



The Art of Real Estate Appraisal: The Complete Guide for Homeowners and Real Estate Professionals

By William L. Ventolo, Martha R. Williams

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Real estate appraisals are one of the primary factors in the mortgage decision making process for lenders. Now consumers and real estate agents have a guide to lead them through the process so that they're prepared with accurate knowledge of their property's price even before the professional appraisal.

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Editorial Review

About the Author

William L. Ventolo, Jr., a former vice president of Development Systems Corporation and its subsidiary, Real Estate Education Company, received his MS in psychology from the University of Pittsburgh. Mr. Ventolo has developed and authored numerous industrial training programs and manuals, including a comprehensive dealership accounting correspondence course used by the Ford Motor Company. In addition to *The Art of Real Estate Appraisal*, he has authored or coauthored many trade books and textbooks, including *Fundamentals of Real Estate Appraisal*, *How to Use the Uniform Residential Appraisal Report*, *Mastering real Estate Mathematics*, *Residential Construction*, *Your Home Inspection Guide* and *Principles of Accounting*. A member of the Real Estate Educators Association, Mr. Ventolo resides in Nokomis, Florida. Martha R. Williams, who has been a writer and editor for Dearborn Real Estate Education for over 30 years, received her BA from DePaul University, Chicago, and her JD from the University of Texas, Austin. She has practiced law in Texas and California and was Real Estate Coordinator and an instructor for the Paralegal Studies Program at the University of San Francisco, taught at City College of San Francisco, and was named California Real Estate Educator of the Year 2000. She has served as Education Director of the Greater Nashville (Tennessee) Association of Realtors(R) and the North Shore - Barrington (Illinois) Association of Realtors(R). She has been on the board of the Real Estate Educators Association (REEA) and was editor of the REEA Journal. She is past president of the Association of Illinois Real Estate Educators and is an affiliate member of the Appraisal Institute. She resides in Lakewood, Illinois.

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