



New Jersey Chapter IAAO Data Centers Valuation Why it Matter to Assessors and Appraisers Hard Rock Hotel – Atlantic City November 16, 2026 4-hour Seminar

website:
NJIAAO.org



New Jersey
IAAO

Data Centers: Valuation

Michael McFarlane is the Director of Operations – Appraisal at Tyler Technologies, where he leads appraisal operations and consulting services nationwide. With more than 20 years of real estate valuation Mike specializes in mass appraisal techniques and the valuation of complex and unique properties and holds licenses in multiple states. He is an approved instructor and content creator for the IAAO, the Assessor's Assoc. of PA, the GA Association of Assessing Officers, and the DE Association of Appraisers. He is a past appointee as an Officer of the Pennsylvania State Board of Certified Real Estate Appraisers. where he was the first assessor ever appointed to PA's appraiser regulatory board. Mike also serves on the IAAO's Task Force for Mass Appraisal Experience Credit and the IAAO's Conference Content Committee.



Michael McFarlane

Seminar Description

A single hyperscale facility can represent more than a billion dollars of invested capital, and depending on how its components are classified, much of that value may never reach the final appraisal or property roll. This four-hour continuing education session equips assessors/appraisers to build and defend a data center appraisal independently. It covers the industry's history and market drivers, the major facility types, the real-versus-personal property boundary, all three approaches to value, the AI buildout, and the socio-political pressures around power, water, and incentives. A 30-minute case study and companion Excel workbook tie the methodology together.

Schedule

9:00 AM	Continental Breakfast & Registration
10:00 AM	Class Begins
12:00 Noon	Lunch on your own
1:00 PM	Class resumes
3:00 PM	Session End

Enrollment is limited to 50 participants

Registration Deadline Monday, November 2, 2026

All registration forms must be accompanied by payment in full (check/voucher) to reserve a space.

Withdrawal: Participants wishing to cancel their reservation may do so up to the final day of registration, Monday, November 2, 2026.

Hard Rock Casino Hotel at 1000 Boardwalk, Atlantic City. Room Assignment (subject to change): Immokalee Studio B

**Registration and Continental Breakfast 9:00 AM
Seminar 10 am – noon and 1 pm to 3 pm (lunch on your own)**

REGISTRATION

Register By: November 2, 2026

Please complete the following information and return with a check or voucher (EIN #55-0806610) in the full amount, payable to NJ-IAAO. Apply early as seating is limited to 50 participants. Advance registration required. Please direct any questions on payment to: Erin Serfass, Treasurer; (732) 938 – 6242 treasurer.njiaao@gmail.com Questions on course content should be directed to Gregory Hutchinson, CTA (732) 938 - 6242 greg.nj.iaao@gmail.com

***Seminar Cost:** **NJ-IAAO Member Fee \$140 ☐**
 Non-Member Fee \$160 ☐

If you are registering more than one person from the same office, please complete a separate registration form for each person attending.

REQUESTING RECERTIFICATION CREDITS AS: (CHECK ALL THAT APPLY)

ASSESSOR APPRAISER ATTORNEY _____

Name _____

Address _____

City State Zip Code _____

Email _____ Phone _____

☐ **NJ-IAAO Member Fee \$140**

☐ **Non-Member Fee \$165**

_____ Check _____ Voucher Amount Enclosed \$ _____

Please send registration with check or voucher to:

**NJ-IAAO c/o Erin Serfass
4567 Route 9 North
Howell, NJ 07731**

CEU INFORMATION . . . Application for continuing education credits is being made to the N J Division of Taxation and Real Estate Appraisal Board for 4 CEU's