International Property Tax Institute

WEBINAR SERIES 2025 - 2026

INSTITUTE OF MUNICIPAL ASSESSORS

MASS APPRAISAL MODELING PART 2

STATISTICS AND APPLICATION

THURSDAY, DECEMBER 11, 2025 | 11:30 AM - 01:00 PM EST

Completion of this program entitles Appraisal Institute of Canada's designated members (AACI and CRA) to **1.5 CPD credit(s)** towards their Continuing Professional Development requirements - www.aicanada.ca

CPD

The Institute of Municipal Assessors will grant **1.5 CPD Learning credit(s)** toward the Continuing Professional Development program upon completion of this Webinar- www.theima.ca

PREAMBLE

Building on the foundational concepts introduced in Part 1, this session focuses on the statistical tools and practical techniques required for the effective application of mass appraisal models. Participants will learn how to work with and interpret various data sets, conduct exploratory analysis, and specify and calibrate models to reflect market behavior accurately. The webinar will emphasize the importance of ongoing quality checks and statistical testing throughout the modeling process to ensure reliability and defensibility. Topics will also include testing for model deficiencies, applying models to broader property populations, and identifying when and how to apply bulk adjustments. Valuation reviews required to improve overall assessment accuracy and transparency will also be discussed.

PRESENTERS

Brian Guerin, FRICS

Brian has over 30 years' experience leading teams tasked with the valuation of real property utilizing mass appraisal for all property types, developing state of the art Computer Assisted Mass Appraisal (CAMA) systems and integrating machine learning and data science techniques to enhance and improve mass appraisal processes and valuation outcomes. He has authored or co-authored several articles, workshops and presentations focusing on innovations in mass appraisal, and other research initiatives.

John Watling, MRICS, MIMA

John is a Director with the International Property Tax Institute (IPTI) and brings over 38 years' experience in the property assessment profession providing strategic valuation and assessment expertise for a variety of property types. John has played a key role in the implementation of mass appraisal models for commercial and hospitality properties, led in the implementation of valuation systems and has been involved in several high-profile property disputes before various courts.

FEES: IMA/IPTI Members - $65.00 | Non-members - $80.00

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