The Post-Delivery Client Relationship  
Tuesday, June 2, 2015; 9:30am - 11:30am  
Appraisers Association of America, 212 West 35th Street, 11th Floor South, New York, NY 10001  
Cole Ferry, W. C. Ferry & Associates  
(Host: Joanne Kesten)  
Members earn 2 CE Credits; Recorded Version Available

Balancing former clients’ questions, feedback, and concerns can be difficult for the practicing appraiser. What happens after you deliver the completed appraisal to your client? How do you maintain strong relationships and positive word-of-mouth about you and your business? What happens if there is an unsatisfied customer? Using specific examples and case studies, Cole Ferry, Accredited Member of the Appraisers Association, will answer these questions and address best practices for following up with clients after donation, insurance, and estate appraisals.

Cole Ferry, a former ephemera dealer and auction consultant, is the owner of W.C. Ferry and Associates, a full service personal property appraisal firm with offices in New York City and Belmar, New Jersey. He is an Accredited Member of the Appraisers Association, a founding member of the Associates Steering Committee, and sits on the Conference Planning Committee. Mr. Ferry contributed the posters chapter in Appraising Art: The Definitive Guide to Appraising the Fine and Decorative Arts, published 2013, and is a 2009 graduate of the NYU Appraisal Studies Certificate Program. He is also and is a longtime member of the Ephemera Society of America and New York Metropolitan Glass Club.

The Associates Steering Committee has organized a four-part Ask the Experts: Professional Development Seminar Series. During each of the sessions, a specialist with considerable experience in the field leads in-depth discussions on a chosen topic. After the lecture, attendees have ample opportunity to participate in Q&A. Seminars are held in New York City and are often available as recorded sessions for interested participants who cannot attend in person. Ask the Experts offers a rich variety of interesting subjects and provides a wonderful opportunity to obtain valuable professional advice and information.  
Associates Steering Committee: Kendra Eberts, Cole Ferry, Joanne Kesten, Tema McMillon, Anne Mock, Lorna Renner, and Charmaine Picard
# Registration

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**PLEASE SELECT:**
- I will attend in person on June 2; OR
- I am ordering the recorded program*

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If attending, please register by Friday, May 29. The recording is available for purchase at any time.

**PROGRAM FEES (in person or for the recorded version)**
- $25 Associates / NYU Students
- $45 Members
- $65 General Admission

**TO REGISTER**

Please submit this form with payment OR register online at appraisersassociation.org

*Email confirmation will be sent upon receipt of payment. Registration is accepted only with payment. NO REFUNDS.

Members earn 2 CE Credits

* The recorded version of this program will be available after the June 2nd program. Once the video content is available, we will contact you via email and provide instructions on how to access it.

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**To register or for more information, please contact:**

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