

### Time: 11:00 am to 12:30 pm EST

A key part in determining market value is interpreting the relationship between supply and demand. While the valuator's role in analyzing and understanding the demand side of the equation is well understood, the supply side of the equation typically has less emphasis placed on it. Examination of the supply side should precede any analysis of the demand side. Proper examination, organization, stratification and coding of data on the population side will allow for effective mass appraisal development and implementation of models and allow valuers to readily identify comparable and competitive data sets.



#### Topics covered will include:

- Understanding the supply and demand equation
- Importance of proper coding and stratifying of population data
- The need to understand key market factors influencing value for non-residential property types
- Benefits of understanding the supply side of the equations
- Edit checks and process control measured to be performed on analytical and population data sets to maximize the quality of overall values in the mass appraisal process.

#### Presenters:

##### Malcolm Stadig, AACI, P. App, CAE, MRICS, ASA, MIMA

Malcolm is the Director of Research and Valuation with Equitable Value Inc. ("EVI") in Toronto, Ontario. In his role at EVI, he provides assessment services throughout Canada to taxpayers and assessment agencies with a focus on complex owner-occupied properties.

Along with more than twenty-five years of experience, Malcolm offers a unique perspective as both an accredited appraiser and a certified assessor, along with having held positions with both public sector property assessment entities and private sector tax consulting firms.

Malcolm holds accreditations with the Appraisal Institute of Canada (AACI, P. App), International Association of Assessing Officers (CAE), Royal Institution of Chartered Surveyors (MRICS), American Society of Appraisers (ASA) and the Institute of Municipal Assessors (MIMA). He is a sought-after speaker who has presented at several assessment and appraisal conferences throughout Canada and the United States. He frequently participates on panels to present the "assessor's perspective" due to his reputation for being objective and non-partisan when addressing difficult valuation issues that ultimately impact the property taxes paid by owners of complex properties.

He is also an instructor with the International Property Tax Institute for a workshop dealing with the cost approach and authored two articles for the peer-reviewed Journal of Property Tax Assessment & Administration.



##### John Watling, MRICS

John has over 35 years' experience in the property assessment profession. Most recently providing strategic valuation and assessment expertise for a variety of property types for the Municipal Property Assessment Corporation. John has played a key role in the implementation of mass appraisal models for commercial and hospitality properties, developed stakeholder engagement agreements for the implementation of valuations, led in the implementation of valuation systems and has been involved in several high-profile property disputes before various courts. He has co-authored numerous presentations, webinars and workshops on valuation methodologies, mass appraisal and complex valuation matters.



Recording will be available upon request one week after date of offering.

For more details contact [ikonet@ipti.org](mailto:ikonet@ipti.org)

Registration fee is \$85 (plus HST)

The IMA will grant members **1.5 Learning CPD credits** for attending a webinar



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Fee is payable in Canadian Dollars. HST will be added upon registration.