The **International Association of Assessing Officers (IAAO)** is a nonprofit, educational, and research association. We are the premiere professional membership organization of government assessment officials and others interested in the administration of the property tax. IAAO was founded in 1934, and now has a membership of more than 7,700 members worldwide from governmental, business, and academic communities.

The following **Year in Review** infographic is a showcase of the accomplishments from the 2017 fiscal year. This Year in Review isn't just about the numbers, but more about the promotion, innovation, and excellence in property appraisal, property tax policy, and administration through professional development, education, research, and technical assistance. We hope that this data demonstrates our commitment to promote awareness of, importance of, and effect of, high ethical standards and practices to our membership and the assessment and appraisal industry.

2017 Year in Review

International Association of Assessing Officers

ALLIANCES & PARTNERSHIPS

PRESENTATIONS & EVENTS

World Bank Land and Poverty Conference

Six presentations including:

- *Practical Application Of IAAO Standards For Land Administration And Property Tax Systems*
- *Low Cost Valuation Methodologies*
- *Mass Appraisal of Land Values*

*** Other events attended:**

- Royal Institution of Chartered Surveyors Summit of the Americas
- Appraisal Institute of Canada International Valuation Conference in Ottawa
- Esri Executive Summit

PARTNERSHIPS

Opened satellite office in Washington DC in partnership with National Association of Counties

- Established formal presence
- Strengthened IAAO's commitment to be an international organization
- Allow access to many international members

Joined with Michigan Assessors Association and the Michigan Association of Equalization Directors in filing amicus curiae briefs related to the dark store controversy

RESEARCH DEPARTMENT AND THE PAUL V. CORUSY MEMORIAL LIBRARY REMODEL

- Basement and 3rd floor expansion
- Creation of additional meeting space/ kitchen
- 20,000 volumes moved

ELECTRONIC ELECTIONS

Highest # of voting participants in the at least the last 12 years

NOTEABLE PRESENTATIONS

- **Dorothy Jacks, AAS presented *IAAO Standard on Automated Valuation Models (AVMs)*** at International Property Tax Institute's Mass Appraisal Valuation Symposium, Sydney, Australia
- **Randy Ripperger, CAE presented *Investing in County Priorities: Strategies for Effective Property Tax Administration*** at the National Association of Counties Conference
- **Jake Parkinson, chair USPAP Committee, led presentation on *Accepting Mass Appraisal Experience for Credit: Does AQB Criteria Allow It?*** at Association of Appraiser Regulatory Officials (AARO) Meeting
- **Randy Ripperger, CAE presented *The Competent Appraiser — How IAAO Provides Resources for Appraisers to Develop their Appraisal Competency*** at the Real Property Assessment Board of Review, Honolulu, HI
- **Dorothy Jacks, AAS presented at the International Property Tax Institute/ Royal Institute of Chartered Surveyors Conference** in Jamaica

MEETINGS & SEMINARS

Assessment Leadership Beyond All Limits
IAAO LAS VEGAS
ANNUAL CONFERENCE & Exhibition
September 24-27 2017

1,503 attendees = ↑ **21% increase—HIGHEST in 18 years**

200 Events, meetings, and classes

3 plenary sessions | **64** education sessions | **11** roundtables

> *"This is an experience second to no other in the assessment learning environment; an opportunity to expand your knowledge, to share knowledge and to contribute to your profession."*
>
> —Larry Laverty, CAE, City of Lethbridge, AB

267 exhibitor registrations = ↑ **5% increase** in booth space

Exhibit Advisory Council implemented

38TH LEGAL SEMINAR
Seattle, WA

- **112** attendees
- **15** speakers
- **Over 30 states and Canada** represented

21ST ANNUAL GIS/CAMA CONFERENCE
Chattanooga, TN

- In partnership with Urban and Regional Information Systems Association (USRISA)
- **298** attendees
- **Sold-out** exhibit hall

INTERNATIONAL RESEARCH SYMPOSIUM
Madrid, Spain

- Speakers from Lithuania, Netherlands, Northern Ireland, Spain, United Kingdom and US-based including the World Bank
- Provided **simultaneous translation** from English to Spanish
- **51 attendees** from Europe, Canada and US
- A collaboration with **2 Sponsors** and **5 Partners**

LEADERSHIP SYMPOSIUM

- **24 Chapter and Affiliate leaders participated** in the 2nd Annual President's Leadership Symposium in Kansas City

MEMBERSHIP

58% **of members** first learn of IAAO from a colleague within their own organization*

7,738 members as of December 31, 2017 ↑ **5.38%** percentage of growth

1,118 new members in 2017 **264** Entry Level | **464** e-Member | **386** Print | **4** Student

ABOUT OUR MEMBERS

49% Female | **51%** Male

2017 Average age of new members: **46***

CAREER CENTER

78 job postings *with* **21,582** views of those postings

AWARDS RENAMED

★ International Award *is now* **Ian W. McClung International Award**

★ Distinguished Research and Development Award *is now* **James A. Howze, CAE Distinguished Research and Development Award**

IAAO has 32 Chapters + 59 Affiliates

Membership representing **29 countries**

New Chapters
New Mexico and British Columbia

New Affiliate
Asociación Profesional de Sociedades de Valoración (ATASA)

*Source - McKinley Advisors survey

TECHNOLOGY

Major press contacts:

Bloomberg · Newsday · npr · The Philadelphia Inquirer · VICE News

WEBSITE

Website traffic increased **25.6%** from **176,000** to **221,091 sessions**

Total page views increased from **790,538** *to* **934,495**

Number of users increased from **82,841** *to* **99,991**

Added
INTERACTIVE EDUCATIONAL COURSE MAP

MOBILE USAGE
of the website increased from **14%** *to* **16%**

WEBSITE UPGRADE
Added Google translate to all webpages translate into multiple languages

Advanced Solutions International's (ASI) GREAT THINGS AWARD awarded to IAAO

- Awarded for website redesign that helps further association missions and accomplish "great things"
- IAAO was 1 of 5 USA recipients

ANNUAL CONFERENCE MOBILE APP

Total number of app engagements increased by **70%**

Mobile App had **974 users** — a **35% increase** *or* **65% of total attendees**

There were more than 2,000 responses to conference session evaluations, which were included for the first time on the 2017 mobile app

TECHNICAL ASSISTANCE AND STANDARDS

- **LLC Formation**: Professional Consulting Services of IAAO, a wholly owned subsidiary of IAAO
- **Standard on Automated Valuation Models (AVMs)** updated and rewritten

TECHNICAL ASSISTANCE PROJECTS

City of Petersburg, Virginia: Practices and Procedures Review
State of Iowa Department of Revenue: Assessor's Exam Preparation
Nova Scotia: Practices and Procedures Review
Albemarle County, Virginia: Valuation Model Review

EDUCATION AND PROFESSIONAL DEVELOPMENT

COURSE OFFERINGS

Onsite Courses, Workshops, and One Day Forums:

312 classes *serving* **6,300** students

Online Courses:

1,185 students — **57%** increase

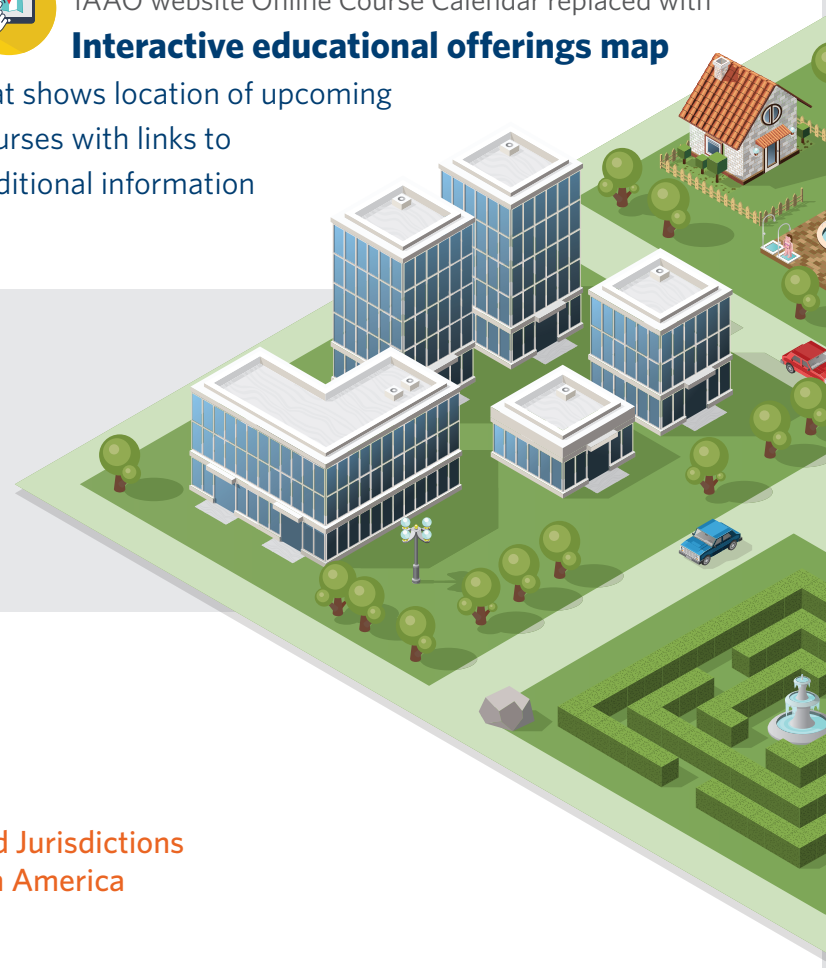
- **Course 101:** *Online Fundamentals of Real Property Appraisal* — **85 students**
- **Workshop 171:** *Standards of Professional Practice and Ethics* — **447 students**
- **New in 2017:** *Critical Issues Series* — **58 students**
  - **First Critical Issues Course:** *Understanding Intangible Assets*

IAAO WEBNAR SERIES *(first full year)*

Total Revenue **$48,690**

Total Registrations **1,488**

IAAO website Online Course Calendar replaced with **Interactive educational offerings map** that shows location of upcoming courses with links to additional information



DESIGNATION PROGRAM

New Designees **110** — **37.5%** increase

New Candidates **181** — **23%** increase

CEAA RECIPIENTS

Initial
- Mecklenburg County, NC
- Franklin County, OH
- Los Angeles County, CA

Recertifying
- Pinellas County, FL
- Clay County, FL
- Johnson County, KS

Total of **38** Certified Jurisdictions *in* North America

PUBLICATIONS, LIBRARY & RESEARCH

Reference requests filled by staff:

632 = **16% increase**

Documents delivered:

4,444 = **20% increase**

New materials acquired :

324

Searches on LibraryLink:

5,140

Top 5 most frequent requests:

- Big Box Valuation
- Hotel
- Staffing Benchmarks
- Valuing Solar
- Income and Expense Data

FRIENDS OF THE LIBRARY CAMPAIGN RAISED:

$5,293

IAAO RECEIVED APPRAISERS RESEARCH FOUNDATION GRANT:

$5,000

for creation / assistance with the GIS for Professionals book

POSITION PAPER RELEASED

Commercial Big-Box Retail: A Guide to Market-Based Valuation

SUBJECT GUIDES PUBLISHED

The Sharing Economy (Airbnb), Landfills, Solar Energy, and Golf Course Valuation

IAAO 2016 Assessment Industry Compensation Survey *(released March 2017)*

KEY TAKEAWAY

Almost 50%

of the respondents are planning to retire in the next 9 years

Respondents reported keys to professional success as:

- Job Function
- Management Role
- Number of People Supervised
- Education Level
- Professional Development
- **IAAO Participation!**

WE ARE IAAO

International Association of Assessing Officers

IAAO is a global community of mass appraisal experts who promote excellence in property appraisal, assessment administration and property tax policy through professional development, research and standards.

IAAO actively contributes to the growth and success of the mass appraisal industry globally. Individuals and organizations turn to IAAO for guidelines and expertise. Policy makers, regulatory agencies, courts, media and tax payers rely on IAAO guidance, standards and education in mass appraisal. The association strategically chooses collaborative partners in order to provide exceptional professional development, unsurpassed networking and valuable insights into industry trends. Employers encourage their employees to use IAAO resources because of the proven link to professional success. IAAO membership provides opportunities for mentoring and skill advancement as well as access to professional development and research. Belonging to the association is a "must" for all desiring to grow and succeed as leaders within the mass appraisal industry.

IAAO
INTERNATIONAL ASSOCIATION of ASSESSING OFFICERS

Valuing the World

CORE VALUES

- **Commitment to the improvement** of the property tax system worldwide;
- **Accountability** to the public good;
- **Commitment to excellence** in assessment administration beyond property tax law;
- **Respect** for the worth and dignity of all individuals;
- **Promotion of inclusiveness,** fairness and diversity;
- Obligation to **organizational transparency, integrity, and honesty** in all professional activities;
- Practice of **responsible stewardship of resources;**
- Dedication to excellence, and **maintenance of the public trust**

WE ARE IAAO, AND WE VALUE THE WORLD

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