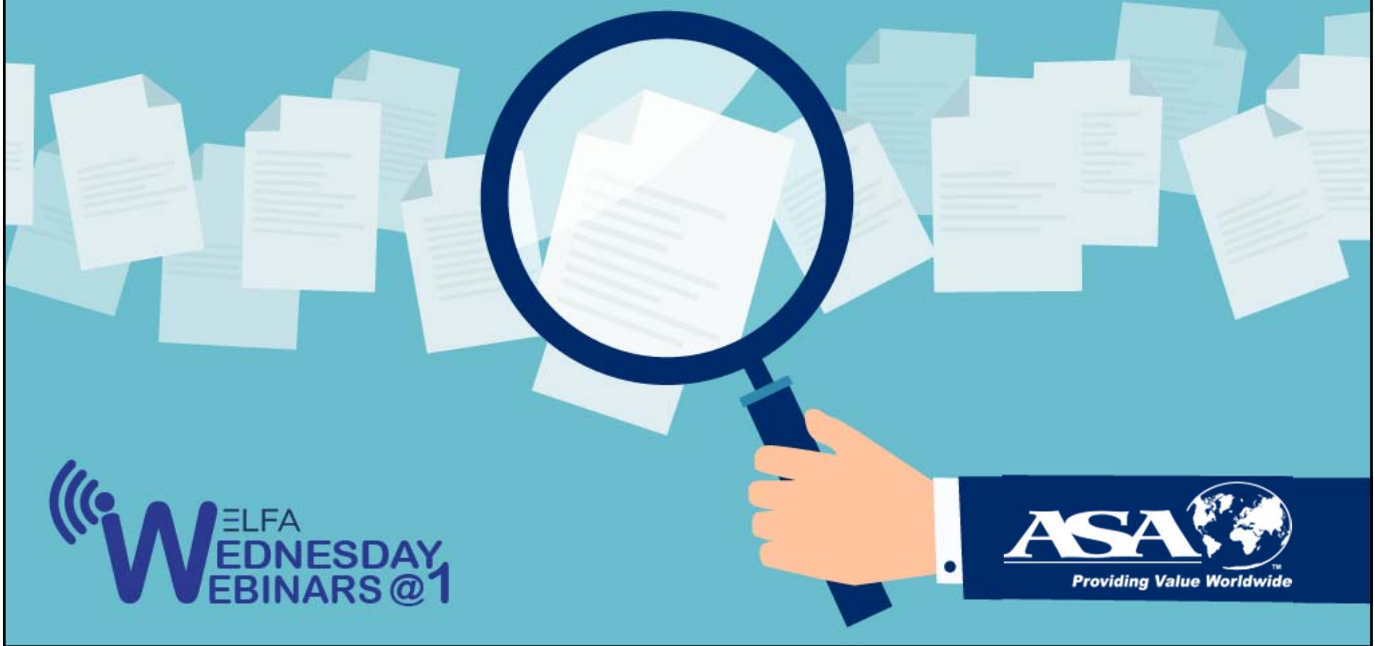


ASA – Why It Makes a Difference

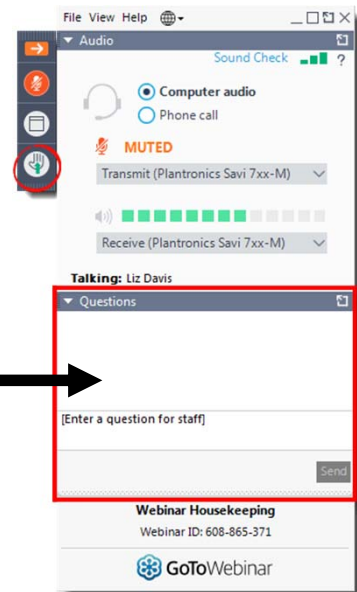


Housekeeping



Today's web seminar is being recorded.

All questions should be submitted via the Questions Panel.



2

Speakers

Moderator
Johnnie White
CEO

American Society of Appraisers (ASA)

Panelists:
Paul Cogley, ASA

Bill Engel, ASA
President
Strategic Asset Management

Mike A. Salvadore, Jr., ASA
President
Kingfish Capital Advisors, LLC

What is the American Society of Appraisers?

The American Society of Appraisers (ASA) is a non-profit organization of appraisal professionals dedicated to the education, development and growth of the appraisal profession.

ASA is international in structure and is the oldest and only major appraisal organization representing all disciplines of appraisal specialists.

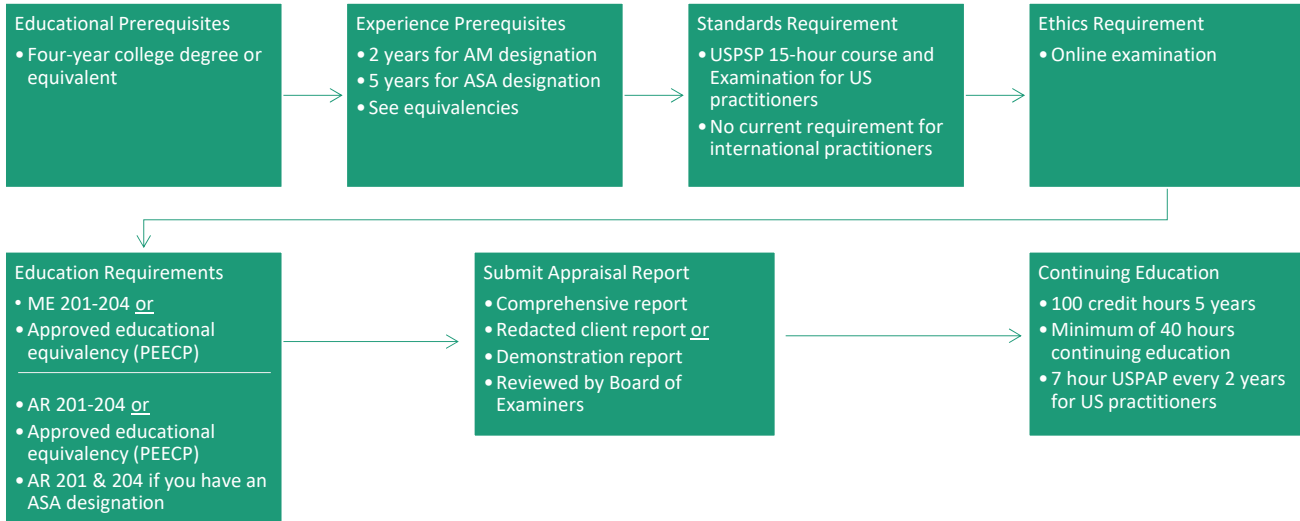
What Does the American Society of Appraisers Do?



ASA's Educational Programs

- ASA provides post-baccalaureate education in valuation through Principles of Valuation (POV) courses and higher level specialty courses
- Courses are taught by highly skilled practitioners who are well versed in the intricacies of today's workplace
- ASA courses are offered worldwide - on site at places of employment, at regular course sites with the U.S. and at various U.S. universities and colleges
- Self-study, online and webinar options make ASA courses convenient and available for the busy professional

Quick Guide to Accreditation



Prerequisites

Before applying for a designation, please be sure you meet the following prerequisites:

1. You are an approved ASA Candidate and your USPAP continuing education requirements are up-to-date
2. You have met the discipline's education requirements
3. You have a four-year college degree or its equivalent
4. You have two (2) years of full-time appraisal experience for the Accredited Member (AM) designation or five (5) years of full-time appraisal experience for Accredited Senior Appraiser (ASA) designation (2,000 hours = one (1) year of work experience)

Your last Principles of Valuation (POV) course must have been passed within the last ten (10) years in order for your education to be acceptable by the International Board of Examiners.

Principles of Valuation MTS (POV) course

ME201 **Introduction to Machinery and Equipment Valuation**

25.8 Instructional Hours & 3 Exam Hours

This course covers MTS appraisal terminology; functions and purposes of appraisals; introduction of the three approaches to value; depreciation and factors affecting depreciation; field inspection techniques and safety; introduction to the issues of indexes in machinery and equipment appraising; basic pricing exercises for current and obsolete assets; and ethics and professional standards.

Principles of Valuation MTS (POV) course

ME202 **Machinery and Equipment Valuation Methodology**

25.8 Instructional Hours & 3 Exam Hours

This course addresses the issues of price vs. value, indirect costs, use of and development of indexes, age-life concepts, recommended rounding of figures, types of values for MTS appraisals, reproduction cost new, replacement cost new, replacement cost depreciated, fair market value in use, orderly liquidation value, forced liquidation value and supporting conclusions for various purposes.

Principles of Valuation MTS (POV) course

ME203 Advanced Topics and Case Studies

*25.8 Instructional Hours & 3
Exam Hours*

A review of case studies illustrating a range of operating entities will be employed. This course will explore exponential pricing techniques, cost estimation, reproduction vs. replacement costs, quantifying functional obsolescence, use of research data, time value of money calculations and more.

Principles of Valuation MTS (POV) course

ME204 Machinery and Equipment Valuation - Advanced Topics and Report Writing

*28.8 Instructional Hours & 3 Exam
Hours*

This course delves further into the Income Approach and inputs needed to develop an income model, advancing beyond those concepts taught in the previous courses. The course discusses business structures, basic accounting terminology and the types of financial statements. Accounting for fixed assets is reviewed and business enterprise versus equity valuation is presented along with contrasting business and fixed asset valuation. Capital budgeting analysis is reviewed and functional and economic obsolescence derived through the income approach is considered. Finally, the course touches on two other topics of interest to the appraiser: Ad Valorem taxes and Inventory.

Principles of Valuation ARM (POV) course

AR201 Appraisal Review & Management

25.8 Instructional Hours & 3 Exam Hours

This is an introductory course focused on providing an in depth understanding of the Uniform Standards of Professional Appraisal Practice (USPAP) that govern the profession of appraisal review. This course will compare, contrast, and interpret real property, personal property, and business valuation review practices, case illustrations, and standards. The course covers narrative appraisal report writing as an argument (including a recommended review report paradigm) and will also generate discussion on review report examples. Participants will explore the scope of work for a review assignment to include credible assignment results and reviewer competency and ethics. Other accepted appraisal standards are also presented and discussed.

Principles of Valuation ARM (POV) course

AR202 Litigation Services

25.8 Instructional Hours & 3 Exam Hours

This course will provide an understanding of the demands of litigation support, hands-on practical skills, and resource materials that can be used and refer back to, for years to come. It includes an overview of the court system, the mechanics and stages of litigation cases, and how the expert's role changes at each stage. This course covers the practical details of how to start, build, market, and run a successful expert witness appraisal practice. The course also covers the following topics :

- Key marketing strategies;
- Retention of an expert assignment;
- Traits of a good expert;
- Proper disclosures;
- Ethical requirements;
- Communications;
- Handling records and evidence;
- Testimony skills; and
- Other expert appearances such as mediation, settlement conferences, insurance referee, and tax appeals boards.

Principles of Valuation ARM (POV) course

AR203 Managing Multifaceted Assignments

*25.8 Instructional Hours & 3 Exam
Hours*

This course applies methodology for coordinating, supervising, and directing a group of professionals. Complex assignments require lead professionals for planning, oversight, various directives, multiple perspectives, and considerations.

This course covers the following specific topics:

- Ethics;
- Competency;
- Assessments;
- Scope(s) of work;
- Contracts;
- Certifications; and
- Case studies for organizing professionals in multiple appraisal disciplines, and multiple specialties within a discipline.

Principles of Valuation ARM (POV) course

AR204 Appraisal Review and Management Application

*25.8 Instructional Hours & 3 Exam
Hours*

The course will demonstrate the application of the appraisal review paradigm, methods of reviewing non-compliant reports, and record keeping requirements.

Course content includes:

- Applications and discussions on USPAP Standards Rules 3 and 4;
- Report compliance;
- Logical arguments;
- Credible results;
- Competency;
- Scope of work;
- Ethics;
- Review report writing;
- Management of multidiscipline appraisal assignments;
- Management of appraisers; and much more



Coming Soon!

Certification program for individuals who are working for banks, leasing companies, financial institutions and insurance companies involved in the different aspects of equipment management.

**Certification program for Equipment Management Professionals
(CEMP)**



Thank You!



For previously-recorded web seminars go to:
www.elfaonline.org/events/elearning/web-seminars