

SEPTEMBER 25, 2014 NEWSLETTER

THIS WEEK:

The next regular meeting of the Tri-Valley Executives' Association will be held on **October 2nd** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Wayne Yeaw** of Alpha Omega Print and **Mike Peel** of KW Tri-Valley Realty.

The TWO TRUTHS will be given by **Dan Brown** of Onstad's Insurance.

Sheri Facciolla of Patriot Pest Management will be giving her CLASSIFICATION.

NEW PROGRAM: TWO TRUTHS

Jim Pease of Pease Tax & Accounting Service

1. Pease Tax & Accounting Service will celebrate their 4th year in business in November 2014.
2. Jim spends more time crunching numbers than communicating with clients.
3. The number of fiduciary estate returns has doubled in recent years.

You guessed it, #2. With sophisticated software, Jim can spend a lot more time counseling and communicating with their clients, which is one of the many reasons you should choose and refer Pease Tax & Accounting Service: 230-9380 jim@peasetax.com.

CONGRATULATIONS to **Sheri and Don Facciolla** of Patriot Pest Management on the birth of their first grandchild: Melody Annalynne born on September 19!

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$47.00** with 9 white marbles (\$5), 2 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

October 9 – DISCUSSION

October 16 – **Darlene Crane-Peel**, Opes Advisors

October 23 – ASSOCIATE LUNCHEON – No AM Meeting

October 30 – **Dave Silva**, Silmar Flooring

November 6 – **Joey Minahan**, The Door Doctor

December 11 – HOLIDAY DINNER – No AM Meeting

WELCOME NEW MEMBER:

Make sure you introduce yourself and get to know **Earl!**

Classification: Locksmith

Member: Transbay Locksmiths

Represented by: Earl Woodson

Address: PO Box 2497, Castro Valley CA 94546

Phone: 925-580-2194

E-mail: transbaylocksmiths@yahoo.com

MEMBERSHIP PROPOSALS:

1st Posting:

Proposing Member: Kevin Gundry

Classification: Insurance – Medical/Dental

Member: Cook, Disharoon & Greathouse, Inc.

Represented by: Mark Caufield

Address: 1900 Embarcadero, Ste.206, Oakland 94606

Phone: 925-570-8566, 510-437-1900

E-mail: mcaufield@cdginsurance.com

If you have any questions or comments about or objection to the proposed member, please contact the Chairperson of the Membership Committee: Chuck Eggers 847-3030 chuck.eggers@baronsjewelers.com.

CLASSIFICATION

Real Estate Appraiser, **Larry Brumm** was born the day after Christmas, and was raised in Kansas City, Missouri. He attended Central Missouri State University, but dropped out before he was kicked out. He eventually decided to go back, and got a Bachelor of Science in

Biology and Chemistry with a minor in math. He was set to go to dental or medical school, but at a friend's urging, enlisted in the armed forces to become pilots instead. He was stationed in Corpus Christi, Texas, getting his wings in 1969, and became an instructor pilot, then was sent to Viet Nam.

While stationed at Moffett Field, living in Alameda, California after his tour of duty in Viet Nam he met his wife through his neighbors. They settled in Pleasanton 42 years ago. Larry is an avid golfer. He has a son Steve (who has 15-year-old twin boys with autism), from his first marriage, a son Billy (who has two adopted children ages 9 and 6) and daughter Phyllis (married and living in the Sacramento area) who all graduated from Amador Valley High.

Larry worked for Merrell National Laboratories, a pharmaceutical company for several years before getting in and then out of the real estate business. He worked for Larry Osbourne with Tom Fox & Mike Peel, during which he obtained his Broker's License, but made a career change when interest rates got too high. He sold window coverings and also worked for an industrial rubber distributor for a while before he finally landed as a real estate appraiser with a friend of his.

He went out on his own in 1987. Although he has done both commercial and residential appraisals, stringent licensing has him now doing just residential appraisals.

Earlier in his career he would draw each appraisal floor plan by hand, but now everything is computerized. The computer programs allow him to not only draw the floor plans, but help do the very complicated calculations. All of his reports now go out on PDF files through the internet – he saves a lot of money on printer paper, ink, photography and FedEx!

Business was very good, booked out two weeks and with two helpers, until three years ago. Most of Larry's work used to come from the refinance market and purchases. The new laws for appraisers, have caused him to lose 25 years of clients. Whereas he has to be hired by the bank directly (through the AMCs: Appraisal Management Companies), not the mortgage broker, not even being able to speak to the mortgage broker, Larry now finds other sources of revenue mostly through doing appraisals for estate planning attorneys. Larry Brumm is

a Certified Real Estate Appraiser, a distinction that can now only be obtained with a Bachelor of Science degree. Only certified appraisers can do valuations on homes over \$1,000,000.

Two of the most important qualities needed in an appraiser are extreme honesty and being informative. Through the new MLS Alliance, Larry now only has to be a member of two associations to get all of the information to do an appraisal in northern California. The way he sees it, if there is a willing buyer and a willing seller, that is the definition of market value. To get a value of a property, Larry looks at the tax records, ownership of the property and market sales or "comps". If there are no comps for a particular home, he will look farther out and adjust. His years of experience determine the adjustments.

If you know of an estate planning attorney who could use Larry's services, or if you need your home appraised call Larry Brumm at 846-1096.

NEW PROGRAM: TWO TRUTHS

It's time to try something different! Each week one scheduled member will come up with TWO FACTS about their business and ONE NON-TRUTH. The other members will guess and then the scheduled member will explain.

Optionally, that member will also give their cell phone number, and the group will have the opportunity to get added to his/her address book by texting their name to that number.
