



**McKissock
Learning**

2019 Appraisal Income Guide

INSIGHTS FOR APPRAISERS

Introduction and methodology

Appraisers are a group of professionals, 80,000* strong, who have a deep passion for their work. The career path offers the potential to earn a high income and work flexible hours. The profession presents the opportunity to take on complex and challenging assignments in the community and discover diverse career paths and specializations.

An appraisal career requires a combination of hard work and skill. A perfect blend of analysis and creative process. It's a career with high potential—both in satisfaction and income.

*SOURCE: Bureau of Labor Statistics





About this guide

This guide is designed to use data from active appraisers to help benchmark compensation levels across the nation. It's meant to give credentialed appraisers a glimpse into areas where they can maximize their income. For those considering an appraisal career, it serves to lay the groundwork for opportunities you can focus on as you plan your career path.

It's important to keep in mind that appraisal compensation varies greatly across license levels, and from person to person. The report is broken down across various factors, including years of experience, employment type, career satisfaction, and more. You'll also find insights into specific areas where top-earners focus their expertise.

Methodology

Data in this report is from a survey conducted in 2018 that generated 381 responses from credentialed appraisers in the United States. The study has a 5% margin of error at a 95% confidence level. All survey participants have taken a course with McKissock Learning.

Table of Contents

EXECUTIVE SUMMARY	5
CHAPTER 1: Appraiser income overview	9
Common factors that influence income	10
CHAPTER 2: Expertise that pays	17
Key areas where experts excel	18
CHAPTER 3: Future of the appraisal profession	21
Four key factors impacting an appraisal career	22
DEMOGRAPHICS	25
RESOURCES	26





Executive Summary

When starting or advancing in any career, a few questions come to mind:

- 1 How much can I earn?
- 2 How can I earn more?
- 3 Are people happy in this career?
- 4 Is the future looking good?

The amount of income appraisers earn depends on many factors, which we'll walk through in this guide. However you look at it, appraisers are quite happy, especially when they are put head-to-head with national career statistics. But when it comes to the future of the profession, appraisers are torn.



LICENSED APPRAISER SNAPSHOT:

\$63,750
Average income

37
Average hours worked

3.7/5
Career satisfaction

CERTIFIED RESIDENTIAL APPRAISER SNAPSHOT:

\$73,861
Average income

40
Average hours worked

3.83/5
Career satisfaction

CERTIFIED GENERAL APPRAISER SNAPSHOT:

\$91,574
Average income

43
Average hours worked

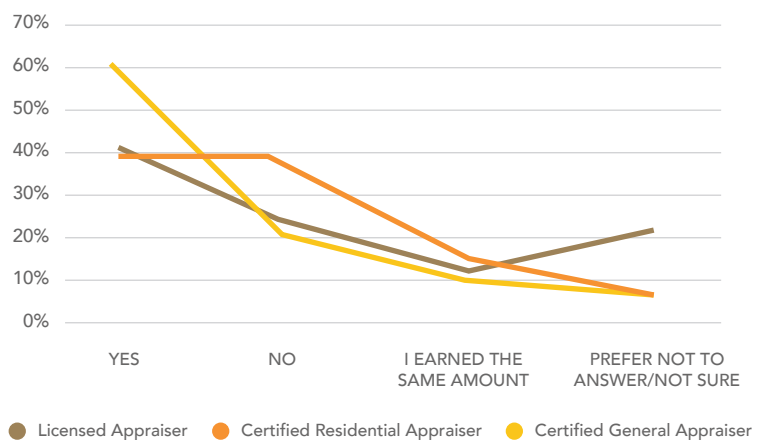
3.93/5
Career satisfaction

Average from 381 appraisers who have taken a course with McKissock Learning, the leading provider of appraisal qualifying and continuing education.

Earnings growth year over year

- **62%** of certified general appraisers earned more in 2017 than the previous year
- **39%** of certified residential appraisers earned more in 2017 than the previous year
- **41%** of licensed appraisers earned more in 2017 than the previous year

Did you earn more from your appraisal business in 2017 than you did in 2016?



Career satisfaction

Appraisers are generally happy in their career. In fact, collectively, they are reportedly 25% more satisfied in their careers than American workers across all professions.* When broken down into credential levels, **certified residential and certified general appraisers are the happiest.**

Optimism in the profession

Looking to the future, career optimism is uncertain amongst appraisers. **Certified general appraisers have the most positive outlook**, while licensed appraisers and certified residential appraisers show more uncertainty.

CAREER SATISFACTION RATING:

All Appraisers: **76.85%**

Licensed: **70%**

Certified Residential: **78.32%**

Certified General: **76.47%**

All US workers *: **51%**

*SOURCE: The Conference Board, 2017

Are you optimistic about your future as an appraiser?



52%

Certified General
Appraiser



42%

Certified Residential
Appraiser



43%

Licensed
Appraiser

Those who are most optimistic about their appraisal career cite these main reasons:

- Demand is strong, especially considering the low rate of newcomers to the field.
- Technology will not replace the need for “boots on the ground,” especially with agricultural/rural, commercial and complex appraisals.
- As many appraisers consider retirement, they find a part-time appraisal career could be rewarding.
- Many appraisers are self-employed and enjoy the independence an appraisal career affords them.
- Many appraisers are confident of their expertise in the field and feel little to no threat by competitors or technology.



I have a good business with a wide range of clients who seem to appreciate my work. I have enough business that if I don't like a client or how they work, I can gradually eliminate them from my acceptance of their requests for appraisals.

-Survey respondent; certified residential appraiser



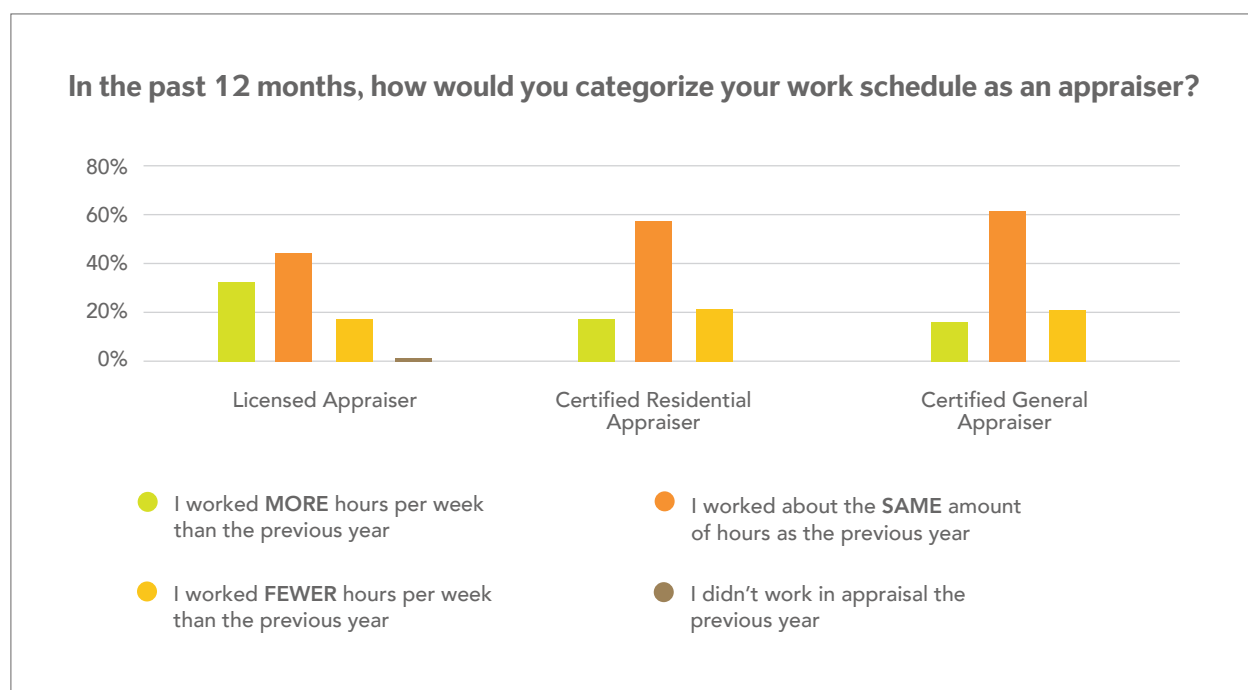
Income satisfaction increases with license level

Income satisfaction across the appraisal profession is split, with just over half of appraisers content with their income. Income satisfaction increases slightly as license level increases.

All License Levels	Licensed	Certified Residential	Certified General
56.73%	52.50%	56.86%	58.83%

Appraisal workload

Appraisers across license levels indicate they are mostly working the same amount of hours year over year. Workload growth is most common amongst licensed appraisers, with nearly 30% taking on more hours in 2017.





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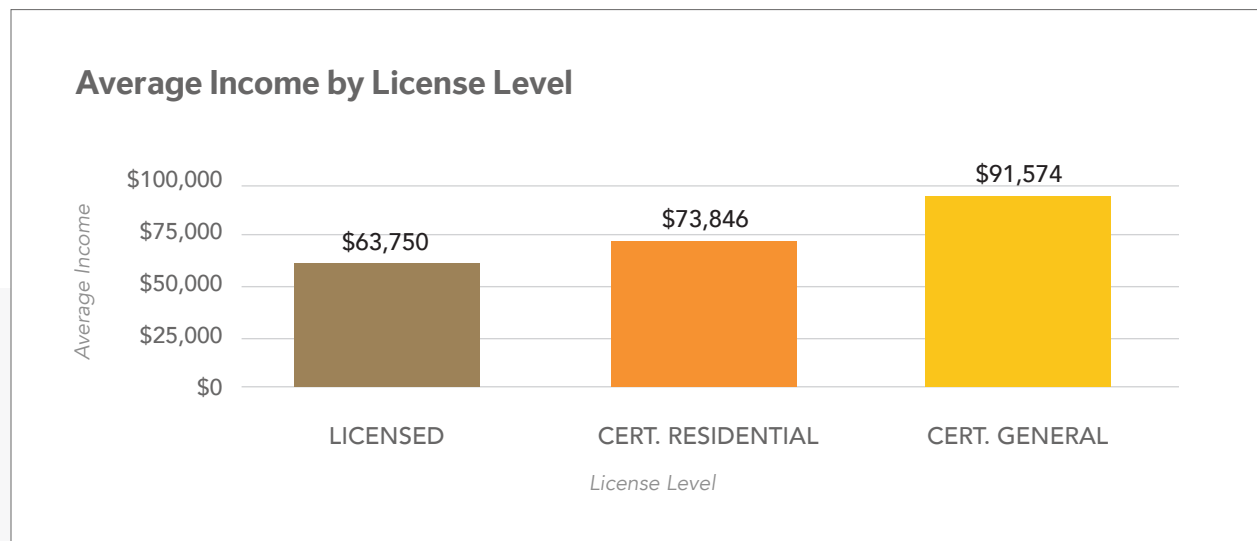
Appraiser income overview

An appraiser's income is based on different factors, including license level, years of experience, hours worked, career satisfaction, and more. In this section, we'll highlight the top factors that influence an appraiser's earnings.



Income rises with license level

One of the largest factors impacting potential income for appraisers is license level. The higher the license level, the more appraisers earn. On average, certified residential appraisers earn \$10,000 more than licensed appraisers. Certified general appraisers earn nearly \$18,000 more than certified residential appraisers. That's a big jump in annual income each time you level up.



Happy appraisers earn more

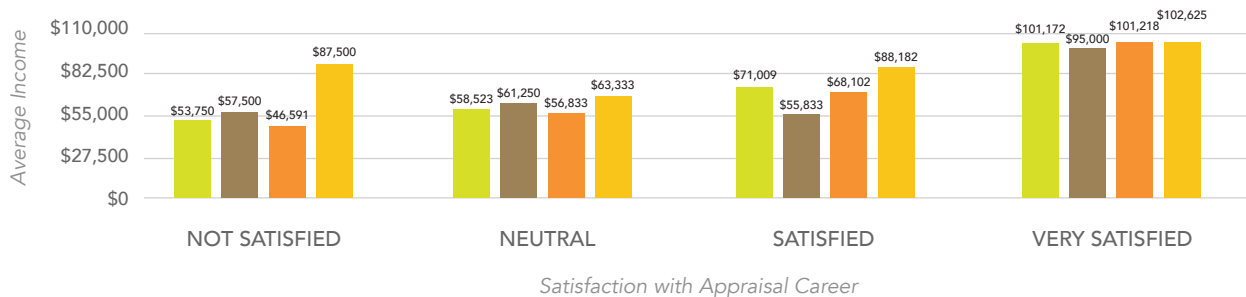
Nearly eight out of ten appraisers are satisfied with their career choice. A healthy work-life balance, steady work, and a respectable income are reasons they cite for their happiness.

Appraisers who are very satisfied with their career earn over \$47,000 more than appraisers who are not satisfied. This correlation among career happiness and income is seen across all license levels.

Average Income by Career Satisfaction

	Average Income	Licensed	Cert. Res. Appr.	Cert. Gen. Appr.
VERY SATISFIED	\$101,172	\$95,000	\$101,218	\$102,625
SATISFIED	\$71,009	\$55,833	\$68,102	\$88,182
NEUTRAL	\$58,523	\$61,250	\$56,833	\$63,333
NOT SATISFIED	\$53,750	\$57,500	\$46,591	\$87,500

Average Income by Career Satisfaction

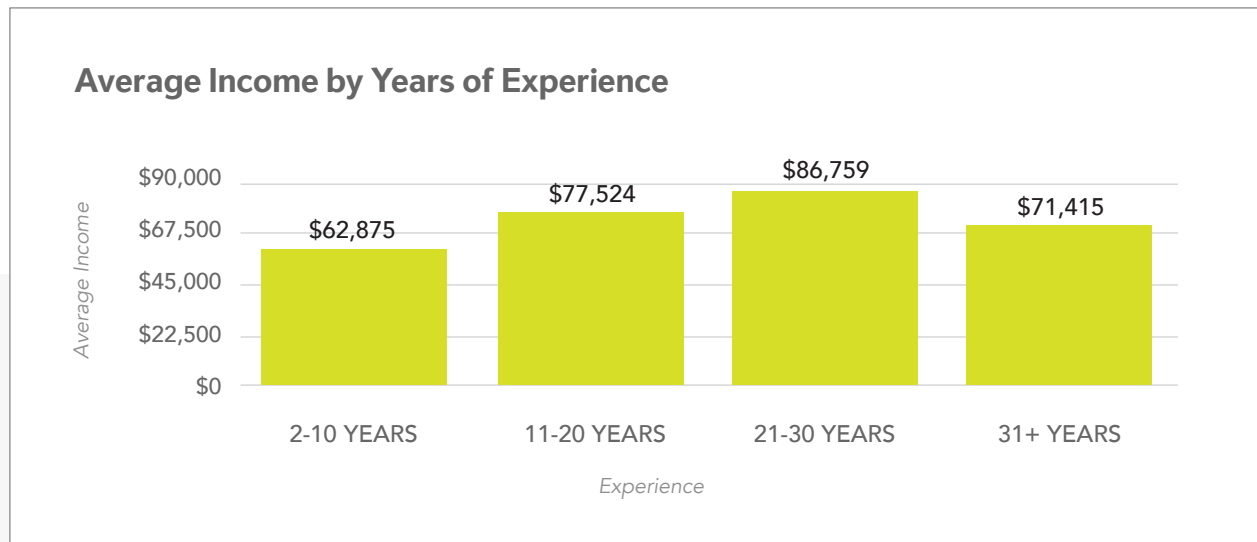


- All Appraisal License Levels
- Licensed Appraisers
- Certified Residential Appraisers
- Certified General Appraisers



Appraiser income rises with experience

Average earnings increase the longer an appraiser is in the profession, and take a slight dip toward the end of their career as they scale back on the number of hours worked.

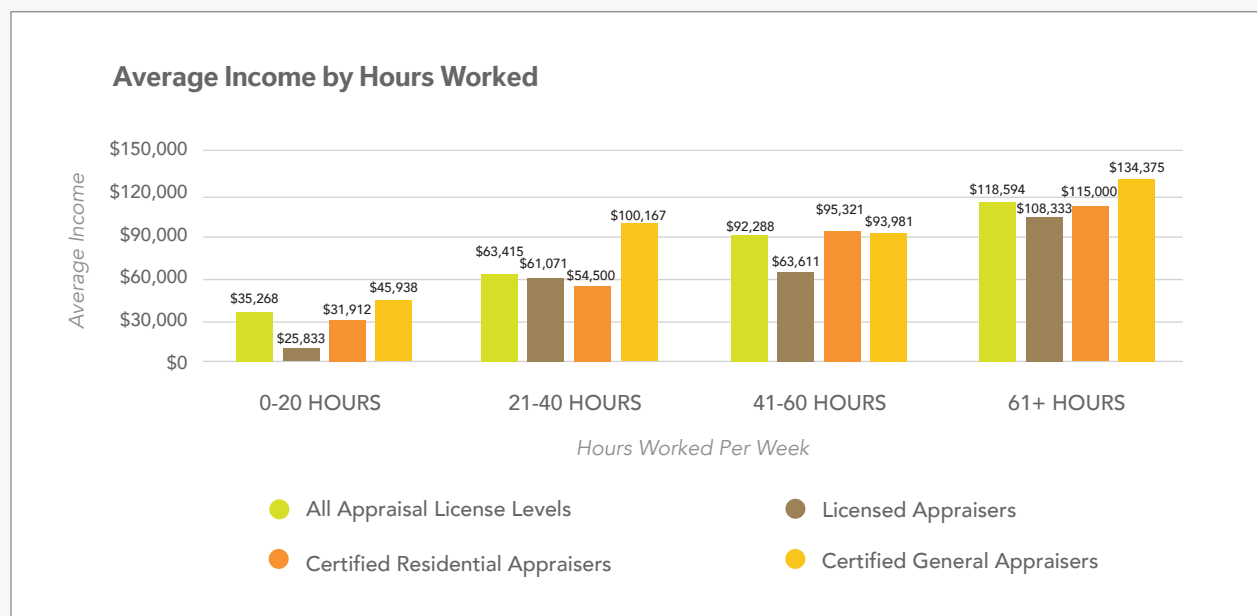


Income is greatest for appraisers working 61+ hours a week

For appraisers who want to maximize their earnings, they'll need to put in the time. Those reaching the highest earning potential are working over 60 hours per week. **Appraisers who work more than 60 hours per week earn over \$50,000 more per year than appraisers working a 21-40 hour work week.**

Average Income by Hours Worked

	Average Income	Licensed	Cert. Res. Appr.	Cert. Gen. Appr.
0-20 HOURS	\$35,268	\$25,833	\$31,912	\$45,938
21-40 HOURS	\$63,415	\$61,071	\$54,500	\$100,167
41-60 HOURS	\$92,288	\$63,611	\$95,321	\$93,981
61+ HOURS	\$118,594	\$108,333	\$115,000	\$134,375



Seek the best employer for your license level

When grouping all license levels together, **self-employed appraisers top the earning charts**. When each level is broken out, there is a slightly different story: Income varies greatly across the type of employer. Licensed appraisers earn the most working for AMCs, self-employed certified residential employers earn the most among their cohorts, and certified general appraisers are finding the greatest income opportunity with appraisal companies and lenders. To maximize income, it's important to seek the optimal employer for your license level.



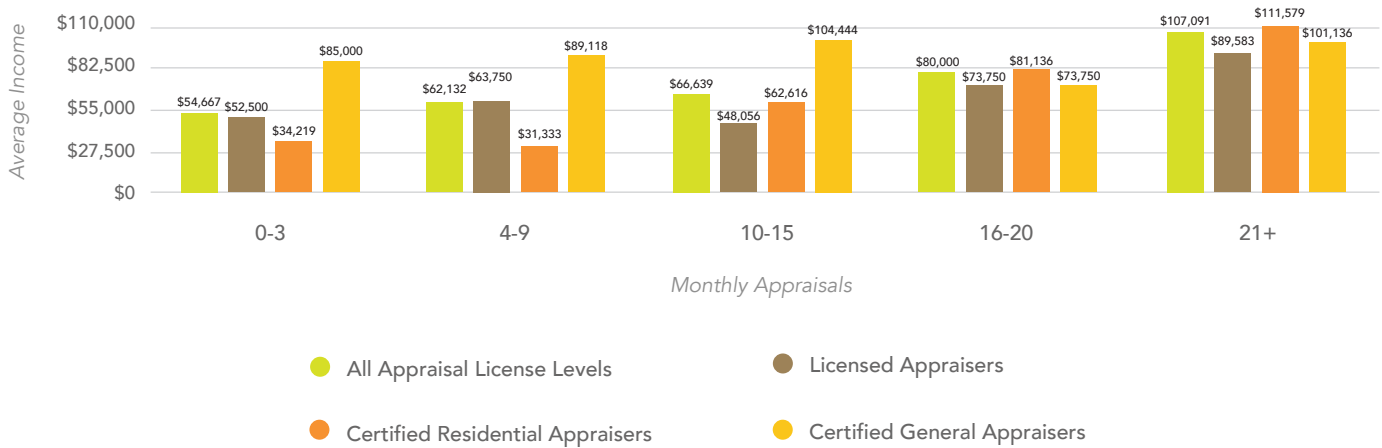
Income generally increases with number of assignments

Across all license levels, average income is proportional to the number of monthly assignments completed. When you break it down by license level, you'll notice some variances. For example, certified general appraisers may earn more income from a smaller number of appraisal assignments, largely due to the scope of work needed for commercial properties.

Average Income by Monthly Appraisals

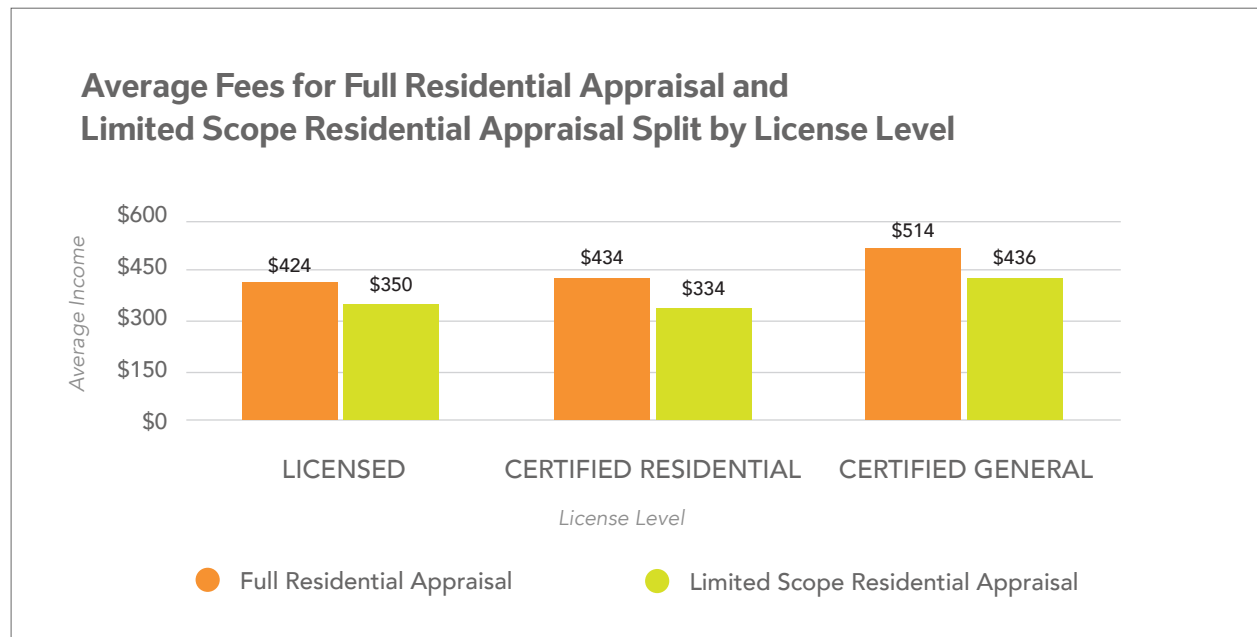
	Average Income	Licensed	Cert. Res. Appr.	Cert. Gen. Appr.
0-3 MONTHLY APPRAISALS	\$54,667	\$52,500	\$34,219	\$85,000
4-9 MONTHLY APPRAISALS	\$62,132	\$63,750	\$31,333	\$89,118
10-15 MONTHLY APPRAISALS	\$66,639	\$48,056	\$62,616	\$104,444
16-20 MONTHLY APPRAISALS	80,000	\$73,750	\$81,136	\$73,750
21+ MONTHLY APPRAISALS	\$107,091	\$89,583	\$111,579	\$101,136

Average Income by Monthly Appraisals



Certified general appraisers realize the highest fees

Certified general appraisers realize the highest fees for both full and limited scope appraisal assignments, across both residential and commercial properties.



AVERAGE FEES:	AVERAGE FEES:
\$2,595 Full commercial appraisal	\$2,129 Limited scope commercial appraisal

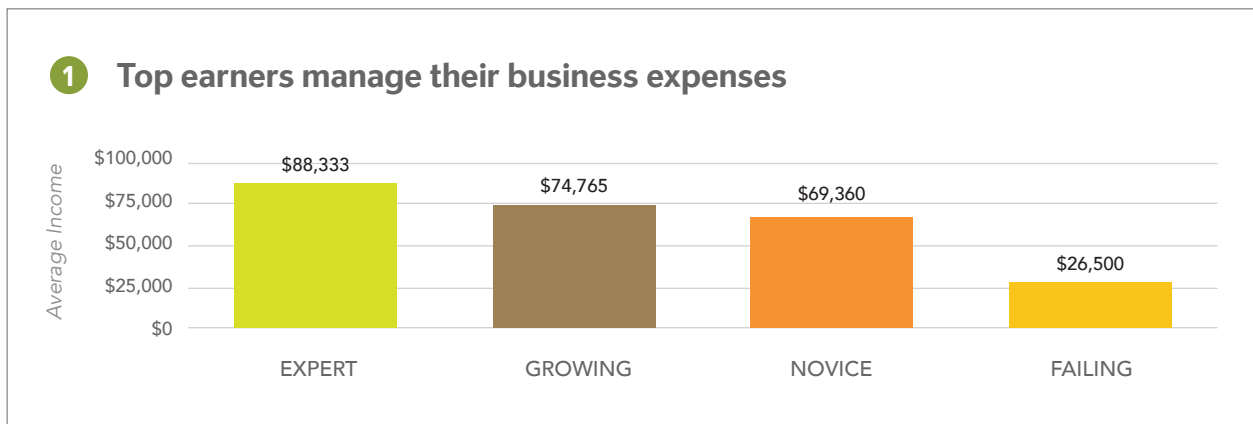


Expertise that pays

In the survey, we asked appraisers to self-evaluate their expertise across categories as expert, growing, novice or failing. Then we took a look at their earnings across those categories. There are five key areas where experts own the playing field, and their income is proof.

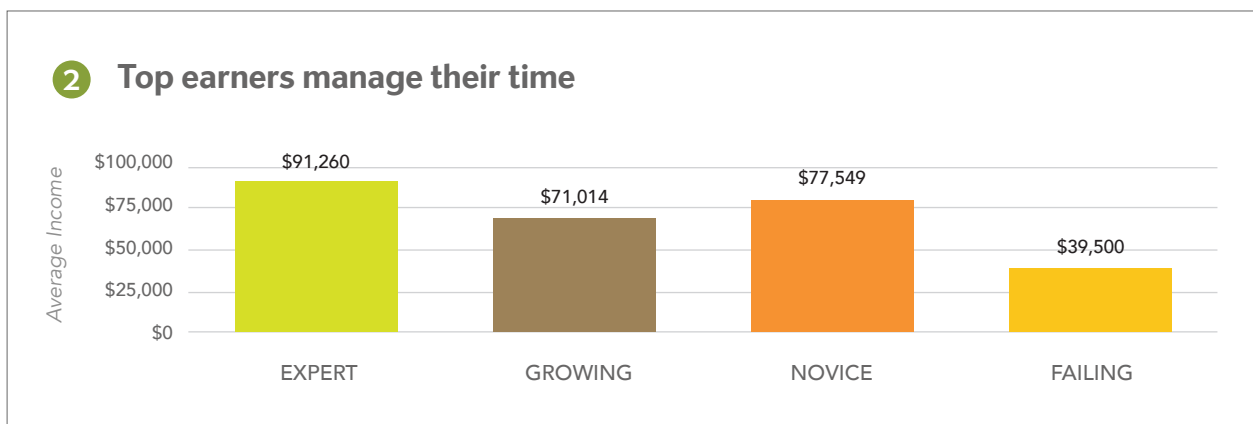
Key areas where experts excel

We identified five key areas where the experts excel. Top earners are those who manage their business expenses and time, stay up-to-date on best practices, know their way around obtaining new clients and adopt new technology.



ACTION ITEM: Take care of your bottom line

Appraisers who consistently manage their business expenses earn more than three times the income of those who struggle in maintaining their expenses.

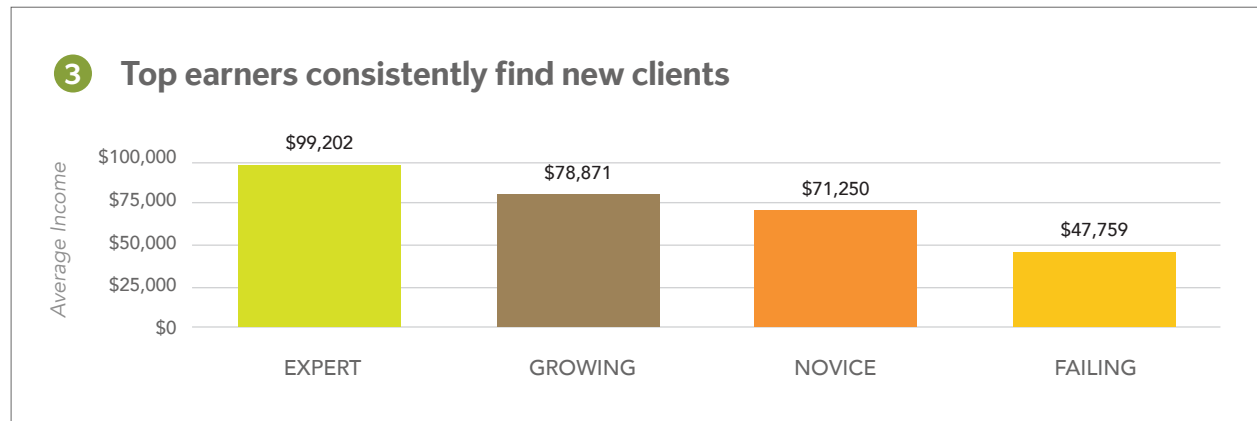


ACTION ITEM: Improve your time management skills

Appraisers who excel at time management earn \$51,769 more per year than appraisers who lack discipline in time management. With so many priorities hitting your inbox each day, it's crucial to rely on time-saving tools and resources.

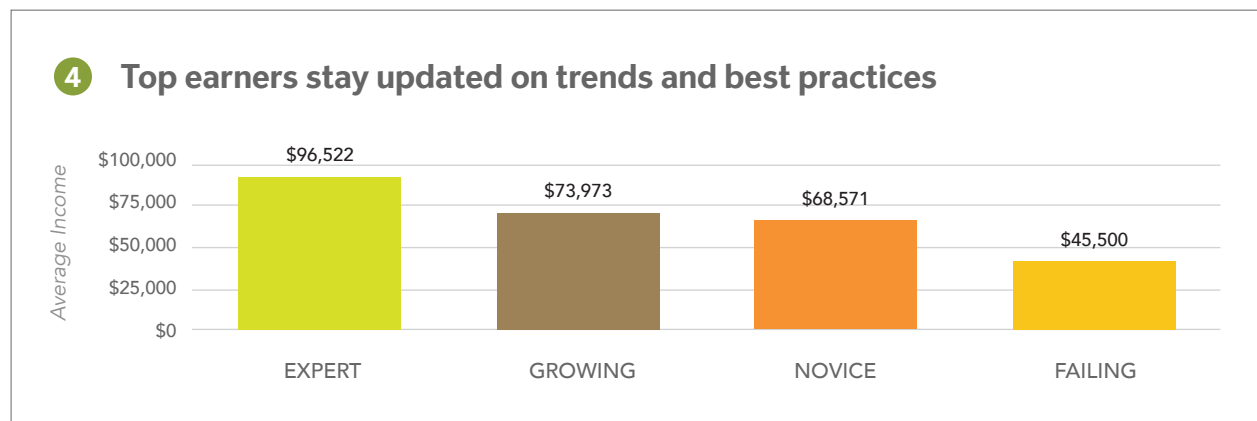


3. Expertise that pays



ACTION ITEM: Network and build your brand

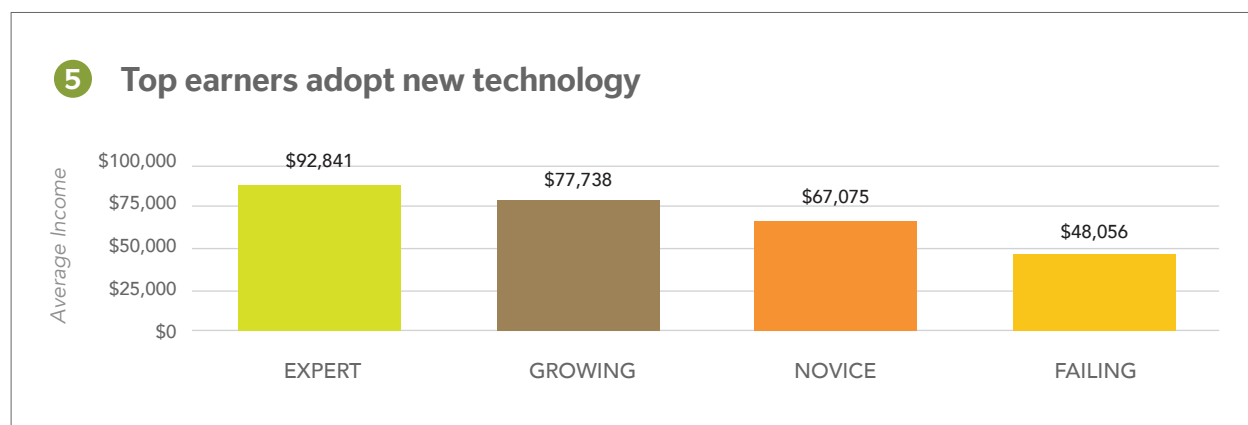
Appraisers who consistently obtain new clients and are pros at soliciting business earn over \$51,000 more per year than appraisers who fail at finding new clientele.



ACTION ITEM: Invest in yourself

Appraisers who invest in their education and stay up-to-date on the profession's trends and best practices earn over two times the income of appraisers who are failing in this area. Now more than ever, it's important to invest in yourself and your career. Myriad opportunities present themselves—from professional development courses and conferences to blogs and social media.

3. Expertise that pays



ACTION ITEM: Leverage new tools

Appraisers who adopt new technologies earn over \$44,000 more per year than appraisers who aren't leveraging those tools. Learning how to adopt—and adapt to—the new technologies can also help you with the other best practices above—manage expenses, manage your time, find new clients and stay updated on best practices.

Expertise leads to higher income

An in-depth look at how expertise in key appraisal competencies pays off:

	FAILING	NOVICE	GROWING	EXPERT
Manage Business Expenses	\$26,500	\$69,360	\$74,765	\$88,333
Time Management	\$39,500	\$77,549	\$71,014	\$91,269
Keep Up-to-Date on Industry Trends	\$45,500	\$68,571	\$73,973	\$96,522
Market your appraisal business	\$53,333	\$74,652	\$81,154	\$91,324
Obtain clients / solicit business	\$47,759	\$71,250	\$78,871	\$99,202
Adopt new technology	\$48,056	\$67,075	\$77,738	\$92,841
Manage client expectations	None Reporting	\$57,917	\$69,814	\$83,379
Apply USPAP across multiple property types	None Reporting	\$66,094	\$74,651	\$79,038
Meet client turnaround times	\$40,000	\$60,063	\$75,855	\$80,538
Write reports	None Reporting	\$61,500	\$74,123	\$79,518
Stay current on changes to laws and regulations	None Reporting	\$67,206	\$74,483	\$82,423
Understand and apply sales comparison and data verification techniques	None Reporting	\$55,455	\$74,719	\$79,884
Appraisal reviews	\$15,000	\$63,056	\$77,083	\$84,265



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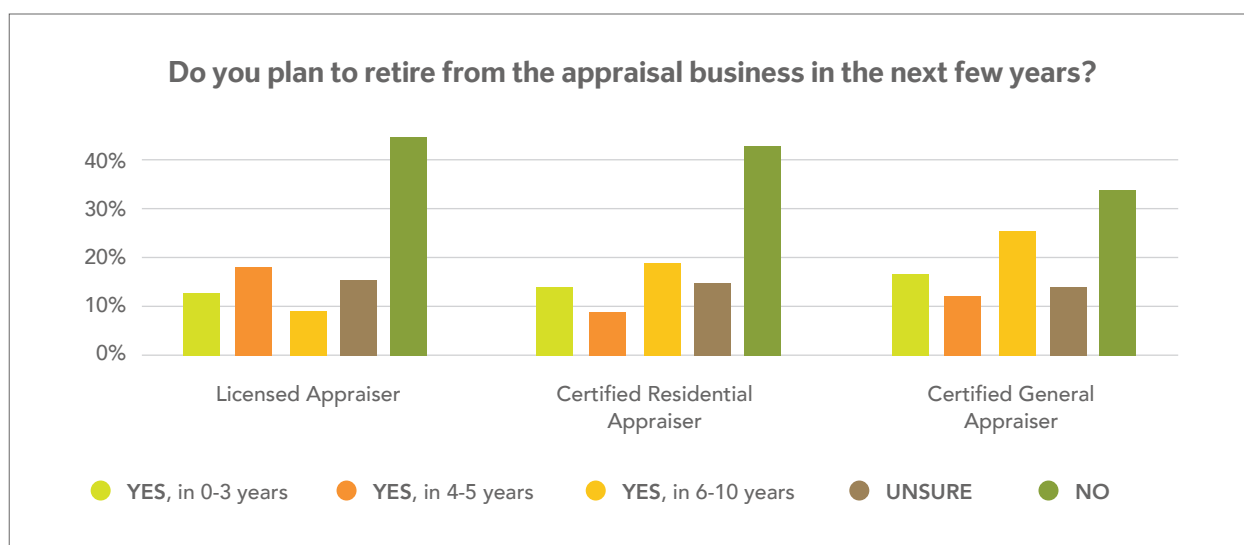
The future of the appraisal profession

Take a look into the future and the four key factors impacting an appraisal career.



1 Retirement

The appraisal profession is aging, with more than 25% of appraisers across all license levels indicating they will retire in the next 5 years. This presents myriad concerns for the profession as most appraisers are not in a position to take on more clients, and the barriers to entry are often significant.



2 Lack of trainees

Taking on trainees is still a difficult barrier to cross with many appraisers. Nearly a quarter of certified general appraisers are currently working with a trainee, and another 11% plan to take one on in the next year. Six percent of certified residential appraisers are currently working with a trainee, and 6% plan to take one on in the next year.

Are you currently working with trainees?

Certified General: 24%

Certified Residential: 11%

Do you plan to take on an appraisal trainee in the next 12 months?

Certified General: 6%

Certified Residential: 6%

Both certified general and certified residential appraisers cite common reasons why they don't plan to take on trainees:

- Their home office doesn't present an ideal work environment for a trainee
- They're simply not interested in taking on a trainee
- There's too much risk and liability to take on when working with a trainee
- Their age prevents them from working with trainees
- They don't have a need for a trainee
- They can't financially support the work of a trainee
- They are worried their trainee will become a competitor in the future

3 Opportunities for future appraisers

There's a general consensus across all license levels that strict education requirements make it extremely difficult to enter the profession. Survey respondents share that the requirements don't promote qualified appraisers entering the field, dissuade newcomers, or attract newcomers for the wrong reasons.

As the AQB recently scaled back on requirements for those entering the profession, appraisers chime in on where they see the greatest opportunities for newbies in the profession:

- Seek out analytical opportunities and embrace technology
- Consider focusing on commercial, rural and agricultural opportunities
- Seek out non-lender work
- Consider supplementing with hybrid/desktop appraisals

4 Upgrade your license for a higher return

Certified general appraisers enjoy more stable fees, a higher income and more choices for the assignments they decide take on. Certified residential appraisers are the most satisfied in their appraisal role.

An upgrade can give you a much-needed advantage in the local market in addition to offering greater control over your fees and more stability in your work.



Learn more about upgrading your appraisal license. ▶

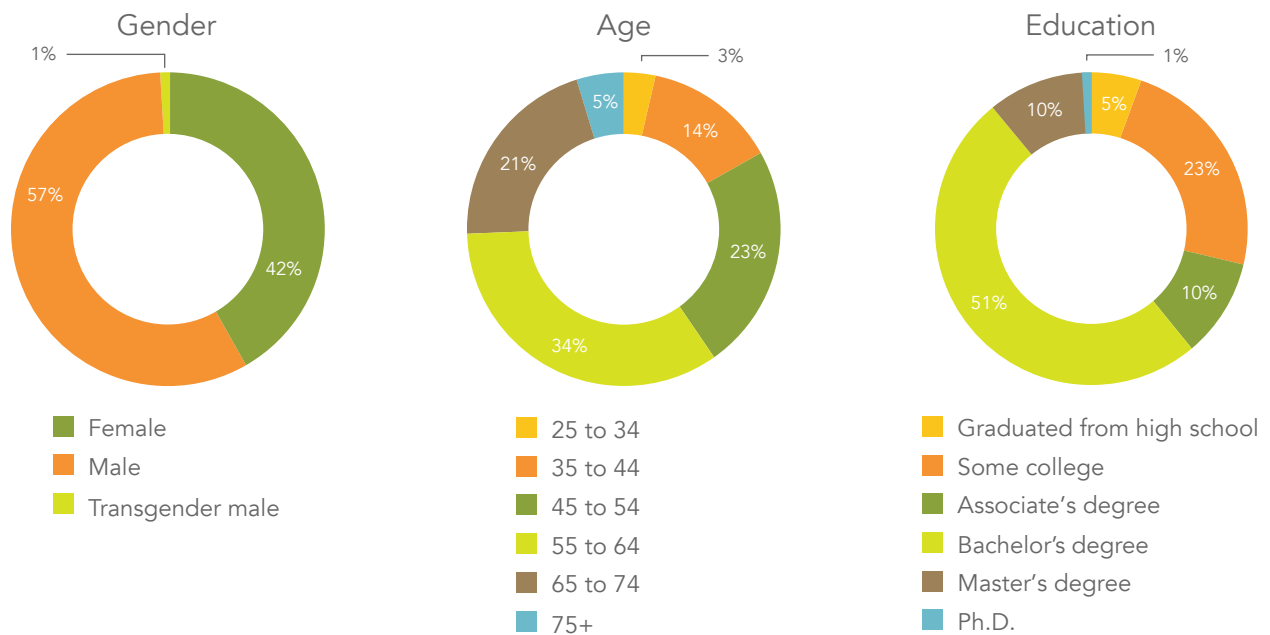
Areas to focus on in the year ahead

Across all license levels, respondents highlight technology training and focusing on non-lender assignments as their top two opportunities for the year to come.

LICENSED APPRAISERS	CERTIFIED RESIDENTIAL	CERTIFIED GENERAL
Education and training	Technology training	Non-lender assignments
Technology training	Marketing techniques for non-AMC/non-lender	Technology training
Marketing techniques for non-AMC/non-lender	Continued education and training	USPAP changes



Survey demographics



Survey respondents by state

State	Percentage	State	Percentage	State	Percentage
Alabama	1%	Kentucky	1%	North Dakota	0%
Alaska	0%	Louisiana	0%	Ohio	4%
Arizona	2%	Maine	1%	Oklahoma	1%
Arkansas	0%	Maryland	3%	Oregon	2%
California	13%	Massachusetts	2%	Pennsylvania	2%
Colorado	6%	Michigan	5%	Rhode Island	0%
Connecticut	0%	Minnesota	3%	South Carolina	3%
Delaware	1%	Mississippi	1%	South Dakota	0%
Washington DC	0%	Missouri	2%	Tennessee	1%
Florida	7%	Montana	1%	Texas	3%
Georgia	2%	Nebraska	0%	Utah	1%
Hawaii	1%	Nevada	1%	Vermont	0%
Idaho	1%	New Hampshire	1%	Virginia	3%
Illinois	5%	New Jersey	2%	Washington	3%
Indiana	2%	New Mexico	1%	West Virginia	1%
Iowa	1%	New York	4%	Wisconsin	2%
Kansas	1%	North Carolina	3%	Wyoming	1%

Resources

About McKissock Learning

McKissock is a top national provider of education for licensed real estate property appraisers, agents, brokers, home inspectors, land surveyors, and professional engineers. We provide pre-licensing, continuing education, license upgrade, and professional development courses to meet customer needs from the beginning to the end of their careers. McKissock is part of Colibri Group, which provides learning solutions to licensed professionals who strive to be among the best in their fields.

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Helpful links

Appraisal Blog: Find a wealth of information to help you advance your appraisal career. Explore how-to guides, learn from the experts and tap into the latest news that's moving the professional forward.

Frequently Asked Questions: Still have some more questions about our courses? Check out our FAQs.

Unlimited Learning Membership: Learn more about unlimited access to appraisal professional development tools and continuing education.

Upgrade your appraisal license: A license upgrade can give you a much-needed advantage in the local market and offer you greater control over your fees and more stability in your work. Learn more about upgrading your license with McKissock.

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