

**ASA's**

# **Intangible Asset Specialty Designation**

**Business Valuation**



# General Information

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Thank you for your interest in ASA's Intangible Assets (IA) Specialty Designation. As an existing Accredited Senior Appraiser (ASA) in Business Valuation, the process for obtaining the specialty designation is very straight forward.

## Prerequisites for Intangible Assets Specialty Designation Candidates

IA Candidates need to:

1. Be a current Accredited Senior Appraiser (ASA) in Business Valuation in good standing
2. Complete the education requirement; *BV303 - Valuation of Intangible Assets and Special Topics*

## Application Process

Candidates may apply for the Intangible Asset Specialty Designation on [ASA's Website](#).

## Application Requirements

The following items need to be submitted during the online application process:

1. Complete the online Intangible Assets Appraisal Specialty Designation application;
2. Upload your Intangible Assets valuation report;
3. Upload your Intangible Assets Report Review Checklist; and
4. Upload your Experience Log or letter from an ASA or supervisor stating the experience requirement has been met.

## Timeline

Candidates need to successfully complete the ASA intangibles course and exam (BV303) prior to submitting an application for the Intangible Assets Specialty Designation. The review of the intangible assets appraisal report and checklist are the most time-consuming elements of the review process. Selection of an appropriate report and proper completion of the report review checklist will speed the process and reduce the risk of a report not being accepted.

## Report Considerations

The Intangible Assets Report Review Checklist (separate document found on ASA's website) should be carefully reviewed prior to selecting and submitting a report.

## Submission of Demonstration Report

Due to employer policy or other factors, Candidates may prepare reports that do not include all the elements on the report review checklist. In such a case, a Candidate may modify an original report to make it a "demonstration report". A demonstration report is based on an actual report but has been expanded to include items required by ASA that were not included in the original report.

## Reports Not Meeting ASA Requirements

Unfortunately, not all reports will meet ASA's requirements. Should this occur, Candidates will be provided comments on the factors considered by the reviewer that led to the report not being passed. Candidates with a report not meeting the requirements are required to submit a new report, not the original report previously submitted.

## **Appraisal Experience Log Requirements**

Candidates for the Intangible Assets Specialty should prepare and submit an appraisal experience log (“appraisal log”). The appraisal log should include summary information on ten (10) intangible asset valuation assignments where the Candidate was the principal preparer of the valuation analysis and report.

Key elements to include for each of the ten projects include:

1. Report Date
2. Valuation Date
3. Premise of Value
4. Intended Use (Purpose) of Report
5. Industry of Subject Entity
6. List Intangible Assets Appraised and Valuation Method(s) Used

## **Receipt of Specialty**

Once an application is received and the appraisal report, checklist and experience log are all approved, the Candidate will be awarded the Intangible Assets Specialty Designation.

## **Contact for Questions**

Please contact the BV credentialing specialist at 1-800-272-8258 with any questions related to the BV Intangible Assets Specialty Designation.