

Garrett Schwartz, ASA

Election Biography

Garrett Schwartz joined ASA in 2009. He is an Accredited Senior Appraiser in Machinery & Technical Specialties for Sencer Appraisal Associates, based out of Oakland, California.

Garrett currently serves as ASA International Secretary/Treasurer. He has worked on behalf of ASA members at many levels, including in his local chapter, on his discipline committee, and at the international level.

Garrett's service within ASA includes as:

- International Secretary/Treasurer
- Region Governor, International Board of Governors
- Editor, the 4th edition of ASA's "Valuing Machinery & Equipment" textbook.
- Member, Machinery & Technical Specialties Committee
- President, NorCal Chapter and the International Virtual Chapter
- Member of local, discipline, and Society committees, including ASA's Strategic Planning Committee and International Marketing Committee.

Garrett is also a member of the Association of Machinery & Equipment Appraisers and CalCPA, and serves as a vice president of his synagogue.

Campaign Statement

I care about the American Society of Appraisers because I see our Society's growth and success as fundamental to the long-term success of our profession and appraisers like me.

This past year, I was honored to be elected as International Secretary/Treasurer, and I look forward to the opportunity to continue as International Vice President.

I have volunteered at all levels of our Society, including serving in my local chapter, on my discipline committee, and on the Board of Governors. I have also served on numerous local, discipline, and international committees. Some of my contributions are easily seen by members, like leading the NorCal Chapter to Chapter of the Year honors or serving as Editor of the 4th edition of the Society's "Valuing Machinery & Equipment" textbook. Some of my contributions are less known to members but equally important, such as working to update our governing documents, serving on the committee to hire our CEO, or helping to write the updated Society policy against harassment & discrimination so that they include staff, volunteers, members, instructors, and officers.

My service as a chapter officer and chapter president gives me an understanding of what our local chapters need to not merely survive, but to thrive. My work as a discipline committee member helps me appreciate the very different needs of our six disciplines. And my work on the Board of Governors and at the international level provides me with the background to understand the challenges we are facing and move our Society forward.

Society members should be able to have some basic expectations of their Society, including:

- Transparency and consistent information from its staff and leaders.
- Understanding and fully realizing the benefits of their membership.
- Having access to high-level education on appraisal techniques and other topics such as managing and building a practice, creating business opportunities, and marketing. Our Society has relied on member expertise to develop high-level education. We need to bring expertise to take that content, design learner-centered adult education, and deploy that education effectively both in-person and remotely.
- Having available networking opportunities with other appraisers as well as potential clients, such as attorneys, bankers, and CPAs, and client types specific to some disciplines, like gallery owners and museum staff for personal property appraisers.
- Being supported by robust chapters that are thriving through strong backing from our international organization and having access to chapter-based education that attracts new members and supports our existing members.
- Having access to marketing materials that appeal to the diverse markets of our six disciplines. The banker client of an equipment appraiser and the museum client of a fine art appraiser are looking for different information and visuals, and our marketing must reflect that.

Our Society should be viewed as the thought leader in our profession, not only by other valuation groups but also by potential clients, by appraisal users, and by local, state/provincial, and federal rule-makers across the world.

Our Society just deployed its new website and learning platform. We need to use these new tools as the basis of developing innovative ways to deliver education to our members. Our education offerings must be designed for adult learners, should take into account the differences between in-person and remote education, and should provide support to our instructors through train-the-trainer education and access to information on current teaching techniques.

I will continue to push to develop and improve our support for existing members to enhance their professional lives. At the same time, our Society can be open to smart growth opportunities and can continue to upgrade our education and marketing.

I look forward to continued service to our Society as we work together to position it and our profession for the future.