

## 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 valuation, risk assessment, real estate data/information systems and regulations for appraisal and real estate lending. He has spoken across the country before numerous real estate conferences, organizations, brokerage firms and other meetings, including the Los Angeles and San Francisco Federal Reserve Boards, Lee & Associates, CBRE, Grubb & Ellis, Charles Dunn, SIOR, CCIM, CREW, AIR, MBA, RMA, Appraisal Institute, ASA, IRWA, and accounting and attorney organizations. Since forming Greer Advisors in 2009, he has also spoken nearly two dozen times as an outside real estate economist for Bank of America, and once spoke before the 4th grade math class at Rossmoor Elementary School on the topic of "The History of Banking." He is often quoted in newspapers and journals.



Mr. Greer's lectures typically cover commercial real estate and the capital markets (i.e. CMBS, REITs, derivatives), property valuation, automated valuation modeling, model validation, risk rating / indexing techniques, regulatory requirements for financial institutions related to commercial real estate lending / appraisal, and a variety of real estate topics. During his career, Mr. Greer has been involved in nearly every aspect of commercial real estate, including land acquisition, construction, development, leasing, sale, appraisal, lending and securitization.

Until January 2009, Mr. Greer was the Director of Research for the Real Estate Risk Assessment (RERA) division of Bank of America. His areas of responsibility included development and management of the bank's Real Estate Research platform, including related web sites and SQL servers. The bank's Real Estate Research platform provided associates throughout the globe with access to nearly all major real estate data and related economic and demographic data, including numerous analytic resources for commercial real estate forecasting. 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.” Mr. Greer was also the author of the bank’s Corporate Appraisal Policy, and managed the bank’s automated tax-based valuation platform, which valued 6,000-8,000 commercial properties per year. He served as the Global Risk Project Manager for the Countrywide acquisition, focusing on risk assessment, compliance metrics and best practices. Mr. Greer advised CEO Ken Lewis NOT to close the transaction without a loss-share agreement from the Feds.

While with the bank, Mr. Greer published numerous market forecast reports, served on various commercial real estate risk rating committees, created various ad hoc market forecast /portfolio analysis reports, developed loan prospecting tools, and was the Chair of the Associate Focus Group for Bank of America’s Enterprise Credit & Market Risk. Mr. Greer joined Bank of America in 1991, held a variety of management positions including Southwest US Regional Manager for the Commercial Appraisal Group, and was responsible for the bank’s real estate research from 2001-2009. Prior to joining Bank of America, Mr. Greer held management and senior positions in the real estate consulting divisions of PKF Consulting, Bank of California (i.e. U.S. division of Mitsubishi) and First Nationwide Bank. From 1978-1985, Mr. Greer held management positions with two construction and development firms, and simultaneously managed Greer Construction (B-492406).

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 FRICS 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 managed Little League Baseball teams from 2004 through 2011. He served on the board, most years as Treasurer, with his local little league. His last 6 years, he managed the Yankees in Northwest Downey Little League ([www.nwdll.org](http://www.nwdll.org)). After 8 years of playing, his son decided to retire his glove & cleats, and took up Jazz Band and Marching Band. Mr. Greer has been chaperone and band roadie for numerous events.

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

Hi-Res Photo for Conferences:

[http://www.GreerAdvisors.com/Greer\\_HiRes.jpg](http://www.GreerAdvisors.com/Greer_HiRes.jpg)

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