

National Association of Certified Valuation Analysts

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Association News

Quarterly Newsletter for the **National Association of Certified Valuation Analysts**
Fourth Quarter 2009



CEO's Message

A Value Proposition Unlike Any You've Seen

By Parnell Black, MBA, CPA, CVA, Chief Executive Officer



This will be a very brief CEO's Message and that is because I want to direct your attention to what I believe is the single greatest resource for the valuation practitioner. Moreover, this is not intended to be a sales pitch. Having been intimately involved with the valuation industry for 20 years as NACVA's CEO, I think I have a pretty good idea of what is required to serve the needs of a part-time, half-time, and full-time valuation practitioner. Most of you know or have heard of KeyValueData, which used to be a division of NACVA but is now a subsidiary of ValuSource Software. Over the past many years with NACVA's support, ValuSource has vigorously worked to expand, improve, and automate the delivery of a vast array of data (and brand new analyzer tools as well) useful and needed by the valuation practitioner. But most importantly, make this data available at a reasonable price that accommodates your budget based on the volume of work you do. Last summer KeyValueData rolled out with its new website, and I will say it's pretty impressive.

I will conclude my message by saying, in our current times you need to be shopping for the best values you can find—and this is one of them. Please take five minutes to review the [brochure here](#). By the way, if you have attended, or have registered to attend any **live** training sponsored by NACVA/Consultants' Training Institute in 2009, you are entitled to a **Free 60-day trial subscription to KeyValueData**. On top of the free 60-day trial, NACVA will issue you a credit voucher for \$50 **just for taking a look at the new KeyValueData site**. The credit voucher is good towards any training or product purchase good through 2010; and will be issued* for any "new" or "trial" subscription between now and January 31, 2010. To subscribe call NACVA Member Services at (800) 677-2009.

Thank you.

Sincerely,

—Parnell Black
Chief Executive Officer

* Valid only for new KVD subscribers

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