

# DISCUSSION POINTS FOR **POTENTIAL** SUPERVISOR INTERVIEWS



## 1. BUYOUT OPPORTUNITIES

Have you thought about a retirement or slow-down plan for your firm?

### Suggestions & Services:

- ✓ Offer a referral fee or fee-split for introduced clients.
- ✓ Keep the office running while they transition or retire.

## 2. OFFICE MANAGEMENT

How is your office organized, and where do you see operational bottlenecks?

### Suggestions & Services:

- ✓ Handle file setup, scheduling, and client updates.
- ✓ Manage E&O, onboard new clients, and follow up on invoices.

## 3. TECHNOLOGY INTEGRATIONS

Which tech solutions (mobile apps, adjustment software, etc.) would you like to explore?

### Suggestions & Services:

- ✓ Implement mobile inspection apps and new UAD form integrations.
- ✓ Evaluate advanced sketching software, adjustment apps, and other tech to streamline workflows.

## 4. MARKETING OPPORTUNITIES

What's your current marketing approach, and where do you see untapped growth?

### Suggestions & Services:

- ✓ Create or manage the website, enhance search engine optimization, and maintain digital presence.
- ✓ Conduct in-person outreach (cards, gifts, materials) to agents, lenders, attorneys, business organizations etc.

## 5. GEOGRAPHICAL EXPANSION

Which areas have you covered in the past, and where might new opportunities lie?

### Suggestions & Services:

- ✓ Cover alternate areas to reduce competition.
- ✓ Work together to expand coverage where volume is high.

## 6. PRODUCT DIVERSIFICATION

Which valuation services have you considered offering but haven't pursued yet?

### Suggestions & Services:

- ✓ Research and adopt new valuation methods (desktop, hybrid, consulting).
- ✓ Test and refine specialized services without needing full appraisal reports.

## 7. MARKET RESEARCH & ANALYSIS

What extra data or analysis would strengthen your reports and workfiles?


### Suggestions & Services:

- ✓ Verify comparable sales, compile detailed transaction data.
- ✓ Run analytics on MLS data to support adjustments, site values, market trends, and conditions.



## NATIONAL ASSOCIATION OF APPRAISERS

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