

## Speaker Bio

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## Greer Advisors, LLC

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### Innovators in Real Estate Analytics

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**Everett Allen Greer** is the managing member of Greer Advisors, LLC. He is a national authority on real estate data/information systems, real estate valuation, risk assessment, and regulations for appraisal and real estate lending.

Mr. Greer is a frequent speaker and instructor for many real estate events and organizations, including the Appraisal Institute, CCIM, Risk Managers Association (RMA), SIOR, Associated Industrial Realtors (A.I.R.), Society of CPAs, regional bar associations, various municipal planning agencies, commercial real estate brokerage firms and boards. He is often quoted in newspapers and journals.

Until January 2009, Mr. Greer was the Director of Research for the Real Estate Risk Assessment (RERA) division of Bank of America. He worked at Bank of America nearly 18 years, and held the Director of Research position the last 8 years. Previously, he was the Southwest Regional Manager in Commercial Appraisal managing the busiest quadrant of the country. In Research, his areas of responsibility included development and management of the bank's Real Estate Research platform, web sites / SQL servers, vendor selection, contract negotiation, and ad hoc reporting to senior management. The Research web site provided associates throughout the globe with access to nearly all major real estate and economic/demographic data. In this role, Mr. Greer was often dubbed as "the person who spent more, and knew more, about commercial real estate data than anyone on the planet." He also worked on the bank's Basel-II compliant Risk Rating System, was the Global Risk Project manager for the Countrywide acquisition, helped develop various client prospecting and penetration tools for Commercial Real Estate Lending, and authored numerous periodic and ad hoc reports. He also helped establish Banc of America Advisory Services, LLC, a wholly owned subsidiary, with the intent to offer Research and Risk Management services to other financial institutions. Mr.



Greer was the author of the bank's Corporate Appraisal Policy, and managed the bank's automated tax-based valuation platform, a proprietary platform which valued 5,000-8,000 commercial properties each year.

Prior to joining Bank of America, Mr. Greer held management and senior positions in PKF Consulting and Bank of California (i.e. U.S. division of Mitsubishi). He began his banking career as an appraiser with First Nationwide Bank in 1986, where he specialized in appraisal for joint venture purposes, which included analyzing project profitability and making recommendations on joint venture development agreements.

Prior 1986, Mr. Greer held management positions with two construction and development firms, Lane Construction and Development (1979-1984), Morgan Construction (1984/85), and ran his own company Greer Construction (1985/86).

Mr. Greer received both his Masters of Real Estate Development (MRED) and Bachelor of Science in Business from the University of Southern California. He holds an MAI designation from the Appraisal Institute, and serves on the Ethics and Counseling Panel and Experience Review Panel. He also holds the MRICS designation from the Royal Institution of Chartered Surveyors (based in London). He holds a general building contractor's license, a real estate broker's license, and is a member of the Society of Real Estate Research. He has held positions on the Leadership Steering Committee of United Way and with Habitat for Humanity. Mr. Greer has managed Little League Baseball teams since 2004, and currently serves as Treasurer on the Board with his local little league.

He posts roughly half of his speeches and presentations on his company web site, <http://www.GreerAdvisors.com/teach.shtml>

He can be reached at:

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