

Gregory Patterson, ASA,ARM
Election Biography

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Member since 1999

ASA-BV designation 2006

ASA-ARM designation 2016

ARM Discipline Committee - Member At-Large (March 2025 - present)

ARM Education Chair (March 2025 - present)

Iowa/Nebraska Chapter – 2x President, Vice-President, Treasurer, Secretary (2009-2017)

I am currently Director – Special Projects of HDH Advisors (Des Moines / Atlanta)

BS – University of Iowa

MJ – Drake University Law School

Why do you feel you are qualified for this position? Include information on past volunteer positions with ASA and other organizations.

I started my career over 26 years ago working for two of the pioneers that developed the BV Discipline and education in ASA (Yale Kramer and Terry Allen). Since then, I have worked continuously in BV and Appraisal Review (before it was a thing) and focused on expanding my ASA education. My experience covers a variety of projects in the middle markets...essentially if an asset can generate a cash flow stream, I've probably attempted to value it. With litigation support comprising about a third of my practice, I have reviewed a lot of appraisals and expert reports, seeing the good, the bad, and the ugly.

What contributions have you provided ASA as a member or to a comparable organization(s)?

I have served all offices at the local ASA chapter level (twice through!) before spending several years volunteering for The ESOP Association for the Iowa/Nebraska Chapter as well as the Midwest Region (if there's a committee for it, I have served at some time or other, including the Executive Committees and Regional Planning Committees).

What do you wish for ASA's members?

I want ASA members to have the best educational opportunities amongst all the professional organizations, particularly in the multi-disciplinary areas. As businesses continue to get more complex, they need advisors who are well versed in many aspects of the various appraisal practices.

What do you wish for ASA in the profession?

I want ASA to continue to be viewed as the platinum credential and organization nationally, and to become that on a global level. Multi-nationalism is starting to more than just trickle down from the large corporations and is accelerating in the middle markets. ASA needs to be the go-to organization.

Why should members vote for you?

ASA Education has been key to my professional development, and I want to continue moving that ball forward, particularly as the ARM Discipline continues to mature. It's a slow burn in development and frustrating at times, but I want to help provide members not only quality educational opportunities, but ones that they can use in their day-to-day projects. I would love to hear any ideas from members of what kind of webinars/presentations that they can use for their own ARM development, as well as in marketing their own services (along with the ASA of course!).