

CEO's Message

Twenty Reasons Why You Should Be a CVA/AVA

Reason One: Every year NACVA's business valuation credential, the Certified Valuation Analyst (CVA) and Accredited Valuation Analyst (AVA), becomes more important in the user community and more valuable to the individuals who possess it. This is not due to happenstance, but to a very concerted effort by the leaders of this organization to build up and shore-up the importance and value of this credential. This is not unique in the world of credentials. All highly recognized and respected credentials had their beginnings and follow a path to success. If you look behind the scenes you will see an orchestrated effort working with both the holders and the community—whether that be businesses, legal, the press, or the public at large—to educate them on the virtues of the credential and what it means for them. This is an ongoing process that has no end, and it is a duty every credentialing organization has to its members.

Some credentials battle for supremacy. Supremacy is rising to the top to be that recognized symbol within the user community where there is an expectation of expertise, quality, and professionalism in the services provided by the holder of such credential. To truly earn supremacy, however, requires—even mandates—that the designating organization remain steadfast on its path to improve its credential in the eyes of its holders and in its efforts to educate the user community.

To us at NACVA, success is not measured by the number of holders of our credential but in terms such as, “Are our members obtaining more business as a result of possessing our credential?” or “Is the credential known and respected by more attorneys today than one year ago?” These more qualitative elements can be measured in numbers, but getting your “hands around them” is another thing. We attempt to do this with surveys, but our most important gauge is listening to our members. This is achieved, in part, through a structure of boards, committees, groups, and task forces through which our members participate in the running of this organization and help to mold it to better serve our constituency. The other part is that we simply listen to our members, whether it be voiced verbally or in writing, as long as it is channeled through one of the various departments at NACVA Headquarters, directly to me, or to one of our boards, you will be heard by those who can effect change.

With this CEO's Message, I want to pay tribute to the 600 or so members who participate in some way in the growth and success of this organization and thank them with my deepest gratitude for all of their support. Every single bit counts. Your names and the bodies on which you participate can be found at the end of this issue of the *Association News*.

As the title of this message promises, I will now give you 19 other reasons why you should be a CVA or an AVA:

- 2) **Recognition:** There are more CVA/AVAs designated, almost 4,500 active, than all the other valuation credentials combined. With our sheer numbers, we are easily the most recognized credential in the industry.
- 3) **Visibility:** We are the only valuation organization with a public relations specialist dedicated full-time to building recognition for the credential and your services.
- 4) **Prestige:** Just like the CFA* credential is to someone pursuing a career in finance, anyone pursuing a career as a business consultant should possess a command of valuation fundamentals and value drivers. Your NACVA credential makes this statement and will help you obtain engagements and employment. It sets you apart.
*Chartered Financial Analyst
- 5) **Uncompromised:** Other than NACVA's two co-founders, everyone who has ever pursued or obtained our credential has taken an exam to earn our credential. To grandfather anyone into our credential would compromise the statistical and inherent integrity of our certification process. As such, NACVA does not and will not grandfather anyone into its credential.

- 6) **Validated:** We are one of only two valuation organizations, of which I am aware, to psychometrically validate its certification exam. For NACVA that means both our proctored and case study exam.
- 7) **Growing:** NACVA membership is expected to grow to 7,000 members in 2007, having experienced about 10% growth in 2006.
- 8) **Evolving:** Each year since our inception, we have taken steps to shore-up every aspect of our credentialing process, constantly reassessing and modifying our prerequisites, testing, and recertification in order to stay in step with developments in the industry at large. I purport NACVA's credential is now the toughest to obtain and hold on to.
- 9) **Successful Members:** Our surveys tell us that over 80% of our members have experienced and continue to expect growth in their valuation practices.
- 10) **Research Support:** Through our affiliate, KeyValueData, we are the only valuation organization that provides substantive research support to its membership. We estimate that for the modest \$275 annual subscription fee, members can obtain services and resources that would otherwise cost them \$5,000 per year.
- 11) **Cutting-Edge Professional Development:** NACVA has single-handedly spearheaded one of the most aggressive training development programs in the United States through our division known as the Consultants' Training Institute. Adding approximately 10 new courses a year puts us on a par with the American Management Association. All of this is because we care and look out for our members' continuing professional development needs.

- 12) **Prominent:** Our award-winning Association magazine, *The Value Examiner*, is by far the best and most widely read professional development journal in the industry, with estimated readership in excess of 13,000.
- 13) **Constant Improvement:** Every year we rework, beef up, update, and overhaul as needed our CVA/AVA Credentialing Training program. It is widely regarded as the best foundational training program in the industry. It is recommended by many as solid training to prepare anyone pursuing any of the industry's credentials, whether that be the CVA/AVA, ABV, ASA, or CBA.
- 14) **Global:** Through NACVA's affiliate, the International Association of Consultants, Valuers and Analysts (IACVA), strong inroads have been made propagating our credential world wide. We anticipate over 500 CVAs will be designated through international Charters by the end of 2007.
- 15) **Influential:** NACVA is the nation's leader in standards setting for the valuation industry, demonstrated with an active body of 45 members who meet monthly and through current and past participation on the:
 - Appraisal Issues Task Force
 - North American Business Valuation Standards Council
 - IRS Valuation Policy Council
 - Appraisal Foundation Business Valuation Professional TaskforceOur participation is requested in every major industry standards event because we can be depended upon for well thought-out and clearly articulated input.
- 16) **Tenacious:** We reach out and touch 180,000 attorneys three times a year to educate and increase their awareness of CVAs/AVAs and have persistently been doing so for over 10 years.
- 17) **Innovative:** Prior to—and now through—our alliance with ValuSource, we have been spearheading the development of valuation software and databases since

- 1992, having created the industry's premier state-of-the-art tools for providing valuation services. Once there were four, and now there is only one other developer of valuation software in the industry—Practitioners Publishing Company.
- 18) **Comprehensive:** We are the only valuation organization to address the elements of “Currency in Knowledge” and “Quality in Work Product” in our recertification requirements.
 - 19) **Leadership:** Through our vast and dynamic membership, we have been the most influential group in the history of the valuation discipline, having propelled the development of most of the industry's training and having taken an active role in publishing numerous articles and books on this topic.
 - 20) **Supremacy:** Subsequent to NACVA's inception, business valuation services skyrocketed to the top of *Accounting Today's* list of the top 28 consulting services being offered by the CPA profession, and it has resided at or near the top for the last 12 years. Litigation forensics and fraud, two of our other specialty areas, also now reside near the top of this list. Undoubtedly, unquestionably, this rise is attributable to our influence in, and support of, the profession, with training, certifications, and support services in these areas.

As you can see, our influence has been vast, covering all aspects and all corners of the discipline. And through this, and by holding a steady path in shoring-up and bolstering our credential, there is no doubt that NACVA's CVA and AVA designations will continue to reign supreme in our industry. “You can take that to the bank.”