



Southern California Chapter



Adam Bogorad, MAI
2024 SCCAI President

"The best way to predict the future is to create it." – Peter Drucker

As we continue through the third quarter of 2024, I am reminded of the dedication and passion that each of you brings to our chapter and the appraisal profession. This year has been marked by significant challenges and changes, yet we have continued to persevere, demonstrating resilience and an unwavering commitment to excellence.

Our collective efforts to enhance our skills, expand our knowledge, and adapt to the ever-evolving landscape of the appraisal industry have not gone unnoticed. We have made substantial progress in elevating the standards of our profession and fostering a strong, supportive community that encourages growth and innovation. Throughout this journey, we have remained focused on important core values: integrity, professionalism, and a relentless pursuit of improvement. It is this focus that has allowed us to navigate the complexities of our field with confidence and purpose, ensuring that we continue to provide the highest quality of service to our clients and the public at large.

As we look ahead to the remainder of the year, I encourage each of you to stay engaged and committed to our shared goals. The road ahead may have its challenges, but with the collective strength and expertise of our members, I am confident that we will continue to thrive and set new standards of excellence. In this current market, our services are as important as ever. Now is the time to push forward with renewed energy and determination. Let's remember that every challenge we face is an opportunity to grow, to learn, and demonstrate our capabilities. Our profession is one that demands both precision and passion, and I have no doubt that we are up to the task. Together, let's embrace the opportunities ahead and continue to drive our chapter toward even greater success.

Thank you for your ongoing dedication and contributions to the success of our chapter. Together, we are building a legacy of professionalism and leadership that will benefit our industry for years to come. I wish you professional success and personal fulfillment in all your endeavors.