

Brenda Nielson Pierce
Free and Associates, Inc
1100 East 6600 South, Suite 201
Salt Lake City, Utah 84121
Phone: 801-262-3388
Brendap@freeandassociates.com

Qualifications

Appraisal: Four years experience in abstract and county assessor research, residential inspection, comparable selection and report completion and education

Prior work experience: 18 years of successful management of underwriters and brokers using production and expense management to maintain top 10 (out of 32 offices nationwide) profit margin performance for Swett & Crawford

Experience:

Appraiser education and training	2007- Current
Purchase, rehab and rental of 4 single family homes	2006-2009
Vice President/Branch Manager, Swett & Crawford	1984-2005

Licensed: Residential Licensed Appraiser 05/31/2011

Education/Advanced Training:

Residential, Associate Member of the Appraisal Institute	
Residential Sales & Income Approach	Tax Commission 2011
Residential Site Valuation	Appraisal Institute 2011
Residential Report Writing	Appraisal Institute 2011
Business Practices & Ethics	Appraisal Institute 2011
Highest & Best Use Analysis	Appraisal Institute 2010
7-Hour National USPAP update	Appraisal Institute 2010
Finance Statistics and Valuation Modeling	Appraisal Institute 2010
Residential Design	Appraisal Institute 2010
REO Appraisal	Appraisal Institute 2009
Appraisal School (summer of 2007) successful completion of 101, 102, 103 and 204	

2001- received AHM-250 Healthcare Administrator Managed Care 12 chapter self study
1996- received RPLU 5 sections, 12 chapters each, self-study (Registered Professional Liability Underwriter) Curriculum includes Business Legal courses
1990- received CIC designation (Certified Insurance Counselor) with annual updates
Property/Casualty/Life Licenses
University of Utah, 1972—Academic (Business)

Traits:	Honesty	Ethical focus	Multi-task oriented
	Integrity	Critical thinking	Resourceful
	Problem solving	Team oriented	Organized
	Results driven	Budget conscious	Goal Setting
	Motivated	Analytical	Negotiating

Achievements:

Managed, recruited, trained and mentored 20 person office including sales staff, underwriters, office support, account control/budgeting, customer service, human resources to better serve customers. Balanced expenses and production to achieve a 40% profit margin.

Created and developed new markets; developed new product lines in healthcare liability division: Managed Care Liability Service Center, Marketing center for Quorum Managed Hospitals.

Increased volume from \$7,000,000 to \$48,000,000 with 20 employees in 18 years of management.

Awards & Recognition:

Branch of the Year (two time recipient)
Award of Merit

Personal:

Board Member: People Helping People, Mentoring and providing monetary support for single mothers.

Past Founding President and Trustee: Murray Greenhouse Foundation, providing safe vocational, recreational and social support for intellectually handicapped adults after the age of 22 years.

Leadership Utah—2004-2005. (Salt Lake Chamber of Commerce)

References:

Richard Cook, The Cook Group 801-484-1300

Ron Smith, Instructor, Preferred Real Estate School 801-427-4754

William Moreton, President & CEO, Fred A. Moreton & Company (client) 801-531-1234

Kayleen Simmons, Executive Director & Founder, People Helping People 801-583-4175

Dale E. Kaufman, President & CEO, HUB Transportation (client) 801-943-2600