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MEMBER PROFILES

MOBILITY Magazine, February 2002

Don Martin, SCRIP, RAA, GAA

Title: Chief financial officer and owner, Martin Appraisals, Real Estate Appraisers & Consultants, Orland Park, IL.

Responsibilities: "I am responsible for marketing strategies for our service, hiring of all appraisers, allocation of assignments for both our residential and commercial departments, and capital reinvestment for current and future expansion."

Years with company: 18.

Years in industry: 18 in relocation appraisals, 24 total as an appraiser.

How I became involved in relocation: "My family has been involved in appraising for nearly nine decades and four generations. My father was designated as a senior residential appraiser (SRA) in the 1950s and my grandfather and great grandfather were appraisers before that. During the early 1980s, I began doing relocation appraisals for the late William E. McDonnell, MAI, SRA. He taught me how to do my first relocation appraisal. This intrigued me at the time because it was my earliest experience doing an appraisal for non-mortgage purposes. I saw right away that every appraisal was a test for me, a challenge to see how close I could ultimately come to the actual sales price of the subject property. Because I subcontracted for a number of years from McDonnell and he was already an ERC member, it was not until the early to mid-1990s that I actually joined ERC."

Biggest job challenge: "Leaving the savings and loan industry as a salaried staff

appraiser in 1983 to become a self-employed independent appraiser. My former chief appraiser, John J. Hobin, SRA, RM, now retired, always told me to keep my honesty and integrity. He said, 'You are the eyes and ears' of the client and that I would always do well through good times or bad."

Involvement in ERC: *MOBILITY* Editorial Advisory Committee member, 1999; *MOBILITY* author, 1999, 2000, 2001.

Biggest change I've seen in industry: "It's hard to choose just one, as there are at least two or even three major changes that I have seen. The first was ERC's standardization of forms for the appraiser. Because of mergers occurring, there was an increasing need for standardization. The ERC appraisal form has continued to evolve like a living document to address the needs of our clients and evolving requirements under USPAP (Uniform Standards of Professional Appraisal Practice).

"The second biggest change has been the technological revolution that we have been in and are experiencing, not only as appraisers, but in all disciplines within the ERC community. It has been a great challenge to use available technology to provide a service to benefit the transferee.

"While the means of delivery and communication of an appraisal report have changed greatly over the years in a technological sense, the basic fundamental aspects of performing an appraisal and the relationships with our clients remain virtually unchanged.

"The third biggest change to the industry as an appraiser has been state licensing, which occurred 10 to 12 years ago in some states. This provided a minimal competency level so that relocation clients, lenders, and other users of appraisal services could be assured that all appraisers would have required education and experience. The requirements are continuing to evolve, with educational and experience requirements tending to increase over time."

Issue(s) the industry most needs to address: "Education always needs to be one of our main focuses, even as we reach the point that we may be knowledgeable in the profession, we need to continue to improve and maintain our skills. ERC must continue to maintain and develop education to its members, as we continue into the future.

"We also need to continue to address technological enhancements through the adaptation of eRelay(tm) and other available technological improvements as they become available.

"With the use of current technology, our delivery time on completion has changed from a day or two, down to less than a few seconds, by using broadband communication. The time savings and efficiency created through this technology must continue to benefit all of our members."

Where the industry is heading: "The industry is heading toward more specialization, which probably will mean fewer appraisers performing relocation appraisals. Appraisers also will have to grasp and use technological advancements in the data collection, preparation, and delivery of ERC Residential Appraisal Reports.

"Because of the significant differences and customization of homes and changing markets, the services of appraisers will continue to be in demand. There are few generalizations that can be made within the real estate market and the only constant expectation is that we can expect to see constant change and perhaps larger fluctuations."

Personal: "Donna, my wife of 17 years, and my daughters, Nicole, 16, Heather, 13, and Courtney, 11, are my main focus in life. We have lived in the Chicago suburban area our entire life. Right now I feel like I'm a junior in high school and in eighth and fifth grades at the same time.

"Donna is the spiritual leader of our family, making sure everyone feels okay and has what they need to get through each day and that everyone gets to where they need to be. In my earlier years-when I had more free time-I was an avid player on a chess team.

"I also have an interest in camping and fishing. In my college years, I was very active in politics, serving an internship as a legislative aide to a state representative. I also have been a precinct captain and helped on a couple of political campaigns. Far into my future, perhaps in my retirement years, I have always felt I will get back into politics and run for office. I believe I can make a difference in our future, as each and every one of us can.

"In addition to raising a family and running an appraisal business, I am also an appraisal instructor and adjunct faculty member for Moraine Valley Community

College in Palos Hills, IL. I also have been an appraisal instructor for the appraisal portion of the CRP™ exam."

If I could be doing anything else: "I would like to travel and see not only the many sights and wonders that our country has to offer, but travel around the world. I'd also like to catch up on my reading. I love theory— Plato, Socrates, Quintilian, St. Thomas Aquinas, and others."

Future goals: "To be in a position of leadership, listen to other members, and to help them achieve the knowledge and direction within their career and within ERC. I would like to serve on more committees for ERC."

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The Employee Relocation Council (ERC) is a global community of professionals developing and sharing cost-effective, innovative, and caring solutions to support the mobile workforce.

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