



# ARTICLE

## Is the ASA gaining ground over other BV credentials?

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BVR's biennial *Firm Economics Survey*—which is currently in its third iteration—is the ONLY study to track key economic and practice indicators of the BV profession, among them firm compensation, hiring practices, partnership additions, and (new this year) partner defections. With the publication of the 2013 survey, the BV profession will also have an exclusive track of historic trends in all categories—including, for instance, which BV credentials are most common among reporting firms. The chart below compares results from the 2008, 2010, and 2012 (preliminary) surveys, rounded to the nearest percentage:

	2008	2010	2012 (prelim)
CPA	72.5%	65%	72%
ASA	51	50	58
MBA	52	55	58
ABV	63	48.5	55
AVA/CVA	59	46	52
CFA	26	42	30
CFE	31	29	22
CBA/MCBA	21	23	18

Not surprisingly, the percentage of participating firms reporting CPAs among their ranks is staying level, but ASAs appear to be gaining some ground, while the ABV has slipped a few points as have the AVA/CVA credentials (which the survey has always polled in combination, along with the IBA's two major designations). The Certified Fraud Examiner (CFE) doesn't appear to be gaining traction among BV firms, and after enjoying a quick rise in 2010—perhaps due to the rise in fair value for financial reporting issues?—the CFA is sliding back to 2008 levels.

*BVR's 2013 Business Valuation Firm Economics & Best Practices Survey* the most current, comprehensive study of the profession, will be available in early summer 2013. Special features in this year's survey include:

- More data on BV training for new and existing analysts;
- New ranking of threats and opportunities for the business valuation profession;
- More questions about sources of new engagements; and (of course)
- Revenue per partner, compensation, realization, and other critical performance indicators.

More details on how to get your copy will be available soon from Business Valuation Resources at [www.bvresources.com](http://www.bvresources.com).

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