

Class Schedule

Each class will be offered multiple times and the Convention runs track-style, so you can mix and match to ensure you get the sessions that are most important to you. Below, you'll find the schedule for each day. This schedule is subject to change.

Even if you've been to a convention before, there's plenty of new stuff for you this year. We've added 16 new classes, and radically changed the courses we've offered before. If you have any comments about this lineup, or suggestions for additional classes, please drop a note to training@alamode.com.

WinTOTAL Fundamentals

Welcome to a la mode

You'll learn about all the resources available to you and the answers to questions like: How do I get support? What training is available? Where do I send product suggestions or feedback? All this and more is explained in this session.

Comps Management

From importing comps from old reports, MLS data and other sources, to streamlining and automating adjustments, this class takes you inside WinTOTAL's Comps PowerView.

File Management and Archiving

Create USPAP-compliant Digital Workfiles, and then back them up with Vault to ensure business continuity in case of a disaster like a PC crash, storm or fire.

Formfilling Shortcuts

Learn how to start new reports much faster than ever before. Blaze through forms with timesaving features like QuickLists and more. This class shares tons of timesaving shortcuts.

Moving from Athena to Aurora

If you haven't moved to Aurora yet, this is your chance to upgrade without missing a beat. This course provides a "jumpstart" tutorial on the new features in Aurora, so you'll be faster than ever when you get back to the office.

Online Order Management

Get online ordering up and running on your XSite. Learn how you can manage your orders to provide knock-your-socks-off customer service so they keep coming back.

Photos and Mapping

Make reports incredibly professional with the highest quality photos and maps. Discover the secrets of getting your photos into your report in no time. And find out how to improve your maps with annotations.

XSites Basics

This course steps you through the XSites Wizard to design and launch your online web business. Build a ready-for-business website immediately.

Appraisers and Technology

Computers for the Appraisal Office

This course covers basic computer hardware, operating systems and simple networking skills. It includes discussions related to wireless technology, the new Vista® operating system, as well as keeping your computers and network maintained for peak performance. It's all in laymen's terms, too!

Better Inspection Photos

There are almost as many cameras on the market as there are computers ... maybe more. Choosing the right one for your appraisal practice is often a daunting task. In this session, find out the criteria one appraiser uses to select his photo equipment.

Going Paperless

Science fiction or reality? Come to this class and see how a fellow appraiser has embraced the paperless concept and put it to work in his business.

Network Security

This course teaches safe practices as it relates to computer, network and wireless security. Topics discussed include secure Internet access, spy/ad ware and virus protection as well as data backup solutions. And It's all in laymen's terms.

Field Data Techniques

Often one of the most time-consuming parts of the appraisal process, it's also one that changes the most from appraiser to appraiser. This course takes you into the world of one appraiser and shows you how he's using technology to work faster and smarter.

Copyrighting your Appraisals

Every appraiser retains a copyright to much of the content that makes up a final report. This course touches on the applicable intellectual property laws and helps clarify exactly what you own and how you can protect your rights using WinTOTAL.

Hands On Training

WinTOTAL Hands On

If you're the type of person who learns best by doing, then this class is for you. You'll be seated at your very own PC to follow along with everything the instructor does. Along the way, you'll touch on several of the most important timesaving features in WinTOTAL: SmartMerge, QuickLists, Auto-Adjustments, Image & Map editing and more.

Advanced Techniques

Billing and Accounting

Manage your day-to-day accounting tasks like invoicing and recording payments. Then, you'll learn to manage your receivables, pay your staff and run custom business reports, either from WinTOTAL or your XSite.

Advanced XSite Techniques

Advanced page editing techniques like working with images, using tables and creating links. We'll also separate fact from fiction when it comes to Search Engine Optimization. Plus, you see how to insert RSS news feeds and add your own Blog to keep your site fresh and get more clients.

Get Paid!

Collections is an uncomfortable racket. Learn to use your XSite to get up front payments, accept credit cards, force payment upon delivery, send automatic late notices and more.

Custom Addenda and Worksheets

Use WinTOTAL's dynamic addendum tool to create reports that automatically update as your form data changes. In addition, we'll explore the integrated worksheet system.

Automated Marketing with XSellerate

Learn how to use XSellerate to create and edit e-mail and print ads, to build recurring campaigns that generate more repeat business, non-lender orders and referral business.

Elite Workflow

This course teaches you how to integrate the various pieces of the Elite package, including integrating WinTOTAL with your Appraiser XSite, InterFlood and the Vault. Plus, you'll learn how to put your client database to work with XSellerate to drive new business.

Marketing Tools

Earn and keep more business with these rock-solid marketing techniques. Plus, you'll see some of the options included in the WinTOTAL/XSite/XSellerate toolkit, including Blogging, the XSellerate "Past Owners" plug-in and the Property Presentation Wizard.

Field Data Collection with Pocket TOTAL

Learn how Pocket TOTAL can help you shave time while increasing the accuracy of your data.

Generating Business with your XSite

Increase the number of visitors coming to your XSite with these proven search engine optimization techniques. Then find out how you can convert those visitors into paying customers using custom forms.

VIP Partner Focus

Apex Software

AreaSketch

Datamaster

Marshall & Swift SwiftEstimator

NDCdata

QuickBooks Integration

RapidSketch

Recommended courses for your interests

Are you an appraisal office manager?

Don't miss Online Ordering, Billing and Accounting, Get Paid and Appraiser Marketing Tools

New to WinTOTAL?

Check out the Welcome to a la mode course

Do you learn best by doing?

Set aside time to attend one of the many WinTOTAL Hands On Training courses

Beginner or apprentice appraiser?

Attend Formfilling Shortcuts, Comps Management, Photos and Mapping, File Management and Archiving

Are you an Elite customer?

Join us at the Elite Productivity Tools course to find out how to get the most out of your Elite System

WinTOTAL pro?

You may learn some new tricks in Custom Addenda and Worksheets, Appraiser Marketing Tools, Pocket TOTAL and Mobile XSites

Build a more powerful online business

Check out XSites Basics, Advanced XSite Techniques, Online Ordering, and Generating Business with XSites

Find out how fellow appraisers are using technology to build their business in these Appraiser and Technology classes

Don't miss Better Inspection Photos, Field Data Techniques, Going Paperless, Network & Computer Security, Technology for the Appraisal Office

Monday, June 18th

9:00 – 10:00 am Q&A with a la mode execs

Don't miss this open-mic session. You'll get tons of answers and sneak previews.

10:00 – 12:00 pm Opening Session and Keynote Address

It's the official kick-off of the 2007 Convention! The keynote address will be delivered by Pulitzer Prize-winner and Newsweek essayist George F. Will.

12:00 – 1:30 pm Lunch Panel: Marketing Your Business and Yourself

NEW! No tickets required! Beating the bushes for business is new to many appraisers after the recent boom. The most successful appraisal marketers in the industry are here to help. Panelists include Dave Biggers, Ann O'Rourke, and Brian Davis.

Tuesday, June 19th

12:00 – 1:30 pm Lunch Panel: Data As A Differentiator

NEW! No tickets required! You're not only competing with other appraisers, you're competing with new business models, computer algorithms, collateral databases and cascading values. At the same time, your appraisal data is better than AVM's and agents using BPO's. Learn how to thrive and differentiate your services in this new landscape. Panelists include Dave Biggers, Woody Fincham, and Jim Simmons.

7:00 - ??? pm Dinner Event

Absolutely, this is a MUST. We'll have a gourmet dinner buffet, and open bar, a hilarious comedian, and music and dancing all night.

Wednesday, June 20th

12:00 – 1:30 pm Lunch Panel: Identity Fraud and Data Theft

NEW! No tickets required! The most pervasive problems in the industry today are in the bullseye with document and identity security experts. Assess your level of exposure and protect yourself from fraud, theft and liability. Panelists include Brad Eaton, Jayme Kortman, Tom Dean, and featured panelist Jeffrey P. Marston, partner, Powell Goldstein LLP, Washington, DC.

WinTOTAL Fundamentals

	MORNING	AFTERNOON
Welcome to a la mode		1:30 - 2:30 pm
Comps Management		1:30 - 3:00 pm
File Management and Archiving		3:30 - 5:00 pm
Formfilling Shortcuts		1:30 - 3:00 pm
Moving from Athena to Aurora		3:30 - 5:00 pm
Online Order Management		1:30 - 3:00 pm
Photos and Mapping		3:30 - 5:00 pm
XSites Basics		1:30 - 3:00 pm

Advanced Techniques

Billing and Accounting		3:30 - 5:00 pm
Advanced XSite Techniques		3:30 - 5:00 pm
Get Paid!		3:30 - 5:00 pm
Custom Addenda and Worksheets		1:30 - 3:00 pm
Automated Marketing with XSellerate		3:30 - 5:00 pm
Elite Workflow		2:30 - 3:30 pm
Marketing Tools		1:30 - 3:00 pm
Field Data Collection with Pocket TOTAL		1:30 - 3:00 pm
Generating Business with your XSite		1:30 - 3:00 pm

Hands On Training

WinTOTAL Hands On		1:30 - 3:00 pm
		3:30 - 5:00 pm

Appraisers and Technology

Computers for the Appraisal Office		
Better Inspection Photos		
Going Paperless		3:30 - 5:00 pm
Network Security		
Field Data Techniques		1:30 - 3:00 pm
Copyrighting your Appraisals		

VIP Partner Focus

Apex Software		1:30 - 3:00 pm
AreaSketch		3:30 - 5:00 pm
Datamaster		3:30 - 5:00 pm
Marshall & Swift SwiftEstimator		1:30 - 3:00 pm
NDCdata		
QuickBooks Integration		
RapidSketch		

WinTOTAL Fundamentals

	MORNING		AFTERNOON	
Welcome to a la mode	8:00 - 9:00 am		1:30 - 2:30 pm	
Comps Management	8:00 - 9:30 am	10:00 - 11:30 am	1:30 - 3:00 pm	3:30 - 5:00 pm
File Management and Archiving		10:00 - 11:30 am		3:30 - 5:00 pm
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Photos and Mapping			1:30 - 3:00 pm	
XSites Basics	8:00 - 9:30 am		1:30 - 3:00 pm	

Advanced Techniques

Billing and Accounting		10:00 - 11:30 am		3:30 - 5:00 pm
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