



## **Jaclyn Franks, ASA**

### **Election Biography**

Jaclyn Franks, MBA, ASA, ABV, CFE, ABFP™, CDFA® is the founding Partner at Valuation, Fraud & Forensics, LLC, specializing in business valuation, forensic accounting, and litigation support, with a primary focus on family law and complex business disputes. She has served as a consulting and testifying expert since 2008.

Jaclyn has been an active volunteer leader with the American Society of Appraisers for more than a decade. Her service includes roles on the Business Valuation Committee, Business Valuation Marketing Committee, Advanced Business Valuation Conference Committee, Energy Valuation Conference Committee, Election Committee, and Nominating Committee. She previously served as Editor of the ASA BV Success Newsletter and, most recently, as Chair of the Business Valuation Standards Subcommittee (2023–2025).

As an Accredited Senior Appraiser, Jaclyn is committed to advancing ASA's standards, supporting members and chapters, and strengthening the Society's future.

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

I am qualified for the position of Region 2 Governor based on both my professional experience and my long-standing volunteer service to the American Society of Appraisers. I have practiced in business valuation, forensic accounting, and litigation support since 2008 and hold the ASA, ABV, CFE, ABFP™, and CDFA® credentials.

My ASA involvement spans more than a decade and includes service on the Business Valuation Committee, Business Valuation Marketing Committee, Advanced Business Valuation Conference Committee, Energy Valuation Conference Committee, Election Committee, and Nominating Committee. I also served as Editor of the ASA BV Success Newsletter and, most recently, as Chair of the Business Valuation Standards Subcommittee from 2023 to 2025, working directly on matters affecting valuation standards and professional guidance.



In addition to ASA, I serve in leadership and advisory roles with other professional and community organizations. This combination of technical expertise, governance experience, and sustained service has prepared me well to represent Region 2 and support ASA's mission.

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

I have contributed to the American Society of Appraisers through sustained volunteer service focused on standards, marketing, education, communication, and governance through my service on numerous ASA committees. Serving as Editor of the ASA BV Success Newsletter, I helping communicate technical and professional issues to members. During my years of service on the BV Marketing Committee, I helped plan strategies to increase ASA membership and enhance brand recognition across ASA specialties.

Most recently, I served as Chair of the Business Valuation Standards Subcommittee (2023–2025), where I worked on matters directly impacting valuation standards, guidance, and consistency in practice. These roles required collaboration across disciplines, attention to member concerns, and a strong commitment to ASA's mission.

Beyond ASA, I have assisted non-profit organizations in increasing membership, establishing best practices for fraud prevention, and maximizing long-term organizational value.

**Give an example of a time you helped a group make a difficult strategic decision. How did you contribute to the discussion and to reaching a decision?**

During my service as Editor of the ASA BV Success Newsletter, I encountered a strategic challenge when readership declined and article submissions from ASA members were insufficient to support both the Newsletter and the peer-reviewed ASA Business Valuation Review. After identifying this issue, I raised it with the Business Valuation Marketing Committee and presented data on distribution, readership trends, and submission levels. Based on this analysis, I recommended that ASA concentrate its efforts on the ASA



Business Valuation Review to better allocate volunteer time and organizational resources. The committee agreed, and the recommendation was made to discontinue publication of the BV Success Newsletter. My contribution focused on data-driven analysis, transparent communication, and guiding the discussion toward a decision aligned with ASA's long-term strategic goals.

**Looking ahead three to five years, what do you see as the most important issues this board should be focused on?**

Over the next three to five years, I believe the Board should focus on ensuring ASA remains relevant, visible, and valuable to both current and prospective members. This includes continued attention to maintaining strong, clear, and practical valuation standards while adapting to changes in the legal, regulatory, and economic environments in which members practice.

Equally important is strengthening member engagement through high-quality education, effective communication, and meaningful volunteer opportunities that support leadership development and succession planning. ASA should also focus on strategic marketing and branding efforts that clearly articulate the value of ASA credentials across disciplines and to external stakeholders, including courts, attorneys, and regulators.

Finally, the Board should prioritize efficient use of volunteer and organizational resources, ensuring that initiatives align with long-term strategic goals and deliver measurable value to members and chapters.

**Why should members vote for you?**

Members should vote for me because I bring a proven record of sustained service, thoughtful leadership, and a clear understanding of how ASA can best serve its members. I have volunteered with ASA for more than a decade in roles spanning standards, marketing, education, communications, and governance, including serving as Chair of the Business Valuation Standards Subcommittee and Editor of the BV Success Newsletter.



I approach leadership with a practical, data-driven mindset and a strong respect for volunteer time and organizational resources. My focus has always been on decisions that strengthen ASA's credibility, relevance, and long-term value to members across disciplines. As Region 2 Governor, I would bring that same commitment to listening to members, supporting chapters, and advancing ASA's mission with integrity and purpose.