



Southern  
New Jersey Chapter

## Artificial Intelligence and the Appraiser

**Thursday, September 4, 2025**      Zoom      3pm-5pm (2 CE hours)

Developed and Presented by Justin Gohn, MAI, SRA, and Chandra Mast

\$40 Member/ \$50 Non-member    Chapter meeting held immediately after the seminar

Register using this link: <https://www.appraisalinstitute.org/education/search/artificial-intelligence-and-appraiser-c-so-nj/525087>

Step into the future of real estate with this seminar's tactical playbook on integrating AI tools into every facet of the appraisal process. This sharp, high-impact session unveils how a "personal army of bots" can juggle your inbox, scrape federal bids, analyze market sentiment, and whip up full-fledged regression models while you sip your coffee. Whether you're digging into area comps or mapping out a SWOT analysis with five photos and a dream, this is AI for the boots-on-the-ground appraiser. No fluff—just a fast, scalable system for taking back your time and supercharging your business. This seminar includes:

- A general introduction on AI models and the type of tasks they are good at completing with the general discussion of their capabilities and limitations.
- In-depth discussion on data privacy and client confidentiality. How to responsibly use AI models.
- Overview of the top frontier AI models and suggestions on which ones to leverage.
- In-depth discussion on ChatGPT's deep research tool which is particularly helpful to valuation professionals.
- In-depth discussion on prompt engineering.
- Detailed examples of practical use cases of AI models for valuation professionals: This includes analyzing data sets and documents such as rent rolls, zoning codes, lease agreements, and construction budgets.

Justin Gohn, MAI, SRA, founded Gohn & Company in 2006, a full-service appraisal firm providing appraisal and consulting services for litigation support and bank lending purposes throughout the greater Philadelphia market. Based in Chadd Ford in the Philadelphia suburbs, Gohn serves as the 2025 president of the Philadelphia Metropolitan Chapter of the Appraisal Institute. A graduate of Temple University, he frequently presents both in-person and virtually across the country on the topic of artificial intelligence and its applications in real estate valuation. His firm specializes in complex valuation assignments and expert testimony for the legal and financial communities in the Philadelphia region.

Chandra Mast, CGA BCA, is a Certified General Appraiser in Pennsylvania, Maryland, and Virginia, and a Business Certified Appraiser. She specializes in using econometrics and trend analysis to assess various property types and going concerns, catering to a wide variety of client needs. Chandra is the current Secretary of the Pennsylvania State Board of Certified Real Estate Appraisers. Her background is in real estate, data analysis, and equine studies. Following her Bachelor of Arts degree in philosophy and minor in anthropology from Dickinson College in Carlisle, PA, Chandra completed numerous courses from the Appraisal Institute, McKissock, and Wall Street Prep. Chandra is passionate about architectural styles and history. She also works as an instructor for the Lancaster County Association of Realtors where she actively shares her expertise with fellow property professionals on the Commercial & Industrial Board. In her spare time she volunteers and chairs Ephrata Borough's Shade Tree Commission where she enjoys working with Borough administrators to support the local ecosystems and hit annual achievement goals for Tree City USA designation.

**QUESTIONS? Contact Lisa Weiss, Chapter Executive Director**    [LisaMay.Weiss@appraisalinstitute.org](mailto:LisaMay.Weiss@appraisalinstitute.org)    856-415-0281  
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