

## Always Require an ASA Business Valuator

Valuing a business requires more than number crunching. It takes knowledge of finance as it applies to business, a detailed understanding of tax law and insight into operational nuances of a wide variety of different industries. In addition, business valuators are often called upon to testify in court, representing their opinions under the cross examination of opposing counsel.

Due to the complex nature of the profession, education and experience are crucial and that's why the American Society of Appraisers requires rigorous coursework and 10,000 hours (or five years) of experience to receive the preeminent ASA designation.

## About the American Society of Appraisers

The American Society of Appraisers is a world renowned and respected international organization devoted to the appraisal profession. As the oldest and only major appraisal organization representing all appraisal specialists, ASA is devoted to providing the highest possible standards in all areas of ethics, professionalism, education and designation criteria in the areas of:

-  Business Valuation
-  Real Property
-  Personal Property
-  Machinery & Technical Specialties
-  Gems & Jewelry
-  Appraisal Review & Management

## When Value Matters Hire an ASA



The Preeminent  
Business Valuation  
Professionals



11107 Sunset Hills Road, Suite 310, Reston, VA 20190  
(800) 272-8258 / [www.appraisers.org](http://www.appraisers.org) / [asainfo@appraisers.org](mailto:asainfo@appraisers.org)

Skilled Prepared Professional  
Educated **Experts** Trusted-Advisors  
Responsive Credible Up-to-Date  
Problem Solvers Industry Authorities

## ASA is the Right Choice

In recent years, the business valuation profession has become cluttered with designations that can often be confusing, but one thing is universally accepted, the Accredited Senior Appraisers (ASA) designation requires a commitment to excellence that sets it apart from all the rest.

The ASA designation provides peace of mind that the business valuator being hired has completed stringent criteria in education, experience and professional standards.

- 108 hours of rigorous instruction
- 4 half-day exams
- Completion of USPAP coursework and testing
- Valuation report submitted to a Board of Examiners
- 10,000 hours of full time Business Valuation experience
- Professional and personal references checked
- Personal interview
- On-going professional education required
- Adherence to a strict Code of Ethics

## Why Require an ASA?

When it comes to valuing a business there is no room for error. Often, lives are impacted by the outcome of a business valuation. Retirement may be postponed, the sale of a business can hinge on the outcome and employees may be waiting to hear if they have jobs tomorrow. The American Society of Appraisers understands the seriousness of the profession and has never wavered from our commitment of requiring excellence.

Education, integrity, credibility and experience all factor into the Accredited Senior Appraiser (ASA) designation. You can rest assured that the ASA designation after the name of an appraiser means they have been held to the highest standard in the profession.

## Ways a Business Valuator Can Help:

- Gifting and Estate Taxation
- Financial Reporting
- Buying/Selling a Business
- Intangible Valuation
- Divestitures and Recapitalizations
- Litigation & Divorce Matters
- Expert Witness Testimony
- Exit Strategies/Retirement
- Court-Appointed Appraisers

To find an ASA appraiser visit: [www.FindAnAppraiser.org](http://www.FindAnAppraiser.org)  
or call toll-free 1-800-ASA-VALU (800-272-8258).

