



**HERRON**  
C O M P A N I E S

## **QUALIFICATIONS OF THE APPRAISER**

**STEVEN SCHMIDT HERRON, MAI**

### **EDUCATION AND PROFESSIONAL MEMBERSHIPS**

Bachelor of Business Administration--Wichita State University, Real Estate Major  
Master of Business Administration (MBA)--Wichita State University, Real Estate Major  
Member Appraisal Institute (MAI)--Appraisal Inst., National & Local Chapter #5  
Certified General Appraiser, State of California, AG005254 (9/1/10)  
Class IV Appraiser--California Financial Code, Reg. #122.4  
Experience Review Committee--Appraisal Institute

### **BUSINESS EXPERIENCE**

**President, S. S. Herron & Associates, Inc.,** Tustin, CA--The largest independent fee appraisal office in California performing evaluations on commercial and industrial properties with in-house specialists in hotels/motels, car washes, and litigation support. Appraisal staff includes nearly 20 appraisers in addition to an MIS department, plus 11 supporting personnel--2/84 to present

**Chief Appraiser, Vice President, Commercial/Industrial Real Estate Lending Department,** Imperial Bank, Los Angeles, CA--Supervised all appraisal functions and personnel for the bank's four regional offices statewide--1/80 to 2/84

**Commercial/Industrial Real Estate Appraiser,** Kansas Appraisal Service, Wichita, KS--As an independent fee appraiser, wrote full narrative reports on a variety of properties including office, retail, restaurant, industrial, residential, and subdivision--2/79 to 1/80

**Mortgage Banker & Commercial/Industrial Real Estate Appraiser,** Fidelity Investment Company, Wichita, KS--As an A.V.P., tasks consisted of originating, analyzing, appraising and underwriting loans on commercial and industrial real estate--1/78 to 1/79

2929 Edinger Avenue, Tustin, CA 92780 1-800-556-1222 Fax 949-733-0073  
email: [info@herronco.com](mailto:info@herronco.com)

[www.HerronLegal.com](http://www.HerronLegal.com)

**Feasibility Analyst & Real Property Appraiser**, First Management Development Co. (a subsidiary of Home Savings), Los Angeles, CA--Conducted feasibility studies on office buildings and branch site locations, residential subdivision land acquisition, product recommendations and pricing, construction project coordination, market research and appraisal--10/76 to 2/78

## **FORMAL TRAINING**

### **Society of Real Estate Appraisers:**

Real Estate Principles (Course 101)

Introduction to Income Property Appraising (Course 201)

## **FORMAL TRAINING (Continued)**

### **Appraisal Institute:**

Income Property Appraisal (Course 2)

Real Estate Investment Analysis (Course 6)

Case Studies in Real Estate Appraisal

Ethics and Regulations

## **TYPES OF PROPERTIES APPRAISED**

Hotels, Motels, Going Concern Operations

Hospitals, Medical Offices & Condominiums

Office Land & Improved Office

Commercial Land & Commercial Shopping Centers

Banks and Savings & Loan Buildings (Fee and Leased Fee)

Subdivision Land, Residential Subdivisions

Apartments, Apartment Conversions, Condominiums

Single Family, Mobile Home Parks, Retirement Communities

Industrial Land, Industrial Buildings, Industrial Parks

Golf Courses

Urban Renewal Projects

Parking Structures

Easements and Railroad Rights of Way

Water Towers, Utilities

## **SEMINARS**

*Appraisal Review and Compliance Procedures for Financial Institutions*

*Bankers' Short Course on USPAP*

*The SBA's SOPs*

## **PUBLICATIONS**

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., "Traffic: The \$3 Million Gamble," *Professional Carwashing & Detailing*, Vol. 22, No. 6, June 1998.