



## Going green just got a lot easier

Introducing our latest certification opportunity, green home appraisal. As a Certified Green Home Appraiser, make your mark in a new market — one that's trending, profitable, and good for the earth.

**MCKISSOCK.COM/GREEN**  
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## Capture a new market. We can help.

When you're in a good place, it's easy to justify staying in one spot. Life is good, work is steady — why rock the boat? At McKissock, we'd like to challenge that thinking.

Consider the experience more like changing the status quo: Pivot from what you've always done and move, instead, into uncharted career waters. Challenging, perhaps, but imagine the possibilities.

So where do you start? McKissock offers a simple solution: Earn certification for appraisal in new markets. Start today through our certification program, where we offer two niche certifications: **luxury home appraisal** and, our latest addition, **green home appraisal**.

By appraising new sectors, broaden your influence and discover greater earning potential. Armed with fresh insights surrounding other markets, make an unmatched mark in your industry.

Access our certification program and so much more when you enroll as an Unlimited Learning member. Enjoy exclusive access to the nation's largest selection of online courses, hundreds of professional development tools, partner discounts, and more.

Ready to take the leap? Get certified now to appraise new markets inside your space (and outside your comfort zone).

Best,

**Ashleigh Wallach**  
General Manager of Appraisal, McKissock Learning  
Certified General Appraiser, Missouri



You value properties.  
We value you.

and start your certification journey.  
Become a McKissock member

Especially thanks to our certification program, which gives you the freedom and flexibility to carve your own space in a new niche. Check out our latest addition, green home certification.

The grass is  
always greener  
with McKissock



Get certified in green home appraisal as a McKissock member

## A sustainable career (in more ways than one)

In the last few years, green and high-performance properties have captured a large share of the new home market — and this trend shows no signs of stopping. With that in mind, earning a certification to appraise sustainable homes requires a certain level of knowledge and skill.

**The good news?** Under McKissock's certification program, you'll secure both.

### SEEING GREEN

It's time to enter the lush world of green home appraisal. As you work toward certification, expect easy, convenient, flexible learning solutions from us — and nothing less. Explore the nuances of sustainable home appraisal (and how to navigate them) through expert content and experienced instructors. Also, earn appraisal CE credit in the process.

**Enjoy the same green experience** (and a whole lot more) when you enroll as a McKissock member.



**GET STARTED NOW AT MCKISSOCK.COM/GREEN**



## An eco-friendly education

### Explore green certification courses

It's our mission to ensure that, as you acquire a new certification, your journey is not only successful — it's also fun. Check out these engaging "green" courses:



#### Green Building Concepts for Appraisers (7 CE hours)

This self-paced online course provides an understanding of green residential construction methods, including the most relevant principles, methods, and products.



#### Valuation of Residential Solar (4 CE hours)

This self-paced online course covers residential solar PV systems. Instructors discuss the fundamentals of these systems, their component parts, and how they operate. Valuation of owned solar PV systems is also addressed, with an emphasis on cost and income approaches.



#### Valuation of Residential Green Buildings (3 CE hours\*)

As consumers continue to appreciate sustainable, energy-efficient properties, appraisers must keep up. This self-paced online course asks students to start taking a building's "green" aspects into account to accurately reflect buyer and seller actions in the market.

\*The North Carolina Appraisal Board does not grant continuing education credit for courses less than 3.5 hours. The 3-hour course can be completed as a non-credit course to meet the CGHA certification requirements.



## Elite status looks good on you.

### Become an Unlimited Learning member today.

Get what you need, and then get a little extra. Enjoy hundreds of professional development tools and valuable industry content — and knock out your CE — for a fraction of the cost. Hone that competitive edge, and own your space. Visit [MCKISSOCK.COM/ULM](https://mckissock.com/ulm) to get started.

#### CHECK OUT THE PERKS

**Pro-Series webinars:** Discover new trends and tips from seasoned appraisers through this webinar series, updated monthly with new topics. (Recent topics include: The Changing Face of Retirement and Using Excel for Pairing Data to Extract GLA Adjustments.)

**Resource library:** Tap into hundreds of professional development resources that focus on improving your skills, productivity, income, and overall career success.

**New courses:** Enroll in our latest classes, including: The Market Value Does Not Support the Contract Price, Now What?, Appraising Small Apartment Properties, Residential Construction and the Appraiser, and Fannie Mae Q1 2021 Appraisal Update.

**Livestreaming classes:** Take appraisal courses, live and in real time, without ever leaving home.

"I'm a fairly new appraiser. The Unlimited Learning Membership **allows me to take additional classes beyond what's required** to broaden my knowledge base as much as possible."

— Tina L., Idaho



## Earning a green certification: a step-by-step guide

A lot goes into a successful education, but we're here to move you through it. Upon your program purchase, follow four simple steps to get certified in green home appraisal:

- 1 Complete the Certified Green Home Appraisal application.
- 2 Successfully complete the three appraisal courses listed above.
- 3 Complete and pass the "Demonstration of Knowledge" exam.
- 4 Download your Certified Green Home Appraisal certificate and emblem.

For more detailed steps and course information, visit

[MCKISSOCK.COM/GREEN](https://mckissock.com/green) and download our program guide.

## You. Membership. Infinite possibility.

It's our job to make sure you never sell yourself short — we're in the business of endless opportunity, after all. For that reason, we built a membership program driven by and for your success as an appraiser. The goal is simple: Help professionals like you become the best version of themselves. Here's how we do it:



#### CONVENIENCE

Access job aids, webinars, career guides, an online appraiser community, and continuing education courses ... all in one place.



#### PROFESSIONAL DEVELOPMENT

Learn from experts in your space, read relevant content on industry trends, and watch videos and webinars to sharpen your skills (and your competitive edge).



#### FLEXIBILITY

Take your courses when you want, where you want. Especially with multiple learning channels like self-paced online courses or livestream classes.



#### CONNECTIONS

Through our online appraiser community, meet professionals just like you, share your expertise, and widen your network.

**BECOME A MEMBER TODAY: [MCKISSOCK.COM/ULM](https://mckissock.com/ulm)**