

For the Profession and Its Consumers

The American Society of Appraisers (ASA) is the only multidisciplinary society in the United States representing more than 6,000 individual appraisal professionals who are committed to providing consumers the best appraisal/valuation expertise available on the market.

For nearly 70 years, ASA has been fostering professional excellence by

- accrediting members only after they complete a rigorous testing and evaluation process that requires years of study, training and peer review;
- providing continuing education programs and training opportunities to members;
- maintaining a strong role in the Appraisal Foundation, a nonprofit organization founded in 1987 and recognized by the U.S. Congress since 1989 as the sole source for uniform appraisal standards and qualifications; and
- requiring that all members subscribe to the Appraisal Foundation's Uniform Standards of Professional Appraisal Practice (USPAP) and ASA's Principles of Appraisal Practice and Code of Ethics, which the society enforces through a grievance process that allows clients to challenge appraisals rendered by ASA members.

World-Renowned Appraisal Experts

ASA's accreditation process is rigorous—accredited members invest an enormous amount of time, energy and expense to earn and maintain their status. As a result, ASA attracts members from all 50 states, Puerto Rico, the U.S. Virgin Islands and 44 foreign countries, including Canada, Mexico, China and the Philippines.

Many ASA members are widely recognized experts and pioneers in their fields. They include

- The founders of the business valuation appraisal profession, which comprises valuers of business and business interests of all sizes, from sole proprietorships to Fortune 500 companies
- The personal property appraisers called on to appraise highly visible and valuable items such as gifts given to the First Family by foreign dignitaries and a collection of Princess Diana's dresses
- The foremost expert in the field of "celebrity valuation," which involves appraising the value of a celebrity's brand and image along with his or her physical possessions
- Virtually all appraisers accredited in the appraisal of machinery and equipment and technical properties
- Dozens of experts hired to appraise the value of the businesses, real property, personal property, machinery and equipment and jewelry destroyed in the September 11 attack on the World Trade Center

All About ASA

- Founded in 1936; headquartered in Herndon, Va.
- More than 6,000 members in the U.S. and 44 countries
- 16 regions, 81 state and local chapters
- Governed by a 26-member board of governors
- Only society that accredits appraisers in all six professional disciplines:
 - Appraisal Review and Management
 - Business Valuation
 - Gems and Jewelry
 - Machinery and Technical Specialties
 - Personal Property
 - Real Property
- On the Web at www.appraisers.org



AMERICAN SOCIETY OF APPRAISERS

The International Society of Professional Valuers • 555 Herndon Pkwy., Ste. 125 • Herndon, VA 20170 • www.appraisers.org

The Experts and Expertise Reporters Need

Because ASA appraisers are the best in the business, and because ASA represents expert appraisers in every conceivable specialty, ASA can be a valuable resource for reporters. We can

- connect you with ASA-accredited appraisers in every region of the country;
- answer questions about the appraisal/valuation profession; and
- help shape your stories with lively quotes, relevant anecdotes and the latest facts and figures.

Reporters looking for help on an appraisal-related story, or seeking more information about ASA or the appraisal/valuation profession, should contact

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You can also visit ASA on the Web at www.appraisers.org.