

Brian Crotty

Election Biography

Brian W. Crotty, ASA

Member since 2003

Accredited Senior Appraiser designation 2008

ASA Iowa/Nebraska Chapter - Chair, President, Vice President, Secretary and Treasurer (2005-2010)

NACVA Standards Board - Member At-Large (2018-2021)

I am currently owner and managing director of HDH Advisors, LLC in Des Moines, IA and Atlanta, GA.

Additional Accreditations: ABV, CBA, CVA, CFE, CDFA

BBA in Finance - University of Iowa

MBA in Accounting - University of Phoenix

Mr. Crotty has over twenty (20) years of experience in business appraisals, litigation support, corporate finance and an additional two years of experience in the legal research and support field. Mr. Crotty has testified as an expert witness in over (100) one hundred various court proceedings throughout the state of Iowa and Canada. Mr. Crotty is trained in Mediation, Collaborative Law and has been court appointed as a Forensic Accountant and also appointed as Special Master on Valuation in the Iowa Business Specialty Court Pilot Project. The National Association of Certified Valuators and Analysts ("NACVA") and Consultants' Training Institute selected Mr. Crotty as a 2016 "Top 40 Under Forty" National Honoree. Mr. Crotty was elected by his industry peers to the 2018-2021 National NACVA Standards Board and is accredited by all (4) four major business valuation institutions (AICPA, ASA, NACVA, IBA).

As a Managing Director with HDH Advisors, Mr. Crotty practice specializes in providing Business Appraisals and Litigation Support for complex business litigation and marital dissolutions. Mr. Crotty has performed numerous valuations for companies in various industries and sizes, including companies with revenue exceeding billions of dollars per year.

The primary purpose for these services included:

- Marital dissolution
- Commercial Litigation
- Gift and Estate tax planning
- Wrongful death and injury
- Economic Damages and Lost Profits
- Forensic Accounting
- Mergers & Acquisitions
- Employee Stock Ownership Plans ("ESOP's")
- Condemnation purposes
- Fairness and Solvency Opinions
- Patent and other Intangible Asset Damage Claims
- Intangible Asset Valuations and related services for financial reporting
- Testifying to support the conclusions found

Mr. Crotty has extensively prepared full valuation reports that adhered to Revenue Ruling 59-60, the Uniform Standards of Professional Appraisal Practice ("USPAP"), and the American Institute of CPAs ("AICPA") Statement of Standards for Valuation Services. Mr. Crotty has also prepared expert reports for

lifestyle analyses and estimated after-tax income available for alimony and child support. Mr. Crotty provides mediation services as a roster mediator in the Fifth District of Iowa.

Certifications, Memberships and Civic Leadership:

- Accredited Senior Appraiser (“ASA”) in Business Valuation, American Society of Appraisers
- Certified Business Appraiser (“CBA”), Institute of Business Appraisers (“IBA”)
- Certified Valuation Analyst (“CVA”), National Association of Certified Valuators and Analysts (“NACVA”); NACVA and Consultants’ Training Institute: 2016 “Top 40 Under Forty” National Honoree; 2018-2021 National Standards Board Member
- Certified Fraud Examiner (“CFE”), Association of Certified Fraud Examiners (“ACFE”)
- Certified Divorce Financial Analyst (“CDFA”), Institute for Divorce Financial Analysts
- Advisory Council Member and Leadership Iowa Board Member/Treasurer, Iowa Association of Business and Industry (“ABI”); “Leadership Iowa” Graduate Class of 2015/2016
- Member, West Des Moines Chamber of Commerce; “West Des Moines Leadership Academy” Graduate Class of 2014/2015
- Community Foundation of Greater Des Moines; Mentee, Community Connect: Mentors Inspiring Success Class of 2014
- Member, Iowa/Nebraska ASA Chapter; Past-Chair, President, Vice President, Secretary and Treasurer
- Member, ACFE Des Moines Chapter; Past-Vice President and Treasurer
- Member, AICPA Business Valuation and Forensic & Valuation Services Specialty Area
- Member, Iowa/Nebraska Chapter of the ESOP Association
- Member, National Center for Employee Ownership
- Member, The Greater Des Moines Partnership
- Member, Mid-Iowa Estate and Financial Planners
- Member, Des Moines Estate Planners
- Member, International Academy of Collaborative Professionals
- Interdisciplinary Chair, Collaborative Lawyers of Eastern Iowa
- Treasurer, Central Iowa Academy of Collaborative Professionals
- Past-Board of Directors, Booster Pak of West Des Moines
- Vice-Chairman-Mayoral Appointment, Sister Cities Commission for the City of West Des Moines
- Board of Directors, Polk County I-Club
- 4th Degree Knight, Knights of Columbus-Saint Francis of Assisi Catholic Church
- Knight of Magistral Grace, Sovereign Order of St. John of Jerusalem of Rhodes and Malta
- Member, 100 Men On a Mission
- Member, Rotary Club of West Des Moines
- Member, Red Shoe Society of Ronald McDonald House Charities of Central Iowa, Inc.
- Past-Board of Directors and Treasurer, Young Professionals of Iowa
- Past-Board of Directors, Young Variety – Children’s Charity of Iowa; Emerging Leaders Collaborative Board Representative

Mr. Crotty has also presented on Valuation topics on over (100) occasions for continuing education and continuing legal education seminars.

Why do you feel you are qualified for this position?

Mr. Crotty has been a passionate advocate for the ASA and the industry since becoming an AM in August of 2007 and later an ASA in July 2008. Over the past twenty + years doing business appraisals, Mr. Crotty has become the youngest Managing Director and owner with HDH Advisors, LLC; providing clients with business appraisals, litigation support, corporate finance. Through our offices in West Des Moines, Iowa and Atlanta, Georgia we perform over 700+ business valuations every year and Mr. Crotty leads our valuation and litigation support teams.

Mr. Crotty has testified as an expert witness in over 100+ various court proceedings throughout the state of Iowa and Canada. He became trained in Mediation, Collaborative Law and has been court appointed as a Forensic Accountant and also appointed as Special Master on Valuation in the Iowa Business Specialty Court Pilot Project. The National Association of Certified Valuators and Analysts ("NACVA") and Consultants' Training Institute selected Mr. Crotty as a 2016 "Top 40 Under Forty" National Honoree. Mr. Crotty was elected by his industry peers to the 2018-2021 National NACVA Standards Board. Subsequent to becoming an ASA, Mr. Crotty was also accredited by the three (3) other business valuation institutions (AICPA, NACVA, IBA).

Mr. Crotty has also given over 100+ presentations and speeches for Continuing Professional Education and Continuing Legal Education both locally and nationally.

He has historically been involved in many organizations and leadership roles including: Serving the Iowa/Nebraska Chapter of American Society of Appraisers in all Officer roles, Membership Ambassador for the Iowa Association of Business and Industry, working tirelessly to promote Iowa Commerce, increase membership and welcome new members directly into the organization. He is an active member of the West Des Moines Chamber of Commerce; is a graduate of West Des Moines Leadership Academy Class of 2014-2015 in which he led a group who raised approximately \$15,000 for Booster Pak (a West Des Moines charity dedicated to providing meals to needy children); a member of the West Des Moines Rotary raising money for the local community through various events and fight disease in third world countries; an active member of The Greater Des Moines Partnership and graduate of the Community Foundation of Greater Des Moines; Community Connect: Mentors Inspiring Success Class of 2014.

He served on the board of directors or in leadership positions for the past six (6) years on the Board of Directors and as Treasurer of the Young Professionals of Iowa. Our mission is simply stated "To help young professional organizations in Iowa take responsibility for the growth of their communities to ensure the long term advancement of the State of Iowa" and he has helped achieve this by aiding over 15 new young professional organizations to be founded around the state of Iowa, in addition to helping manage the annual Day at the Capital and Annual Conference which has increased in attendance to over 130 young professionals each year, while also raising money for the local community hosting the conference. Mr. Crotty is a current Board of Director for the Polk County I-Club and has contributed to commitments to raise over \$50,000 per year for the University of Iowa through various events, fund raisers and outings. In addition to a current member of Association of Certified Fraud Examiners Des Moines Chapter; serving as Past-Vice President and Treasurer. I am also the current Treasurer of the Collaborative Lawyers of Eastern Iowa and are dedicated to bringing compassion into the legal process of people going through a dissolution of their marriage.

Mr. Crotty's strengths and experiences professionally and civically are focused on his direct involvement with Iowa businesses. His core belief is that the strength of our community is in the local businesses and

people who work at them. Every day he works in the industry and with business owners in order to grow their business, transition it onto the next generation and help focus on how we can keep the businesses and jobs in Iowa.

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

Mr. Crotty has historically served the Iowa/Nebraska Chapter of American Society of Appraisers in all Officer roles including past Chair, President, Vice-President, Secretary and Treasurer.

In 2017, Mr. Crotty was elected by his peers to the National NACVA Standards Board and served a three-year term from 2018-2021.

Mr. Crotty has been a passionate advocate for the ASA and the industry.

What do you wish for ASA's members?

My wish for ASA's members is that the organization continues to be the gold standard for our profession. I want the ASA to stand for the integrity of the industry and continue to provide the best education, resources and expertise to its' member base. I also wish for the ASA to be a strong advocate for the profession and look for ways to protect its members.

What do you wish for ASA in the profession?

I have become passionate about the structure of the ASA designation program and education. The impact it can have on the community is immeasurable. I think ASA is a wonderful organization whose values directly align with my own on both a personal and professional value. At the same time, I think my strengths as a leader will help continue to grow the program and ASA designation. I would absolutely love to participate on the board and be given the opportunity to help ASA grow in the profession.

Why should members vote for you?

My strengths and experiences I would bring to the board/committees outside would primarily be focused on my direct involvement with businesses and past board appointments. Every day I work with business owners in order to grow their business, transition it onto the next generation and help focus on how we can keep the businesses and jobs in Iowa. This is not nearly as easy as it sounds because Iowa is covered with family owned businesses and the death of even one business can have a severe impact on the that community. In addition, over 50 percent of businesses fail to transition from one generation to the next, and close to 80 percent fail to transition to a third generation.

My strengths in accounting, estate planning and helping lead these organizations down a path to keep these businesses and jobs thriving in Iowa not only this year, but for generations to come. I believe my diverse experience working with these small businesses would be a great deal of help as I would love to continue my involvement with ASA.