

ASA Talking Points

ABOUT MY ACCREDITATION

- An Accredited Senior Appraiser (ASA) credential isn't the easiest accreditation to achieve, but it's the most recognized and respected!
- Hiring an ASA is worth every penny...you get what you pay for...and you get results.
- ASAs back up their accreditation with valuation experience...and not just a little experience, 10,000 hours' worth or more to even qualify for the ASA accreditation!
- ASA accredited appraisers must complete over 100 hours of continuing education and professional activities and reaccredit every five years.
- The ASA accreditation is the only valuation accreditation required to comply with the Uniform Standards of Professional Appraisal Practice (USPAP)—the standards promulgated by the congressionally-authorized The Appraisal Foundation.

ABOUT MY MGA® OR CEIV™ CERTIFICATIONS

- The Master Gemologist Appraiser® (MGA) certification is one of the most respected in the gems and jewelry appraisal profession. To achieve this level of distinction, in addition to holding an (ASA) accreditation in Gems & Jewelry, I have completed advanced education and other requirements.
- The Certified in Entity and Intangible Valuations™ (CEIV™) certification is one of the most respected in the business valuation profession. To achieve this level of distinction, in addition to holding an Accredited Senior Appraiser (ASA) accreditation in Business Valuation, I have completed advanced education and requirements.

ABOUT ASA

- ASA is a world renowned and respected international organization devoted to the appraisal profession.
- ASA is the oldest and only major appraisal organization representing all appraisal specialists.
- ASA is dedicated to providing the highest possible standards in all areas of ethics, professionalism, education and accreditation criteria.
- For more information about ASA, the ASA accreditation program for appraisers or the Society's free "Find an Appraiser" Referral System, visit www.appraisers.org or call (800) 272-8258.

ELEVATOR SPEECH

When you hire an ASA valuation professional, you know you are hiring a qualified and experienced appraiser. To receive my accreditation, I successfully completed over 100 hours of valuation education, AND four three-hour exams; I was required to take an ethics course and pass a test on a set of appraisal standards called USPAP, and I had to submit an actual valuation report and pass a peer review process regarding it. I was also required to demonstrate that I had 10,000 hours of valuation experience in order to even be allowed to be considered for the ASA accreditation. Very importantly, I must also complete 100 hours of continuing education and professional activities and reaccredit every five years. The ASA accreditation is the preeminent accreditation for the valuation profession.