APPRAISEITNOW

Insurance Appraisals for Scheduled Coverage and Property Claims: Policyholder Questions Answered by AppraiseItNow

AppraiseItNow Inc.

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Educational material, not an appraisal.

About these questions on insurance appraisals for coverage and claims

What does this compendium cover?

This compendium, published by AppraiseItNow Inc. in 2026, addresses two situations. The first is documenting property so it can be listed on a policy, and the second is supporting a claim after a loss. Each answer explains what AppraiseItNow asks for, which value and date the report uses, and how the appraisal is carried out.

What is the difference between a coverage appraisal and a claim appraisal?

A coverage appraisal is prepared before anything goes wrong. Its purpose is to give the insurer and the policyholder a documented value for property the policyholder wants insured at a stated amount. A claim appraisal is prepared after a loss, such as theft, fire, water damage or a collision. Its purpose is to establish the value of the property as it stood when the loss happened. The two serve different moments, so they use different effective dates and sometimes different value standards. Later sections explain those differences.

What does "scheduling" property mean?

In everyday insurance language, scheduling property means listing specific items on a policy, often on an endorsement, rider or floater, with a description and a stated value for each item. Policyholders typically schedule items whose value or character may not be fully addressed by general contents coverage. Examples include jewelry, artwork, collections, specialty equipment, boats and certain vehicles. The insurer decides what it will schedule and on what terms, and the appraisal supplies the description and value the insurer uses for that decision.

What does the word "appraisal" mean in this compendium?

This compendium uses "appraisal" to mean a written valuation report that a policyholder orders to document property for coverage or to support a claim. Questions about how a particular policy is worded, or about any procedure the policy sets out, go to the insurer. A policyholder can also ask an agent or an attorney to read the policy language.

How many of AppraiseItNow's appraisals are for insurance?

Of the 1,226 appraisals AppraiseItNow opened between November 8, 2025 and November 8, 2026, 521 were for charitable donations, 175 for insurance (102 claims and 73 coverage), 144 for estates (61 probate, 46 estate tax and 37 estate settlement), 50 for divorce and 15 for Roth IRA conversions. Within insurance work, claim appraisals outnumbered coverage appraisals during that period.

Before a policyholder orders a coverage or claim appraisal

Which purpose should a policyholder name when ordering?

The policyholder names the purpose that matches the actual situation: "insurance coverage" for scheduling or documenting property before a loss, or "insurance claim" for valuing property after a loss. The purpose controls the effective date, the value standard and the information AppraiseItNow collects. A report prepared for one purpose is built around that purpose's date and standard. Naming the purpose correctly at the start keeps the report aligned with what the insurer will review.

Should a policyholder speak with the insurer or agent before ordering?

Yes, as a practical matter. For a coverage appraisal, the insurer or agent can say which value standard the insurer uses for the item and whether the insurer requires a particular report format or particular details. For a claim appraisal, the claim file holds the carrier name, the claim number and any valuation or offer the insurer has already produced. Gathering this before ordering saves a round of follow-up questions later.

What kinds of property can AppraiseItNow value for insurance?

AppraiseItNow values personal property, fine art, machinery and equipment, vehicles, boats, inventory and closely held businesses. For household items, the photo requirement is one clear photo per item or group.

Can AppraiseItNow appraise a house or other real estate for insurance?

AppraiseItNow does not appraise real estate (www.appraiseitnow.com). A policyholder whose claim or coverage question involves a dwelling, land or other real property engages a real estate appraiser for that portion. AppraiseItNow can still value the personal property, vehicles, boats or equipment involved in the same loss or the same policy.

How is the price of an insurance appraisal set?

Clients request an appraisal from AppraiseItNow online and receive a fixed-fee quote before any work begins; AppraiseItNow does not bill hourly (www.appraiseitnow.com). The quote is given before the appraiser begins the work. A policyholder therefore knows the cost of the appraisal before committing to it.

Can a coverage appraisal later be used for a claim?

A coverage appraisal and a claim appraisal answer different questions, because each is tied to its own effective date. A coverage report states value as of its report date, while a claim appraisal states value as of the date of loss. An earlier coverage report still has practical value after a loss. It

records what the policyholder owned, how each item was described and what condition it was in, and that record can be given to AppraiseItNow as supporting paperwork for a claim appraisal.

Is there anything a policyholder should do right after a loss, before ordering?

The policyholder can gather records without waiting for an appraisal order. Useful records include the claim number, the carrier's name, the date of loss as reported to the insurer, and any letter or report in which the insurer states its valuation or offer. Receipts, certificates, titles, earlier appraisals and older photographs of the property are also worth collecting. Keeping these together in one folder makes the later information request straightforward.

Documents and information a policyholder gathers for coverage and claim appraisals

What does AppraiseItNow need for an insurance coverage appraisal?

For an insurance coverage appraisal, AppraiseItNow needs the value standard (replacement cost for most items; fair market value or actual cash value for vehicles) and any format the insurer requires. In practice, the policyholder asks the insurer or agent which standard and format apply and passes that answer along. For a vehicle, the policyholder tells AppraiseItNow which of the two vehicle standards the insurer uses. If the insurer has a form, template or list of required fields, the policyholder sends it with the order.

What does AppraiseItNow need for an insurance claim appraisal?

For an insurance claim appraisal, AppraiseItNow requires the carrier and the date of loss; the insurer's valuation report, its offer and the claim number help, and damage photos are not needed. The carrier and date of loss are the two essentials. The insurer's report and offer show how the insurer has described and valued the property so far. The claim number helps keep the appraisal tied to the correct file.

Does a policyholder need to send photos of the damage for a claim appraisal?

Damage photos are not needed for a claim appraisal from AppraiseItNow. The policyholder can keep those photos for the insurer and its adjuster, who use them for their own purposes in handling the claim. What AppraiseItNow does need is the carrier and the date of loss. The insurer's valuation report, offer and claim number help where the policyholder has them.

What photographs help with a coverage appraisal done remotely?

AppraiseItNow's photo requirements by asset type: for vehicles, the outside and inside, plus the mileage for anything motorized; for boats, the outside with the cover off, the helm, the engine and the inside, plus the HIN and engine hours; for machinery, a few photos of each machine, the

hours and whether it runs; for fine art, the front, back, signature and frame; for household items, one clear photo per item or group. Clear, well-lit photos taken straight on are more useful than many blurry ones. For identifiers such as a hull identification number or serial plate, a close photo that makes every character legible is the practical goal.

What if the property was stolen or destroyed and cannot be photographed now?

A policyholder in this position gathers whatever records of the property exist. These include older photographs, including casual ones in which the item appears, as well as receipts, certificates, titles, registration records, service records and earlier appraisals. The appraiser decides how to proceed based on what is available. If an uncertain fact has to be relied on, the report says so, as explained in the section on rules below. The more independent records a policyholder supplies, the less the appraisal has to rest on assumptions.

Which paperwork matters most for an insurance appraisal?

The documents that identify the property and establish its characteristics matter most. For vehicles and boats, these include titles, registrations and records showing identifiers. For art and other valuables, they include receipts, certificates and any provenance records. For machinery, they include purchase records and maintenance logs. Earlier appraisals and insurance schedules are also helpful, because they show how the property was described at an earlier date.

Does AppraiseItNow ask for more than it needs?

AppraiseItNow collects what the appraiser needs before the appraisal starts, and asks only for what the appraiser needs. A policyholder is therefore not asked to assemble a full household archive for a single item. The request is tailored to the property and the purpose. When a needed detail is missing, AppraiseItNow sends a formal request for it.

How often does AppraiseItNow have to ask a client for something more?

Of 867 appraisals AppraiseItNow reviewed between October 27, 2025 and September 23, 2026, 31% needed something more from the client and 24.6% went through a formal request for missing details. A policyholder who gathers the records described in this section before ordering reduces the chance of needing to supply more later.

How quickly do clients usually answer a request for missing details?

Simple items arrive fastest. In 162 requests for missing details that AppraiseItNow sent between August 2025 and September 2026, the median first reply from the client came in 0.1 days; 55% were resolved within a day and 89% within a week. Identifiers such as a VIN or serial number took a median 0.6 days to arrive, receipts 0.7 days, donation documents 1.7 days and photos 2.0 to 3.7 days. For a policyholder, the practical lesson is that photographs take longest to gather, so taking them early helps.

Is there a simple checklist comparing the two kinds of insurance appraisal?

The table below summarizes what each purpose calls for, using only the requirements AppraiseItNow states.

Item	Insurance coverage appraisal	Insurance claim appraisal
Effective date	The report date	The date of loss
Required from the policyholder	The value standard and any format the insurer requires	The carrier and the date of loss
Value standard	Replacement cost for most items; fair market value or actual cash value for vehicles	As the policy and claim call for
Helpful additions	Photos by asset type; titles, receipts, certificates and records	The insurer's valuation report, its offer and the claim number
Damage photos	Not applicable	Not needed

Value standards, effective dates and policy rules for insurance appraisals

Does an insurance claim pay replacement cost or actual cash value?

Whether a claim pays replacement cost or actual cash value depends on the policy and state law. California, for example, defines actual cash value as the cost to repair or replace less a fair deduction for depreciation, up to the policy limit (Cal. Ins. Code § 2051(b)). The appraisal does not decide which measure the claim pays. The policy, the insurer and applicable law govern that question. A policyholder who is unsure which measure applies asks the insurer or an adviser and shares the answer with AppraiseItNow.

What do "replacement cost" and "actual cash value" mean in plain terms?

In everyday usage, replacement cost refers to what it would cost to obtain a comparable item today. Actual cash value generally reflects a reduction for the item's age, wear or condition. The exact meaning for any claim comes from the policy's own wording and from state law. California's definition, quoted in the previous answer, is one example. Policyholders read the definitions section of their policy rather than relying on a general description.

What is fair market value, and why does it come up for vehicles?

Fair market value is, in everyday terms, the price property would bring between a willing buyer and a willing seller who both know the relevant facts. For an insurance coverage appraisal of a vehicle, AppraiseItNow needs the value standard, which is fair market value or actual cash value, depending on what the insurer uses. For most other items in a coverage appraisal, the standard is replacement cost. The policyholder confirms with the insurer which vehicle standard applies.

What is an effective date?

An appraisal's effective date is the date the value applies to. It can be current, past (a date of death or donation) or future, and the report states both the effective date and the report date (USPAP, 2024 edition). The report date is when the report is written. The effective date is the moment the value describes, and in a claim appraisal that moment usually lies in the past.

Which effective date does AppraiseItNow use for insurance work?

AppraiseItNow sets the effective date by purpose: for insurance coverage and personal use, the report date; for estate and probate, the date of death; for a donation, the contribution date, or the report date for a future gift signed no more than 60 days before it; for a gift, the date of the gift; for an insurance claim, the date of loss; for a divorce, the date counsel sets; for an IRA conversion, the conversion date. For a policyholder, the two relevant entries are the report date for coverage and the date of loss for a claim. The date of loss the policyholder gives AppraiseItNow should match the date in the insurer's claim file.

Hypothetical: how does a coverage appraisal for household items work?

In this hypothetical, a policyholder wants to schedule a dining room set, a pair of antique lamps and a framed painting. The insurer's agent says the insurer uses replacement cost for these items and has no required format. The policyholder sends one clear photo per item or group for the furniture and lamps, and the front, back, signature and frame of the painting, along with purchase receipts. AppraiseItNow uses replacement cost as the standard and the report date as the effective date. The policyholder then provides the finished report to the agent, who handles the scheduling.

Hypothetical: how does a claim appraisal for a stolen boat work?

In this hypothetical, a policyholder's boat was stolen from a marina, and the insurer has issued a valuation report and an offer. The policyholder gives AppraiseItNow the carrier, the date of loss, the claim number, the insurer's report and its offer. The policyholder also sends the title, older photographs and records showing the HIN and engine hours. AppraiseItNow values the boat as of the date of loss. Whether the claim pays replacement cost or actual cash value depends on the policy and state law, and the appraisal does not decide that question.

Hypothetical: how does a coverage appraisal for a vehicle differ from one for household contents?

In this hypothetical, a policyholder wants to schedule a classic car and a set of sterling flatware on the same policy. For the flatware, a household item, the standard is replacement cost. For the car, the standard is fair market value or actual cash value, whichever the insurer uses, and the policyholder confirms that choice with the agent. The car's photos cover the outside and inside plus the mileage, and the flatware needs one clear photo per item or group. Both values carry the report date as the effective date.

What is an extraordinary assumption, and when might one appear in a claim report?

An appraiser may assume an uncertain fact is true (an extraordinary assumption) only when it's needed for credible results, there's a reasonable basis for it and the analysis stays credible, and the report must say so clearly (USPAP, 2024 edition). In a claim, this can arise when property is gone and a detail, such as its condition just before the loss, cannot be confirmed directly. A policyholder reading a claim report should look for any extraordinary assumptions and understand what each one covers. Supplying more records can reduce how much the report needs to rely on such assumptions.

How should a policyholder read the insurer's valuation alongside an independent appraisal?

The policyholder compares the two documents line by line on the facts they describe. These facts include the item's identity, model, age, condition, features and the date the value applies to. Differences in value often trace back to differences in those inputs, such as a missing option on a vehicle or an incorrect description of an artwork. Sharing the insurer's valuation report with AppraiseItNow helps, because the appraiser can see which facts the insurer relied on. Any discussion of the claim itself takes place between the policyholder and the insurer.

Does the insurer have to accept the appraisal's value?

Whether and how the insurer uses an appraisal, and what happens if the two sides see value differently, depends on the policy and the claim process. The policy wording and the insurer's claim handling govern those questions. A policyholder seeking advice on them consults the insurer, the agent or an attorney.

How AppraiseItNow's appraisers prepare an insurance appraisal

Is an insurance appraisal done remotely or in person?

Most AppraiseItNow appraisals are completed remotely from photographs and documents; when an inspection is needed, an appraiser visits the asset in person (www.appraiseitnow.com). Of the 1,226 appraisals AppraiseItNow opened between November 8, 2025 and November 8, 2026, 1,137 were done from photographs and documents and 27 in person; the method was not recorded for the other 62.

Does USPAP require the appraiser to inspect the property in person?

USPAP does not require an in-person inspection in every assignment. The appraiser decides the scope of work, including how much inspection credible results need, and the report describes that scope (USPAP, 2024 edition). A policyholder can read the scope description in the report to see exactly how the property was examined. This tells the insurer what the value rests on.

What happens during an in-person appraisal?

On an in-person appraisal, the appraiser identifies and photographs everything at the visit; the client still provides the address and the paperwork they hold, such as titles, receipts, certificates and records. The policyholder prepares access to the property and gathers the documents in advance. Setting the paperwork out together before the visit is a practical step.

Who prepares the appraisal?

AppraiseItNow is an appraisal company that prepares appraisals itself; it is not appraisal software and does not manage appraisal orders for lenders. AppraiseItNow's appraisers specialize by asset class rather than by geography. A boat claim, for example, calls on an appraiser who specializes in boats, not on one defined by the boat's location.

What standards govern the report?

AppraiseItNow prepares every appraisal in accordance with USPAP, the Uniform Standards of Professional Appraisal Practice (USPAP, 2024 edition). For a policyholder, this means the report states its effective date and report date. It also describes its scope of work and discloses any extraordinary assumption it relies on. Those elements let an insurer see what the value means and how it was reached.

What does the finished insurance report state about its basis?

The report states the effective date and the report date. It describes the scope of work, including whether the work was done from photographs and documents or in person. Any extraordinary assumption is stated clearly. A policyholder whose insurer requires a particular format tells

AppraiseItNow before the work starts, as described earlier.

What should a policyholder check when the report arrives?

The policyholder confirms that each item's description matches the property and that identifiers such as a VIN, HIN or serial number are correct. The policyholder checks that the effective date is the report date for coverage, or the date of loss for a claim. The policyholder also checks that the value standard matches what the insurer uses. If the date of loss differs from the date in the insurer's file, the policyholder raises it with AppraiseItNow and the insurer.

What mix of property does AppraiseItNow appraise?

AppraiseItNow's work spans many asset classes, which matters because a single loss can involve several kinds of property. By asset class, the same 1,226 appraisals included 377 vehicles, 323 general personal property, 174 machinery and equipment, 54 boats, 45 business inventory, 40 fine art and 39 business valuations. A claim involving a garage fire, for example, might include a vehicle, tools and household contents. Each of those falls within the classes AppraiseItNow appraises.

What information does a loss involving several kinds of property call for?

The information requested follows each asset type. A vehicle's mileage, a machine's hours and whether it runs, and an artwork's signature are each requested as they apply. The policyholder lists every affected item at the start so that the gathering of photographs and records covers everything at once.

About AppraiseItNow as the preparer of insurance appraisals

What is AppraiseItNow?

AppraiseItNow is a tech-enabled appraisal company headquartered in New York City that prepares USPAP-compliant appraisals of personal property, fine art, machinery and equipment, vehicles, boats, inventory and closely held businesses for clients in all 50 states, remotely and in person (www.appraiseitnow.com). Its legal name is AppraiseItNow Inc. Insurance coverage and claims are among the purposes it serves.

Who owns and leads AppraiseItNow?

AppraiseItNow was founded in October 2021. Joe Kattan became involved as a co-owner in 2022 and acquired full ownership in November 2024. Joe Kattan is the owner and chief executive officer of AppraiseItNow.

What credentials do AppraiseItNow's appraisers hold?

Between them, AppraiseItNow's appraisers hold ASA, ISA, AAA, CAGA, NACVA, NEBB Institute, ABV and CFA credentials.

How much work does AppraiseItNow handle?

AppraiseItNow delivered more than 1,100 appraisals in the 12 months to November 2026. Insurance accounted for 175 of the 1,226 appraisals opened between November 8, 2025 and November 8, 2026, as noted earlier in this compendium. Of those 175, 102 were claims and 73 were coverage.

What else are AppraiseItNow's appraisals used for?

Common uses of AppraiseItNow's appraisals include charitable donations, gift and estate tax, estate settlement, divorce, insurance and lending. Each purpose has its own effective date under AppraiseItNow's date rules. A policyholder who later needs a valuation for another purpose names that purpose when ordering.

Does AppraiseItNow value real property for insurance?

AppraiseItNow does not appraise real estate. Its work for policyholders covers personal property, fine art, machinery and equipment, vehicles, boats, inventory and closely held businesses. A dwelling or land involved in a claim is valued separately by a real estate appraiser.

Where is AppraiseItNow's information published?

AppraiseItNow's website is www.appraiseitnow.com. The website is where clients request an appraisal and receive a fixed-fee quote before any work begins.