

American Society of Appraisers

## Ad Valorem/Mass Appraisal

A new specialty designation for  
assessors and private practice mass appraisers



**Professionals who specialize in ad valorem or mass appraisal are in great demand...individuals who have been educated, tested and now designated will have a clear and distinct advantage.**

The American Society of Appraisers is pleased to introduce its newest specialty designation, Ad Valorem/ Mass Appraisal. Designed for assessors and private practice mass appraisers, the program offers two tracks:

- Ad Valorem/Mass Appraisal—General and
- Ad Valorem/Mass Appraisal—Residential

Maximize new opportunities in the assessment market and leverage the benefits of belonging to the oldest and only major organization representing ALL disciplines of appraisal specialists. **Here is why you should consider.**

### >Reasons to Join a Professional Association

**Build Skills:** Show your peers and administrators that you are a committed professional. Take advantage of ASA educational opportunities and the experience of fellow assessors and appraisers to develop your own skills, regardless of your level of experience.

**Increase Credibility:** The objective of the ASA professional designation program is to raise the standards of the profession, to attain recognition of the assessment profession by government authorities and the public; and to gain for designated members recognition as qualified, objective, unbiased appraisers and administrators of systems for ad-valorem tax purposes.

The fair and equitable assessment of property for tax purposes requires a high level of mass appraisal skills to determine estimates of value, as well as single property appraisal skills for defending assessments before tribunals and reviewing authorities.

### >Having a Professional Designation

Did you know that many state and local governments struggle to hire qualified specialists to conduct property reassessments? This challenge is compounded as pressures to increase revenue streams to compensate for budget shortfalls are offset by demands by property owners and the legal obligations by officials for fair and accurate values.

Earning a professional designation like ASA's *Ad Valorem/Mass Appraisal—General* or *Ad Valorem/Mass Appraisal—Residential* is a rewarding experience. During the process, you will gain knowledge and experience that will be valuable to your career. Doing so also offers tangible and intangible benefits, which may include a salary increase or additional responsibilities. The benefits include increased confidence and credibility, while signifying exceptional competence.

Pride is perhaps the greatest benefit of all, in that you **proved to yourself** that you could set a goal and fulfill the requirements necessary for attaining it.

### >An ASA Designation Demonstrates. . .

- “You” are committed to excellence. Membership in ASA is an investment that ensures “You” receive the education, information and tools you need to join your peers and become a recognized leader in your own right. ASA designated appraisers are held not only to a Society standard of ethics, but also to standards of professional practice promulgated by the Appraisal Foundation.
- “You” are educated and experienced at the highest level. Due to the nature of the mass appraisal profession, education and experience are crucial. That is why ASA requires extensive coursework and testing to build a solid knowledge foundation.
- “You” are accurate, impartial and credible. The ASA designation provides a peace of mind to municipal administrators that they have hired the most highly qualified, ethical and experienced professional available and that the assessor/appraiser is an expert, providing professional, accurate assessment value.

**Don't trust your membership investment to anything less than the best.  
Make the right choice—invest in “You”.**