



Opinions of Value blog Submission Guidelines

Writing an article for Opinions of Value, the Appraisal Institute's blog, is an excellent way to gain recognition and to share your experiences and expertise with your colleagues and professional peers while expanding your digital footprint.

Appraisal Institute professionals, as well as other members of the real estate valuation profession and related fields, are encouraged to submit ideas for articles that are timely and relevant to the real estate valuation profession.

Please note: Opinions of Value does not in any way guarantee publication of submitted ideas or articles. Editors will make decisions based on a variety of factors, including editorial standards as determined by the Appraisal Institute's professional staff. All decisions made by the editors are final. Additionally, the Appraisal Institute reserves the right to edit content and may return an article to a prospective writer for review or further revisions. Accepted articles become the property of Opinions of Value.

Submission Guidelines

Opinions of Value publishes posts of different lengths and on a variety of topics, but some general guidelines include:

- Articles must be submitted in electronic form (Microsoft Word or equivalent text program) and sent as an attachment. Email Brent Roberts at broberts@appraisalinstitute.org.
- Word length should be 300 to 500 words; no more than 700 words.
- Use links within your post to direct readers to external sources and additional information while keeping content concise.
- Use bullets, bold font and short paragraphs to help readers identify key themes and navigate easily through your post.

What to include with your submission:

- **Your bio:** Bio should be approximately 50 words (two to three sentences) and should include any relevant links you wish to display (e.g., your Twitter handle, your blog, Facebook page, website URL). Please only include Appraisal Institute work, i.e. committees, project teams, etc., along with current professional position (title, company, location).
- **Your headshot:** Please send as an attachment (NOT embedded in the Word document) in .jpg format.
- **Relevant image(s) (optional):** Authors *may* include a high-resolution image to appear as a "cover" image for each post. This can be a photo, chart, screenshot or a piece of theme art that represents the article topic in a compelling visual way; you must have the right to use all photos you submit.

The Appraisal Institute is interested in the following types of posts:

- **How-to posts:** Submit detailed posts that clearly outline how to do something; templates, checklists and step-by-step approaches work well. Examples include:
 - [Small Home Improvements Can Pay Off Big](#)
 - [Tips for Year-end Tax Preparation](#)

- **“Thought leadership” posts:** The valuation profession has many niche areas of focus, and Opinions of Value readers want to hear from appraisers with expertise in a specific area. Are there conversations you think are needed to help move the profession forward? Is there something that you want to call out because it’s misguided or ineffective? What are the current trends? Examples include:
 - [Is That All for the Mall](#)
 - [Flood Insurance Reform Will Increase Premiums for 1.1 Million Properties](#)
- **Appraisal career posts:** The Appraisal Institute is looking for posts that share personal experiences or concrete ideas on what appraisers need to be considering as they plan or navigate their careers, as well as ways to enhance their appraisal business. Examples include:
 - [3 Advisors Appraisers Need to Run Their Business](#)
 - [Tips for Mobilizing An Appraisal Business](#)

Promotion and social media distribution

The Appraisal Institute will promote all posts via Twitter, LinkedIn, Facebook and other relevant social platforms. All authors are encouraged to promote their posts through their own networks as well.

Republishing and repurposing your Opinions of Value posts

While the Appraisal Institute can only consider original, unpublished materials for publication, we are happy to allow Opinions of Value authors to repurpose their posts elsewhere, with the following stipulations:

- There should be a two-week window between the time your article goes live on Opinions of Value and the time it is published on another site.
- All subsequent publication of your article must cite Opinions of Value as the original source and must provide a link to the article on Opinions of Value.

For further information, contact:

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