



5776 Stoneridge Mall Road Suite 365
Pleasanton, CA 94588
Email: eastbay-reaa@sbcglobal.net

Thursday March 25, 2010

2 hour CE Class includes lunch!

REAA Members \$35, Non Members Welcome! \$75

COST APPROACH

Presented by: **Michela Di Carla**

Vice President of Sales and Training for Bluebook International

Michela has been a part of Bluebook International her entire life, the daughter of the founders, she grew up in the business. She has extensive experience with Construction, Insurance & RE Cost Data. Her main role is to provide education and training, as well as selling the wide range of products Bluebook has to offer.

We will be discussing: Property characteristics & attributes; Quality, Age/Condition & depreciation; Base cost or “the stick”; Basements-to include or not to include, finished vs unfinished; Garage types; Replacement costs; Allowances vs specific features; Technology availability; and what the future might hold.

Lunch Meeting Location: **Sheraton Pleasanton Hotel**
5990 Stoneridge Mall Road
Pleasanton, California 94588
925-463-3330

SCHEDULE OF EVENTS

9:30am Check In

Cost Approach Class 10am-12pm

Lunch 12pm-1:00pm

*\$35 Fee for paid up Members with advance registration by 03-22-10,
Or \$60 at the door*

*Non Members also welcome! \$75 fee with advance registration by 03-22-10,
Or \$100 at the door*

Pay on-line at www.reaaca.org/eb/ or call Daisy Singh at 925-918-1996

NO REFUNDS FOR CANCELATIONS AFTER 03-22-10!!

Lunch: Mexican Buffet

No Shows Will Be Charged