


Ditch the AMC, Keep the Fee: The Private Work Playbook

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Acow Spring Conference
 Spokane, WA



The AMC Treadmill

There was a day when AMC work was awesome.

That was a sugar high.

- AMC eliminated comp checks, cookie baskets, and shady broker pressure
- What's happened since 2022: volume down, fees down, requirements up
- You deserve better — and there is a better way



Why Go Private and Non-Lending?

Advantage



Higher fees



Few if any revisions



Work you're proud of



Direct client
Relationships again

Disadvantage



No order portals



You must educate clients



Marketing is your job



Examples of Private/non-lending work?



Estate



Divorce



Realtor Pre-Listing



Private Sales



Fiduciary/Attorney
work



Tax Appeal



Property Disputes



Condemnation,
Right-of-way

Setting Expectations

- You define the scope — not an underwriter
- You get paid upfront, every time
- Set expectations: fee, delivery, scope
- Educate clients once
- You're the expert



Other key points on Non-Lending work



Payment upfront is standard



You can invoice pros, like attorneys, but most want you to bill their client.



Use an Engagement Letter



Don't deliver before payment



Where Private Work Comes From

Google Business Profile



Referrals



Appraiser Marketing Group



Paid Ads



Speaking,
networking

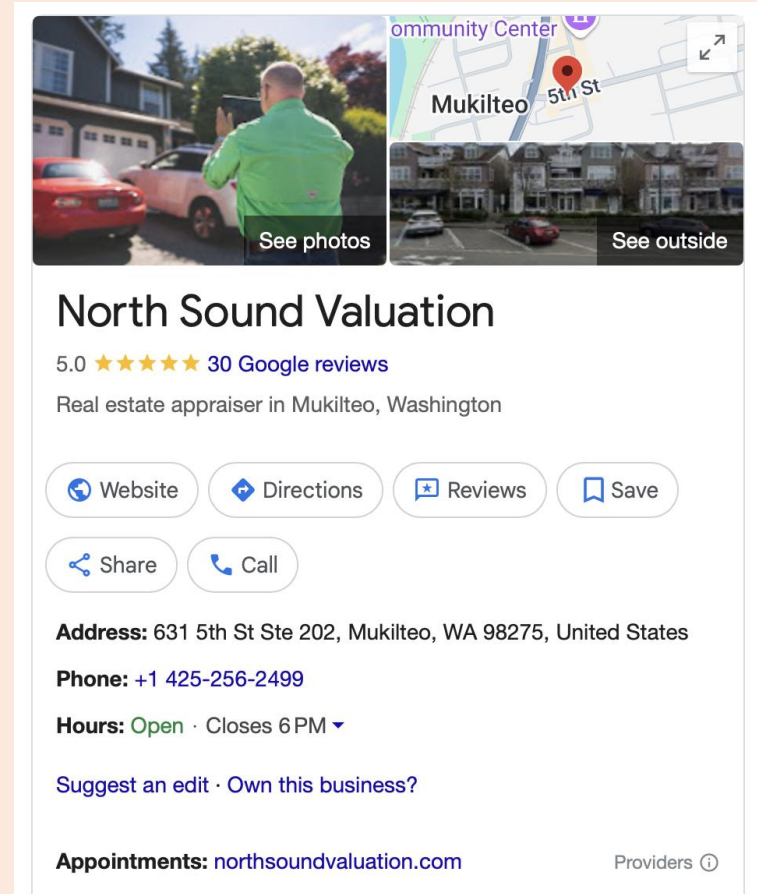


Google Business Profile

A Google Business Profile is basically your business’s free listing on Google Search and Maps — it’s what shows up when someone searches for something like “appraiser near me.”

You can update your hours, add photos, respond to reviews, and keep your info current so customers actually find and choose you.

It’s the easiest way to boost your visibility without spending a dime.



North Sound Valuation
 5.0 ★★★★★ 30 Google reviews
 Real estate appraiser in Mukilteo, Washington

[Website](#) [Directions](#) [Reviews](#) [Save](#)
[Share](#) [Call](#)

Address: 631 5th St Ste 202, Mukilteo, WA 98275, United States
Phone: +1 425-256-2499
Hours: Open · Closes 6 PM ▾

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Appointments: northsoundvaluation.com [Providers](#) ⓘ

Rebecca R
Local Guide · 14 reviews

★★★★★ a week ago **NEW**

Excellent experience. Rob Bodkin took the time to understand our needs and delivered a thorough appraisal quickly. I highly recommend this business.

Klaus Herrmann
2 reviews

★★★★★ 2 months ago

Rob Bodkin, at North Sound Valuation was very helpful and provided multiple appraisals in an expedient and efficient manner. He provided a revision of the appraisals at no additional cost when I realized that I had provided some information that was not correct. I would recommend them to anyone needing appraisal services.

Jason Barrett
5 reviews

★★★★★ 6 months ago

I recently worked with Rob at North Sound Valuations, and I couldn't be more pleased. My appraisal situation was a bit out of the ordinary, but Rob handled it effortlessly, sharing that he had experience with similar cases. The entire process was smooth, and the final report was incredibly detailed—27 pages long with retroactive valuations for two key dates I needed for tax purposes. If you're in need of a home appraisal, I highly recommend North Sound Valuations!

Brian Graebel
1 review

★★★★★ 2 months ago

I'm a resident of the city of Mukilteo WA. (16 years).
Rod Bodkin of North Sound Valuation did a "land appraisal" for me of a buildable residential lot (I own and am selling) in Mukilteo WA.
I am very, very happy with this appraisal. The property evaluation comparisons (pics & descriptions), current market condition charts, property location pics & maps, - all very through, complete and professional (total 18 pages) - and timely (6 days for my property).
I feel very confident in the results he gave me.
Brian Graebel

Susan Hatch
7 reviews

★★★★★ 4 months ago

Rob simplified the process and made it painless. He then created a very useful report that was exactly what we needed.

I recommend North Sound Valuation if you need to establish the exact square footage of your house and then produce a professional document that can be trusted by whoever needs this information.

Matthew Belanger
1 review

★★★★★ 3 weeks ago **NEW**

I've had the opportunity to refer multiple clients to Rob for appraisal work over the past few years. His attention to detail, clear communication, and ability to break down appraisal concepts in a straightforward manner consistently stand out. Rob follows through with clients at a level that goes beyond the standard, and his deep knowledge of the Mukilteo market has consistently exceeded client expectations. He sets a high bar for professionalism in the field.



Pete Brubaker
6 reviews

★★★★★ 3 months ago

I have worked with Rob several times over the past few years on appraisal reports. Rob is a great communicator and knows his stuff! I highly recommend Rob for all your appraisal needs!

Shana Callaway
2 reviews

★★★★★ 4 months ago

I highly recommend North Sound Valuation. Rob was very knowledgeable and thorough. He got the appraisal to me within the timeframe he gave me even during a holiday week. Thank you for your excellent service!

Online Presence: Do This, Not That

Do



Use an address vs. service area, usually



Add photos w/ logos



Post regularly



Simple, mobile friendly website

Don't



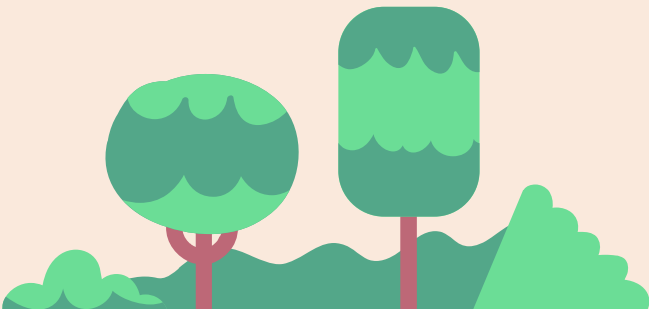
Dump your X Site




Pay for “metrics” pay for results



Delegate and run, you have to read it



Turn a Drip into a Stream



**Answer Your Phone,
Every time**



Ask For Reviews



**Track Leads &
referrals**



Be easy to remember



Sticky Situations



Key Takeaways

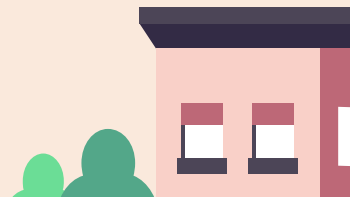


Better money and meaningful work

It's not just another arrow, it's another quiver

You must be seen to be hired

Systems build momentum



Homework

1. Answer your phone
2. Get your GBP
3. Fill it out completely, including linking your web site, socials, phone, email, hours etc.
4. Reviews - Start early and start easy, Realtors, great clients, your best friend. Mention it every time you do an appraisal. "How did you find me?" A review would help others find me as well....
5. Build or have a website built. Wordpress is likely best, GoDaddy site builder as an example
6. Ask for a review every week
7. Post a picture on your GBP every week
8. Send a thank you note to every one that refers you
9. Spend 1 hour a week on marketing or networking
10. Answer your phone

THANKS

DOES ANYONE HAVE ANY QUESTIONS?

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206-550-4554

<https://appraisermarketinggroup.com/>

