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APRIL SHOWERS BRING MAY \$'s!

BY

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KNOW THESE?- Here are some terms which you may not be familiar. Give them some thought and you will find the understandings toward the end of this edition of the Newsletter.

FORMS OF UNEMPLOYMENT

QUIET ENJOYMENT

RAW LAND

R-VALUE

*Please don't miss the **Professional of the Edition** on the following page.*

APPRAISAL DESIGNATIONS- Designations for appraisers has been ongoing since the 1950's. They were the most important goal an appraiser had in the 60's through mid 90's. There were several appraisal organizations that were vying for members from the growing group of "appraiser wannabe's" during the demand for them because of the dramatic increase in mortgage lending in those periods. Then in the early 1990's a select group of appraisal organizations decided that state licensing was the way to insure protection for the public. And, that began the control government, private corporations and banks which set the rules and requisites. Although altruistically was a good thing, evolved into a verbal pariah for appraisers at present date.

I CHANCE TO MAKE A FIRST GREAT IMPRESSION- That's a long time statement which isn't really accurate. Yes, you can only make a *first great impression once*, but you can re-establish a *great impression* thereafter. I've enjoyed a good number of years as a professional presenter for appraisal related matters. My mother credited my ability as "Son, you have golden tonsils". Well, what do you want, she was my mother and all sons are the best. I was a speaker at a business dinner with over 200 people. I brought my Mom, aunt and my wife, because it was a very nice affair and I wanted them to enjoy an evening out. After I spoke to the pleasure of the crowd, people mulled about and talked of the presentation. On hearing them my Mom would interject, "he's my son, you know". And, it gave her a chance to brag. Now, this segment isn't

about me. It was a great evening and I'm thrilled my Mom had a beautiful evening out of which she recounted the rest of her life. This is about an article I just read. I've done seminars on speaking and I just read a very well constructed piece by Ms. Vanessa Van Edwards, a magazine contributor to *Entrepreneur*.

The writer wrote about TED Talk. Frankly, I never heard of it. After reading about it I realized it is what I termed by presentations as "Hand Speak". TED Talk is an acronym for *Technology, Entertainment, Design* which is a media organization which posts talks online for free distribution, under the slogan of "ideas worth spreading". Good ideas are worth distributing, but how? **CON'T**

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Quiet Enjoyment-

This is one of the rights of real estate ownership and is most often termed the *Right of Quiet Enjoyment*. Simply, it is advising that every property owner is entitled to possession of their property and to use it without interference. That doesn't set aside legal restrictions inherent to the property by governmental regulation or law / ordinance. For instance the township sought to place an access road within the county college grounds for access between two major collectors. I had no problem with the intent but they were putting 15 feet from my rear property line. I argued their decision with all parties present and advised them that my legal ownership entitled me to the "Right of Quiet Enjoyment". It was particularly appropriate as the road could easily be reconfigured to allow the 750 feet separation I proposed. The immediate response was with acquiescence from their legal counsel to move the road to 750 feet. Terms and interpretations are very necessary.

Raw Land-

Often "land", and "site" are considered by some as alternate terms meaning the same thing. They don't. A site is parcel that is segmented to abide by the present zoning laws. Raw land is a parcel that hasn't been segmented to provide a utility that is in accord with present zoning. Thus, a better term is "Raw Land". It's waiting to be prepared for market acceptance of a legal utility.

R-Value-

It is the measure of the heat conductivity of a material; used to designate the insulation quality of building materials. The "R" represents the "resistance" to heat flow through the thickness of a material. The higher the *R factor*, the greater that resistance. It is not an easy measurement as it is measured in a factory not out doors.

CON'T- After reading the article, I realized that what I do as a presenter should not be purely for lectures and seminars, etc. In fact, it is for professionals who depend on their presentation to potential clients / customers to create a successful economic life for them and their families.

This creative lady / author designed an experiment. She had teams view videos from those with the least viewings and those with the most. They observed hand gestures, vocal variety, facial expressions and body movements. They concluded the most popular TED Talkers used hand gestures to build trust with their audience. The most popular used 465 hand movements and the least popular used on average 272. The super stars used over 600 in just 18 minutes. So, there is scientific evidence that being Italian is wonderful! OK! OK!, I guess that's going too far. Italians are jocularly accused of ceaselessly waving their hands. It's because they had and have a strong desire to be understood. Hand gestures are a means of emphasizing and maintaining your audiences' undivided attention. Some provided reasons for the need of hand gestures is, when people can see your hands they have nothing to fear of your holding a weapon (dates back) and today it just puts them at ease. It is advisable to keep your hands out of your pockets and don't let anything block the view of your hands.

Another necessary body action is when meeting people / entering a room, keep your head only slightly elevated, your arms at your side but not hugging your frame, keep your shoulders back and not elevated and your hands, again, always visible. This is body language. It is the mark of a winner.

Another important piece of body language involves your eyes. Eye contact is of the utmost importance. When you meet someone look her / him directly in the eyes. The key is not to stare. When you are (**CON'T**)

THIS EDITION'S SELECT PROFESSIONAL

Robert L. Kinniebrew, Executive Director, New Jersey Real Estate Commission— Tel. 609-292-7272, Ext. 50138

Mr. Kinniebrew has been a member of the commission for well over 10 years. As I understand it the position is an appointment by the Governor, which far too often makes it "political". I've known Mr. Kinniebrew for as many years as he has held his position. We are acquaintances with mutual respect as professionals. I had the pleasure of his company two days at a NAIFA NJ conference in AC at this writing. We had some in-depth conversations which bring me to introducing him in my **Edition's Select Professional** section. He is a dedicated very well spoken and incredibly intelligent man who has for all these years gained my respect. He doesn't know that I consider the conversations we had a great learning experience. He is an expert on real property values and the workings of the real estate business in New Jersey. He is responsible for much of the operation of the Commission and the inclusion of some of the best regulations. Having sat through two days of seminars, I treasure that which I garnered through our conversations. If you have a problem which is in his wheelhouse, call him.

CON'T- looking at someone speaking to you consciously move your eyes from one of the speaker's eye to the other. Make that change every 3—5 seconds. It shows you are interested in what they are saying. Without this technique, the speaker is given the impression that you are bored and / or not paying attention. It is suggested via a survey that you must be looking in the other person's eyes 60-70% of the time of your conversation. However, it is imperative to remember that too much eye contact can be interpreted as aggressive.

Choose where you want to speak with someone. If you are at a cocktail party standing in one place while one speaks becomes boring to both. Offer to move to the terrace where it is a bit quieter or suggest that this is a very interesting conversation and would the responder be open to a lunch next week so the conversation can be more productive. Try a choice of two minor alternatives to close the "deal". For instance, "Would early in the week or later in the week be better for you?" You always want a new prospect, client or customer to make simple decisions leading to your wanted conclusion, an appointment. There are techniques to that.

A high school principal told me this past week, that most high schools do not have public speaking or debate classes and / or clubs. That's sad. In fact, I introduced this segment of the newsletter with the term TED, remember, *Technology, Education & Design* which apparently all educational hierarchy are aware. And, that is the problem. The word humanism or one like it is missing. It brings to mind the corporate decision 15 or 20 years ago to rename the *Personnel Department* to *Human Resources*. Some newbie with a degree in sociology or the like, decided to bring the corporate world to the 21st century and convinced these over-concerned giants to more politically correct concepts. Personnel was benign as it just classified people who are working. So, what is wrong with that [rhetorical]. Now the new 21st century term compares us to coal, iron ore, and other non human tools of man to be molded, bent, stripped or melted to a form other than we are. Congratulations. Had to be a Princeton graduate to conjure this change.

Well, our educational leaders are not recognizing the need for our young people to become conversant in speaking to convince and not just to tell cute stories. Cell phones with texting has cut conversation out of the everyday existence of the impressionable young people of today. Somehow they forgot that the rest of the world doesn't necessarily agree. Speaking is still the primary means of conversation and without a doubt the one most affecting the decisions made in this country and world. Provide our kids with the tools of speaking to be "heard" the way they intended. That a debate is a better way of winning a war. Making oneself the difference in bringing a problem to a successful close by being verbally convincing is the goal our school systems must develop. The young people of today are our most important resource in the right sense of the word. For those that already have these programs in place, then congratulations you are producing the most world ready young people we will be blessed to have in our midst.