



**American Society of Appraisers
Business Valuation**

Intangible Assets Appraisal Specialty

Application Form

Application Process

Thank you for your interest in the Intangible Assets (IA) specialty offered by the American Society of Appraisers. As an existing Accredited Senior Appraiser (ASA) in Business Valuation, the process for obtaining the Intangible Assets specialty is very straight forward.

Prerequisites for Intangible Assets Specialty Candidates

Requirements for Candidates for the Intangible Assets valuation specialty include:

1. Current Accredited Senior Appraiser (ASA) in Business Valuation in good standing
2. Completion of education requirements
 - a. BV301, *Valuation of Intangible Assets*
 - b. BV302, *Special Topics in the Valuation of Intangible Assets*

Application Requirements

The following items will need to be submitted:

1. Intangible Assets Appraisal Specialty Application
2. Payment for advancement fee (\$300)
3. Intangible assets valuation report
4. Intangible Assets Report Review Checklist
5. Experience log or a letter from an ASA or supervisor stating the experience requirement has been met

Timeline

Candidates need to successfully complete the ASA intangibles courses and exams (BV301 and BV302) prior to submitting an application for the Intangible Assets specialty. The review of the intangible assets appraisal report and checklist are the most time consuming elements of the review process. Selection of an appropriate report and proper completion of the report review checklist will speed the process and reduce the risk of a report not being accepted. Candidates submitting all materials properly completed with a well written report should expect to hear from ASA with the results in approximately three (3) months. Marginal or failing reports may require additional review time.

Report Considerations

The Intangible Assets Report Review Checklist (separate document found on ASA's website) should be reviewed carefully prior to selecting and submitting a report.

Submission of Demonstration Report

Due to employer policy or other factors, Candidates may prepare reports that do not include all the elements on the report review checklist. In such a case, a Candidate may modify an original report to make it a "demonstration report". A demonstration report is based on an actual report and has been expanded to include items required by ASA that were not included in the original report.

Reports Not Meeting ASA Requirements

Unfortunately, not all reports will meet ASA's requirements. Should this occur, Candidates will be provided comments on the factors considered by the reviewer that lead to the report not being passed. Candidates with a report not meeting the requirements are required to submit a new report, not the original report previously submitted.

Receipt of Specialty and Certification

Once an application is received and the appraisal report, checklist, and experience log are all approved, the Candidate will be awarded the Intangible Assets Appraisal Specialty. The certificate will be mailed to the Candidate at their address of record.

Appraisal Experience Log Requirements

Candidates for the Intangible Assets Specialty should prepare and submit an appraisal experience log (“appraisal log”). The appraisal log should include summary information on ten (10) intangible asset valuation assignments where the Candidate was the principal preparer of the valuation analysis and report.

Key elements to include for each of the ten projects include:

1. Report Date
2. Valuation Date
3. Premise of Value
4. Intended Use (Purpose) of Report
5. Industry of Subject Entity
6. List Intangible Assets Appraised and Valuation Method(s) Used

Completed Application Packages

Mailing Address

Candidates should mail their completed application package to:

American Society of Appraisers
Attn: Accreditation and Reaccreditation Services (BV- Intangible Assets)
11107 Sunset Hills Rd; Suite 310
Reston, VA 20190

Or email the application and supporting documentation to bvaccred@appraisers.org.

Please Note: Candidates will be notified via email, once their application package has been received.

Contact for Questions

Please contact Megan Seid, Accreditation and Reaccreditation Services Specialist at mseid@appraisers.org or 1-800-272-8258 with any questions related to the BV Intangible Assets Specialty.



Intangible Assets Appraisal Specialty Application Form

Applicant Information

Full Name _____

Street Address _____

City _____ State/Province _____ Country _____

Postal Code _____ Phone _____

E-mail _____

ASA Member Number (ASA in BV only) _____

Payment Information

Fee of \$300 must be enclosed with this accreditation application.

____ Check (enclosed) ____ Visa ____ MasterCard ____ American Express

Credit Card # _____ Expiration Date _____

Signature _____

Affirmation Statement for Original or Demonstration Report Submission (Please check one of the below)

____ Original Report - I hereby affirm and certify the appraisal reported submitted was primarily prepared by me and is a copy of an actual report prepared for an actual client.

____ Demonstration Report - I hereby affirm and certify that the demonstration report I have submitted was primarily prepared by me and is based on an actual report prepared for an actual client.

Applicant Certification and Agreement

I hereby affirm and certify that the statements contained herein are truthful and if approved for this appraisal specialty, I agree to abide by ASA's constitution, bylaws, administrative rules, Principles of Appraisal Practice and Code of Ethics and by the provisions of the Uniform Standards of Professional Appraisal Practice of The Appraisal Foundation.

Signature of Applicant _____ Date _____

Print Name _____