



HERRON
C O M P A N I E S

QUALIFICATIONS OF THE APPRAISER

JEFFREY M. KEY, MAI

EDUCATION

Master of Engineering, Civil Engineering, 1980--University of California, Berkeley, California. Major in Structural Engineering and Structural Mechanics; Minors in Business Management and Construction Engineering. Teaching Assistant for Department of Civil Engineering during 1978-1979 Academic Year.

Bachelor of Science, Engineering, 1978--California State University, Fullerton, California. Emphasis in Civil Engineering.

FORMAL TRAINING

Appraisal Institute:

Basic Valuation Procedures
Capitalization Theory and Techniques
Standards of Professional Practice
Case Studies in Real Estate Valuation
Real Estate Appraisal Principles
Report Writing & Valuation Analysis
Fundamentals of Separating Real Property, Personal Property,
and Intangible Business Assets (Completed December 2011)

PROFESSIONAL DATA

Certified General Appraiser, State of California, AG015297 (3/31/17)
Member, Appraisal Institute
Registered Professional Civil Engineer, States of Alaska and California, Retired
Member American Society of Civil Engineers (ASCE)
Past Member ASCE Committee on Construction Equipment and Techniques

PROFESSIONAL EXPERIENCE

Vice President, Real Estate Appraiser, S. S. Herron & Associates, Inc., Tustin, CA. Supervise appraisers, including training, review, and administration. Prepare full narrative reports on a variety of properties including office, retail, industrial and residential properties--February 1985 to present

PROFESSIONAL EXPERIENCE (continued)

Design Engineer, SF/Braun, Orange, CA. Analysis, design, procurement and construction related to industrial projects; cost estimating and technical support of procurement operations for Arctic construction; preparation of technical reports and proposals--July 1980 to February 1985

Part-Time Lecturer, Department of Mechanical Engineering, California State University, Fullerton, CA. Instructor for Engineering Unified Laboratory--1981 to 1984

TYPES OF PROPERTIES APPRAISED

Office Land and Improved Office Buildings and Condominiums, Medical Office Buildings
Commercial Land and Commercial Shopping Centers
Industrial Land and Industrial Buildings
Motel and Hotel Properties
Apartment Complexes
Residential and Commercial Land Subdivision
Golf Course and Driving Range Properties
Congregate Care, Board and Care Facilities
Car Wash and Gas Station Properties
Truck Stops and Other Going Concern Operations
Church Facilities, Private Schools, Daycare Centers

PUBLICATIONS

Key, Jeffrey M., "Computer Simulation of a Solar Energy System," *Sunworld*, Vol. #4, 1979.

Key, Jeffrey M. and Gerwick, Ben C. Jr., "Construction of Fixed, Deep-Water Bridges," proceedings of ASCE Specialty Conference on Construction Equipment and Techniques for the Eighties, at Purdue University, March 28-31, 1982.

Bryce, Peter W. and Key, Jeffrey M., "Modified Reel Method for Subsea Arctic Pipelines," proceedings of ASCE Specialty Conference on Pipelines in Adverse Environments, at San Diego, California, November 14-16, 1983.

Key, Jeffrey M., "Arctic Pipeline Hardware," proceedings of ASCE Specialty Conference on Civil Engineering in the Arctic, at San Francisco, California, April 1985.

Key, Jeffrey M., "Earthmoving and Heavy Equipment," *Journal of Construction Engineering and Management*, American Society of Civil Engineers, Volume 113, No. 4, December 1987.

Herron, Steven Schmidt, and Key, Jeffrey M., "How to Get Your Carwash Appraised," *Professional Carwashing & Detailing*, Vol. 18, No. 11, November 1994.

Herron, Steven Schmidt, and Key, Jeffrey M., "How Much Does Traffic Count?," *Professional Carwashing & Detailing*, Vol. 19, No. 7, July 1995.

Herron, Steven Schmidt, and Key, Jeffrey M., "Location: The \$3 Million Gamble," *Professional Carwashing & Detailing*, Vol. 22, No. 6, June 1998.

Key, Jeffrey M., "Litigation Support: Ruminations From a Commercial Appraiser," *Orange County Lawyer*, Vol. 56, No. 8, August 2014.