



## Write for us

*Appraiser Focus* is always looking for dedicated appraisers who care about the future of this profession. We are on the hunt for hard-working, forward-thinking professionals who are interested in contributing to our magazine's coverage of the appraisal world.

We need insightful commentary from people who are passionate about their work. If you have specialized knowledge or insight to share, we'd love to work with you to craft an article that speaks to your peers in the space. Whatever your area of expertise, we'll help you convey your message about how we can work together to advance this profession.

## Become a published author in four simple steps:



### Select a section that corresponds with your interest or expertise.

The columns in *Appraiser Focus* are generally 500-600 words, or one page long. Our columns are:

- Tech
- Emerging Issues
- Regulation
- Valuation
- Personal Property
- Marketing
- An Opinion of Value

(Hint: The Valuation section is the most general place for any article related to the appraisal business. Not sure where you belong? Valuation is likely a good fit!)



### Think about a topic that interests you.

We encourage our contributors to select their own story ideas based on topics that interest them. Think about what you want to say to your peers in this industry.

#### DO YOU HAVE...

- Advice on how to navigate regulatory concerns?
- Opinions on how the industry can work together to advance this field?
- Marketing tips or know-how to share?
- Ideas for connecting with clients?
- Thoughts on the future direction of the profession?



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### Don't forget about your bio and your photo!

You will appear in the Contributors section of the magazine in which your article appears. We will need a short 3-4 sentence (68-word) bio of you and a high-resolution photo of you for this section.

(Note: If you're not sure if your headshot is high resolution, send it over in advance and we'll check it out. If you don't have a professional photo on hand, find a friend with a camera and take one!)

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### Get to writing and submit your materials by the deadline.

#### MAKE SURE YOU SEND US:

- Your article in a Word document
- Your 3-4 sentence bio
- A high-resolution photo of you
- Your preferred mailing address (We'll send you some copies of the issue.)

Our team will edit your submissions for grammar and clarity, and to ensure that the article aligns with the magazine's mission and intent. We'll send a revised draft back to you to review and approve before print.



**That's it! Complete these four easy steps and in one month's time, you'll be a published author.**

**Congrats!**