's often the supportive services provided in these communities that contribute to the overall success of these properties."

Cantrell Brantley notes that she is driven by a deep sense of purpose and service, grounded in the belief that every family deserves access to safe, stable, and reasonably priced places to live. Her commitment to delivering accurate, unbiased valuations helps shape real opportunities for households who benefit most from affordable housing initiatives.

The "What I Value" series highlights real estate appraisers across the country who share their passion for the profession, the impact of their work, and the values that inspire them. Each story reflects the Appraisal Institute's mission to advance professionalism, promote education, and support communities through high-quality valuation services.

**2026 SKIP SEWARD
REAL ESTATE MARKET
UPDATE SEMINAR**

SAVE THE DATE!

 **Tuesday, February 24, 2026**

 **9:00 AM – 4:00 PM**

 **Sheraton Baltimore North,
903 Dulaney Valley Road,
Towson, Maryland**

**Presented by the Maryland Chapter
of the Appraisal Institute**

6 hours of Continuing Education

More information coming soon!

Questions? Contact
LisaMay.Weiss@AppraisalInstitute.org

The 2026 Skip Seward Real Estate Market Update Seminar will discussion of the state of the local economy and an update of the Commercial, Industrial, and Residential real estate markets in the Baltimore-Washington Region. This seminar is oriented toward appraisers, brokers, bankers, developers and others in the commercial real estate industry.

PRESENTERS:

Economic Overview – Roger Staiger, III, P(Gain), LLC
Apartments – Christine M. Espenshade, NGKF
Industrial – Ed Brady, Chesapeake Real Estate Group
Office – Henson Ford and Matt Mueller, MacKenzie Commercial Real Estate Services, LLC
Retail – Tom Fidler, MacKenzie Commercial Real Estate Services, LLC



Michael J. Chicorelli, MAI, Interim CEO and COO John Udelhofen, and Barb Cantrell, MAI, at the Joint Regional Meeting in San Diego in October.

Artificial Intelligence and the Appraiser

On Thursday, September 4, eighteen people logged into our chapter zoom event, developed and presented by Justin Gohn, MAI, SRA, and Chandra Mast. This 2 hour event helped attendees to step into the future of real estate with this seminar's tactical playbook on integrating AI tools into every facet of the appraisal process. This sharp, high-impact session unveiled how a "personal army of bots" can juggle your inbox, scrape federal bids, analyze market sentiment, and whip up full-fledged regression models while you sip your coffee. Whether you're digging into area comps or mapping out a SWOT analysis with five photos and a dream, this is AI for the boots-on-the-ground appraiser. No fluff—just a fast, scalable system for taking back your time and supercharging your business.

Justin Gohn, MAI, SRA, founded Gohn & Company in 2006, a full-service appraisal firm providing appraisal and consulting services for litigation support and bank lending purposes throughout the greater Philadelphia market. Based in Chadds Ford in the Philadelphia suburbs, Gohn serves as the 2025 president of the Philadelphia Metropolitan Chapter of the Appraisal Institute. A graduate of Temple University, he frequently presents both in-person and virtually across the country on the topic of artificial intelligence and its applications in real estate valuation.

Chandra Mast, CGA BCA, is a Certified General Appraiser in Pennsylvania, Maryland, and Virginia, and a Business Certified Appraiser. She specializes in using econometrics and trend analysis to assess various property types and going concerns, catering to a wide variety of client needs. Chandra is the current

Secretary of the Pennsylvania State Board of Certified Real Estate Appraisers. Her background is in real estate, data analysis, and equine studies. Following her Bachelor of Arts degree in philosophy and minor in anthropology from Dickinson College in Carlisle, PA, Chandra completed numerous courses from the Appraisal Institute, McKissock, and Wall Street Prep.



UPCOMING EDUCATION

2026-27 7-Hour National USPAP® Continuing Education Course

**February 5, 2026 8:45AM - 4:15PM (EST)
7 CE hours (30min lunch)**

This required 7-hour continuing education course, copyrighted by The Appraisal Foundation, focuses on USPAP requirements for ethical behavior and competent performance by appraisers. The course will help you gain competency in USPAP, and it will help those subject to state licensing or certification and continuing education requirements imposed by professional organizations, client groups, or employers gain competency as well.

To register for the in-person event at DoubleTree by Hilton Hotel BWI Airport, Linthicum Heights:

<https://www.appraisalinstitute.org/education/search/2026-27-7-hour-national-uspap-continuing-education-course/525522>

Zoom Registration:

<https://www.appraisalinstitute.org/education/search/2026-27-7-hour-national-uspap-continuing-education-course/525521>

USPAP NOTE: There is one MAJOR change in regards to the new USPAP course: All materials will need to be purchased by the student directly from the Appraisal Foundation. For years, our national office has supplied the student manual — that is no longer the case.

<https://appraisalfoundation.org/pages/store>

Also — when ordering materials, BE CAREFUL! There is no bundle for the 2 NEW books you need on their website. Make sure you order the 2 shown below (if you already have the standards book.) The old

versions are still available for sale, and it's pretty easy to order incorrectly.



IMPORTANT NOTE: The 7 hour AQB mandated fair housing/bias seminar is on demand only (online). CHECK STATE APPROVAL BEFORE SIGNING UP! There are currently NO PLANS for national to develop an in-person class. If you still have a voucher for a free online seminar from paying your dues in full early in 2025, you can use that on the bias course. To use that voucher, you must register by 12/31/25, but you can take the course after that as long as you have registered for the course officially by year end.

National is offering a special incentive to members who renew in full by January 6, 2026. Members who pay their renewal in full by this date will receive an exclusive discount on our new cutting-edge professional growth program on artificial intelligence, entitled [AI on AI](#). Refer to your renewal email for more information.



Stay Alert: Protect Yourself from Phishing Emails

Recently, an outside group attempted to send messages that mimicked an official Appraisal Institute dues notice. While our systems remain secure, we want to remind members to stay vigilant when reviewing emails that appear to come from the Appraisal Institute or any other organization.

Here are a few best practices reinforced in a [Security Bulletin](#) in our Customer Service section to help you identify legitimate emails:

- Check the sender's address carefully. Official Appraisal Institute messages come from addresses ending in @appraisalinstitute.org. Be cautious of misspellings or look-alike domains.
- Hover before you click. Before clicking a link, hover over it to verify that it directs to an official Appraisal Institute domain or another trusted site.
- Avoid sharing personal or financial information by email. The Appraisal Institute will never ask for sensitive data such as passwords or credit card details via email.

- Watch for urgency or threats. Scammers often use phrases like “immediate action required” to pressure recipients into responding quickly.
- When in doubt, verify. If something feels off, contact the Appraisal Institute directly through our [Customer Service page](#). Do not reply to the suspicious email.

Your attentiveness helps protect both you and our professional community. Thank you for helping keep Appraisal Institute communications safe and secure.



Inside the Annual Conference: What To Expect

The 2026 Appraisal Institute Annual Conference, set for April 14–15 in Nashville, features three distinct tracks — Residential, Commercial, and Business & Professional Development — giving attendees the flexibility to focus on technical learning, market insights, or career growth.

This article spotlights the Residential track, which combines essential policy updates with forward-looking sessions on business strategy, technology, and leadership — giving appraisers the tools to elevate both their expertise and their enterprise.

But this year, the conference goes further. The new Business & Professional Development track marks a major evolution — helping appraisers strengthen the skills that drive long-term success: leadership, communication, marketing, and entrepreneurship. In “Leadership and Opportunity: Creating Change in the Profession and at the Appraisal Institute,” attendees will learn how to get involved in governance, education, and publishing — and how those experiences advance both careers and the profession. [Beyond Continuing Education: Building Professional and Business Growth](#)

Sessions such as “Lessons in Building Achievable, Repeatable Business Success” and “Working Smarter to Unlock Your Potential” guide appraisers through business planning, client management, and team building. Professional Coaching Sessions will offer a hands-on look at how small group coaching can elevate productivity and goal-setting.

Meanwhile, “Expanding Your Influence: Mastering LinkedIn, GenAI, and the New Find an Appraiser” and “Building Your Brand and Expanding Your Network the

Right Way on Social Media” deliver strategies for visibility and digital outreach.

This focus on professional growth – rarely seen at this scale in appraisal education – helps attendees strengthen both the business and human sides of their work.

Grounded in the Essentials: Staying Current in the Lending Space

Residential appraisers still rely on a solid foundation of technical and regulatory knowledge, and the conference delivers exactly that. Sessions like “Need-to-Know Appraisal Updates from the GSEs” and “Responding with Confidence: ROVs and Repurchase Requests for Residential Appraisers” will cover the UAD/URAR redesign, GSE policy shifts, and lender expectations.

Complementary sessions such as “Coverage Crunch: Valuation Impacts of Insurance Availability and Costs” and “Housing Affordability & Market Volatility” connect market and environmental trends to valuation practice.

These sessions form the bedrock of the conference experience – ensuring attendees leave equipped to stay compliant, credible, and competitive.

Expanding the Opportunity Set: Building Beyond URAR

The 2026 conference highlights new markets and client relationships that build business resilience.

“Beyond the 1004: New Appraisal Opportunities and Revenue Streams in Residential Appraisal” and “Beyond the Lender Scope: Private-Party, Tax Appeal, and Pre-Listing Valuations” explore diversification opportunities such as estate, divorce, and litigation assignments.

“Efficacy in the Courtroom: Residential Case Studies on Effective Expert Witness Testimony” will demonstrate how to communicate valuation conclusions under pressure, while “What Appraisal Clients Want You to Know” offers direct insight from residential chief appraisers on emerging client priorities.

Leveraging Innovation Responsibly

Technology is reshaping the profession – and this year’s sessions help appraisers adapt with confidence.

In “AI and Tech on the Ground” and “GenAI in the Report: Meeting End-User Expectations with Clarity and Compliance,” experts show how data tools and generative AI are changing fieldwork and reporting.

Meanwhile, “Using GenAI Ethically” and “The Best of GenAI: Success Stories and Tips From AI on AI” focus on disclosure, compliance, and responsible innovation – helping appraisers embrace new tools while upholding professional standards.

A Conference That Builds More Than CE Credit

The Appraisal Institute Annual Conference remains the profession’s trusted source for education and CE

credit – but in 2026, it also delivers something more: a holistic approach to professional success.

<https://www.appraisalinstitute.org/2026-annual-conference>



On October 7-8, nearly 200 Appraisal Institute members gathered in San Diego, California for two days of skill building and networking to start Q4 strong. Events included the joint region meeting and Chapter Leadership Program. The joint regional meeting was also broadcasted on zoom, where dozens more participated from afar.



New Release

The Valuation of Vineyards, Wineries, Breweries, and Distilleries



Author: Byron B. Hinton, MAI
With useful guidance on applying the cost, sales comparison, and income capitalization approaches—plus invaluable data sources to help you support your analyses—this book is as practical as it is comprehensive. The Valuation of Vineyards, Wineries, Breweries, and Distilleries provides

clarity and depth to help you deliver sophisticated valuations of these properties with confidence.

https://www.appraisalinstitute.org/mlp/the-valuation-of-vineyards-wineres-breweries-and-distilleries?utm_source=20251029_zd4155_vineyards-wineres-breweries-and-distilleries&utm_campaign=publications&utm_medium=em ail

Featured AI Benefits

Appraisal Institute Members can save up to 35% off Avis PAY NOW

AVIS

rates when making a reservation with Avis Worldwide Discount (AWD) number A922300. Complete your

reservation and receive instant online and email confirmation of your travel plans.

<https://www.avis.com/en/association/A922300>



Appraisal Institute members now have access to PropPulse AI through PropertyReach. This AI-powered tool predicts which properties are most likely to sell, helping you pinpoint potential clients, identify market trends and save hours of research time. Members receive an exclusive 40% discount on all PropertyReach plans. [Click here to learn more.](#)

Interesting Articles

Being a business owner means growing right alongside your business. Eight key skills every leader should focus on – from emotional intelligence and curiosity to digital literacy & creative problem-solving. https://www.forbes.com/sites/allbusiness/2024/02/12/8-leadership-skills-every-small-business-owner-should-cultivate/?mkt_tok=MTY2LVNVTS03NDQAAAGdab-oShu350eCBdr08ba-qNF96SvunOhTuZQsZnWqARRGub2sOI510dGHikNymoywpDDknn4BERMp7IuUEgJCe6XhIBrollPm_-Fv9AmA07R1Q

Mom-and-pop landlords still dominate the single-family rental market According to BatchData's analysis, 89.6% of single-family rentals are owned by landlords who hold between 1 and 5 properties. https://www.resiclubanalytics.com/p/mom-and-pop-landlords-still-dominate-the-single-family-rental-market-batchdata-finds?utm_source=www.resiclubanalytics.com&utm_medium=newsletter&utm_campaign=mom-and-pop-landlords-still-dominate-the-single-family-rental-market-batchdata-finds&_bhlid=5d1adf1f601efb1fed36df5535001654761b63c7

The Housing Hustle Igniting a Foreclosure Crisis in Baltimore New York buyers used debt service coverage ratio (DSCR) loans to acquire more than 500 Baltimore homes at inflated prices, many now in foreclosure. Properties were bought for 2-3 times their value without renovations, threatening mass displacement and neighborhood collapse. <https://www.thebanner.com/community/housing/baltimore-housing-foreclosure-dscr-HFPWHAWCY5HRLPR2VZSUAQWW24/>

News From National

On-Line Education: Learn at your own pace anytime, anywhere. Top-notch Appraisal Institute courses and seminars come straight to your desktop with online education! Learn from any computer anywhere, whenever you



have time. It's easy, convenient and a great way to get the education you want. Check out the current course listing:

<https://appraisalinstitute.org/education/search>

Online Education URL:

<https://appraisalinstitute.org/education>

Appraiser Development Initiative The Appraiser Diversity Initiative is the premier nationwide program designed to attract new entrants to the real estate appraisal field while fostering diversity in the profession. Working through the National Urban League's Regional Entrepreneurship Centers, the Appraiser Diversity Initiative is designed to reach diverse, talented candidates and educate them about the appraisal profession; provide resources for interested candidates to help them get on a path to success; and offer guidance from appraisers employed by Fannie Mae and Freddie Mac. <https://www.appraisalinstitute.org/advocacy/appraiser-development-initiative>

Chapter Service Hours & Outside Education Instructions on how you can enter outside Continuing Education and service hours can now be found here: <https://appraisalinstitute.org/why-join/join-pdfs/how-to-self-report-ce>. Chapter service falls under Service to the Appraisal Institute for Designated members and Associate members wishing to receive AI Continuing Education points for that service. AI professionals will need to submit those hours themselves by logging in to their AI account.

Webinars If you are wondering where you can find Appraisal Institute recorded webinars, they are accessible from the Appraisal Institute website under the "Insights and Resources" section or by clicking here: <https://www.appraisalinstitute.org/education/training-topics>

Scholarships Appraisal Institute Education and Relief Foundation (AIERF) offers numerous scholarships for AI professionals pursuing either their designation or state certification. Additional information and submission requirements are available on the AIERF website. If you have any questions regarding the scholarships, please email aierf@appraisalinstitute.org or call 312-335-4133.

Appraisal Institute 2026 Upcoming Events
April 13: Joint Region Meeting – Nashville
April 14-15: Annual Conference – Nashville
May 20-22: LDAC – Washington DC

FREE Student Affiliate Membership!
No Annual Dues!

Access to the prestigious Lum Library!
 Discounts on education & publications!
 Complimentary Subscriptions to the award-winning
 Valuation magazine and The Appraisal Journal!
 Access to many additional [AI Benefits!](#)
Questions? admissions@appraisalinstitute.org
(312) 335-4111

Membership Support Links

- [Associate Member Policy Manual](#)
- [Designated Member Statuses](#)
- [Designated Member Readmission: An Overview](#)
- [Candidate for Designation Policy Manual](#)
- [Candidate Resources](#)
- [AI Continuing Education Program Overview](#)

Appraisal Institute Member Benefits

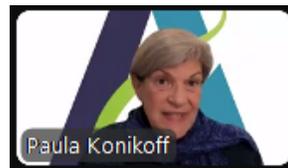
As an Appraisal Institute member, you belong to a welcoming community, with access to discounted best-in-class education and publications, exclusive offers on industry tools, and invaluable resources. Check out the link below for resources and discounts:
<https://www.appraisalinstitute.org/insights-and-resources/resources/ai-professional-benefits/additional-benefits>

Support AI PAC Today! This is our profession’s voice in Washington. It helps build relationships with key lawmakers, educate policymakers, and support those who champion credible, independent valuation. Now is the time to keep that momentum going. Every contribution—no matter the size—makes a difference. Members who contribute \$500 or more are recognized in the Presidential Club for their leadership and support.
<https://ai.appraisalinstitute.org/eweb/DynamicPage.aspx?webcode=cscdonationslist>

2026 Capstone Program Schedule Now Available

The General Demonstration Report—Capstone Program is an option that general Candidates may choose to complete their demonstration of knowledge requirement for the MAI designation. Learn more about the program, the required prerequisites, and [register here](#).

Location	Registration Deadline	Materials Released	Webinar #1	Webinar #2	Classroom/Synchronous
Synchronous	January 15, 2026	January 16, 2026	February 6, 2026	March 3, 2026	March 23-29, 2026
Synchronous	April 2, 2026	April 3, 2026	April 24, 2026	May 19, 2026	June 8-14, 2026
Chicago, IL	June 4, 2026	June 5, 2026	June 26, 2026	July 21, 2026	August 10-16, 2026
Raleigh-Durham, NC	August 20, 2026	August 21, 2026	September 11, 2026	October 6, 2026	October 26-November 1, 2026
Synchronous	October 1, 2026	October 2, 2026	October 23, 2026	November 17, 2026	December 7-13, 2026



On November 18, the Appraisal Institute held a Board Recap and Q&A on Zoom. The purpose of this meeting was to discuss the state of affairs of the Appraisal Institute following the Fourth Quarter 2025 Board of Directors Meeting.



Maryland Chapter

c/o Lisa Weiss, Executive Director
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The Appraisal Institute is the leading professional association of real estate appraisers. The Appraisal Institute’s Code of Professional Ethics and Standards of Professional Practice comprise requirements for ethical and competent practice, and advance equal opportunity and nondiscrimination in the appraisal profession. The Appraisal Institute’s work includes an array of professional education and advocacy programs, and stewardship of the highest level professional credentials in residential and commercial real estate appraisal. Organized in 1932, the Appraisal Institute conducts its activities in accordance with applicable federal, state and local laws. Individuals of the Appraisal Institute benefit from an array of professional education and advocacy programs, and may hold the prestigious MAI, SRPA, SRA, AI-GRS, and AI-RRS designations.



2025 OFFICERS AND DIRECTORS

- President: Michael Chicorelli, MAI
- Vice President: Nathan O. Brantley, MAI, AI-GRS
- Treasurer: James Caminis, MAI
- Secretary: Stacy Harman
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- Director: Matthew H. Wood, SRA (through 2025)
- Director: Michael Pugh, MAI (through 2025)
- Director: Will Newport, MAI (through 2026)
- Director: Michael D. Muszynski (through 2027)
- Past President: Melody C. Campbell, MAI