

# IAAO Annual Report 2024



*Throughout the past few years, we have faced challenges, celebrated victories, and navigated the everyday moments that make up the tapestry of our work.*

*Whether through collaborations, shared goals, or simply supporting one another through the ups and downs, your dedication and passion to our profession have been a constant inspiration as we worked to improve the industry.*

*The past few years have been busy for the association. One of the major accomplishments in 2024 was the selection of Amy Rasmussen, RES, AAS, FIAAO as the new Executive Director.*

*The Executive Director Task Force and Board of Directors conducted a nationwide search with assistance from the American Society of Association Executives (ASAE) and DRI Consulting. As the 2020 IAAO president, long-time volunteer, and a 20-year member, Amy was quite familiar with the organization and our industry.*

*Another major event of 2024 was the Annual Conference in Denver, attended by nearly 1,700 people. It was a great success and was one of the largest conferences in history, and the largest in the past 25 years.*

*From the Keynote session by former NFL star Terrell Davis to special events, attendees benefited from the meeting. In addition to the annual conference, IAAO saw a successful Legal Seminar, worked with Geospatial Professional Network (URISA) on the GIS/Valuation Technologies Conference, and with the International Property Tax Institute (IPTI) on the virtual Mass Appraisal Valuation Symposium.*

*At the end of the year, as part of our international efforts, IAAO worked with IPTI to host the International Research Symposium in December in Amsterdam.*

*Our international presence grew in 2024, attending events by the Institute of Revenues, Rating and Valuation, The European Group of Valuers' Associations (TEGoVA), and the Appraisal Institute of Canada (AIC). We also visited our colleagues in Belgrade to further the creation of a new chapter – the Southeast Europe Chapter of IAAO.*

*The following pages detail the highlights at IAAO. Every decision, every conversation, and every moment of progress has been a direct result of the collective efforts of our members.*

*Your energy, your ideas, and your involvement have made our efforts so impactful. I am endlessly grateful for that and I am deeply thankful for the trust you gave our board.*

Rebecca Malmquist, RES  
2024 IAAO President



2024 President Rebecca Malmquist, CAE, and Executive Director Amy Rasmussen, RES, AAS, FIAAO, presented a Town Hall meeting in April at the studios of the National Association of Counties in Washington, DC.



2024 IAAO President Rebecca Malmquist (second from right) and Executive Director Amy Rasmussen (left) spoke on a news program in Serbia about forming the IAAO Eastern European chapter.



Attendees at the 2024 International Research Symposium in Amsterdam.



# 2024 Highlights

## IAAO MEETS WITH WASHINGTON INDUSTRY GROUPS

In 2024 members of the IAAO Executive Committee and IAAO staff met with representatives of the National Association of Counties (NACo), The Appraisal Foundation (TAF), International City/County Management Association (ICMA), and the Department of Housing and Urban Development (HUD). IAAO also utilized its relationship with NACo to host a Town Hall video meeting from the NACo studio in 2024.

IAAO has been visiting industry groups since 2022. The 2024 meetings followed 2023 meetings with HUD, NACo, the National League of Cities (NLC), the National Association of Realtors (NAR), Royal Institution of Chartered Surveyors (RICS)-Americas, TAF, and the Appraisal Subcommittee

The meetings provided an opportunity for IAAO to visit with the industry organizations in Washington, D.C. and review common areas of interest and discuss issues of importance to each of the other organizations.



*IAAO Executive Committee members and staff met with industry groups in 2024 in Washington, DC.*

## IAAO BOARD MEMBERS & HQ TEAM AS OF DEC. 31, 2024

**President** - Rebecca Malmquist, CAE

**President-Elect** - Donna VanderVries, CAE, AAS, PPS

**Vice President** - William Healey, RES

**Immediate Past President** - Patrick Alesandrini, CAE, RES

**Executive Director** - Amy Rasmussen, RES, AAS, FIAAO

### **Directors (Term expired December 31, 2024)**

Kara Endicott, CAE, RES

Greg Hutchinson

Bobby T. Lee, Esq., AAS

Ryan Cavanah, CAE

### **Directors (Term expires December 31, 2025)**

Alvin Lankford, CAE, AAS

Roderick Conley, AAS, RES

Dwane Brinson, CAE, RES, AAS

### **Directors (Term expires December 31, 2026)**

Kevin Prine, RES, AAS, CAE

Lloyd Funk, CAE

Douglas Warr, AAS

### **IAAO Team**

Mike Ardis

Becky Behrens

Tammy Brown

Shawn Chevreux

Erin Eades, MBA

Toni Eichholz, IOM

Justin Eimers, AAS, RMA

Elizabeth Ferguson, Ph.D.

Barbra Flannery

Daniel Fuchs

Jordyn Garey

Shannon Hiss, RES, RMA

Shawn Lee House

Amber Jonas

Kimberly Kaylor

Anita Lara, CMP

Ashley Lathrop, MBA

Rachel Mense

Heather Moser

Veronica Nalley

Sarah Noakes

Jarron Paronto

Leann Ritter, MS, CAE

Keith Robison

Kristin Taylor

Allyson Weber, MLA

Shaun York

Sr. Director, Communications & Technology

Executive Administrator

Director, Marketing

Sr. Director, Membership & Community Engagement

Associate Director, PDD Operations

Coordinator, Community Engagement

Assessment Advisor

Research Librarian

Instructional Designer

Manager, Community Engagement

Learning Content Developer

Assessment Advisor

Administrative Coordinator

Administrative Assistant

Education Services Manager

Director, Meetings and Events

Sr. Director, Business Innovation

Specialist, Meetings & Events

Sr. Director, Professional Development

Learning Project Manager

Manager, Digital Technology

Director, Credentialing

Director, Strategic Partnerships

Manager, Publications

Conference Content Manager

Accounting Specialist

Director, Technology



# Professional Development

## ACCOMPLISHMENTS:

- Discussions regarding college partnerships with Middlesex Community College (Lowell, MA) to include course offerings, potential certificate program; Old Dominion University (Norfolk, VA) for course offerings; and Lower Columbia College (Longview, WA) a certificate program
- Created Workshop 265: Valuing Properties with Renewable Energy Resources. A virtual pilot launched in December of 2024 and the workshop sold out in first two weeks.
- Offered Designation Discourse for students interested in IAAO designations. The chats on Zoom included an open discussion on all designations, plus separate chats on the CAE and RES designations, the MAS and AAS designations, and the CMS and PPS designations.
- Continued work on updating IAAO 30-hour courses.
- Focused on a review of Course 101 - Fundamentals of Real Property Appraisal to launch in 2025.
- Total of 153 new designations awarded in 2024, up from 144 in 2023. Candidates in 2024 by designations were: AAS 54 CAE 28; CMS 13; MAS 8; PPS 13; and RES 37. Overall more than 1,000 designees hold more than 1,200 designations.
- Designation Fast Track offerings were in place for students to complete education requirements for the CAE designation in 2024.
- Held in-person Instructor Evaluation Workshops in Denver, in conjunction with the annual conference, and one in Southbridge, Massachusetts.
- Worked with the IAAO Conference Content Committee

## STUDENT REGISTRATIONS:

Type	2023	2024
In-person	<b>4,202</b>	<b>4,027</b>
Live online	<b>2,182</b>	<b>2,513</b>
Self-study	<b>1,450</b>	<b>1,423</b>
Webinars	<b>1,311</b>	<b>1,352</b>
Total	<b>9,373</b>	<b>9,315</b>



to develop the Call for Presentations; Geospatial Professional Network (formerly URISA) for presentations for the GIS/Valuation Technologies Conference, the International Property Tax Institute (IPTI) for the Mass Appraisal Valuation Symposium and International Research Symposium, and the IAAO Legal Committee for the Legal Seminar.

## WHAT'S NEXT IN PROFESSIONAL DEVELOPMENT FOR IAAO?

The Professional Development Department (PDD) will offer two Instructor Evaluation Workshops in 2025, the first in conjunction with the IAAO Annual Conference in Orlando to certify junior IAAO instructors to teach in-person and a second virtual IEW to certify to teach virtually.

Professional Development is also working to update and add new courses. Following the successful pilot launch of Workshop 265, the full course will begin in 2025. A revised Workshop 163: Marshall & Swift Cost Approach - Commercial is a priority for 2025.

In addition, the following courses are in line to be updated: Course 201: Appraisal of Land; Workshop 252: Valuing Property Affected by Environmental Contamination; Workshop 158: Highest and Best Use; Workshop 155: Depreciation Analysis; Course 333: Residential Model Building; Course 501: Personal Property Auditing: Basic to Advanced; Workshop 452: Fundamentals of Assessment Ratio Studies.

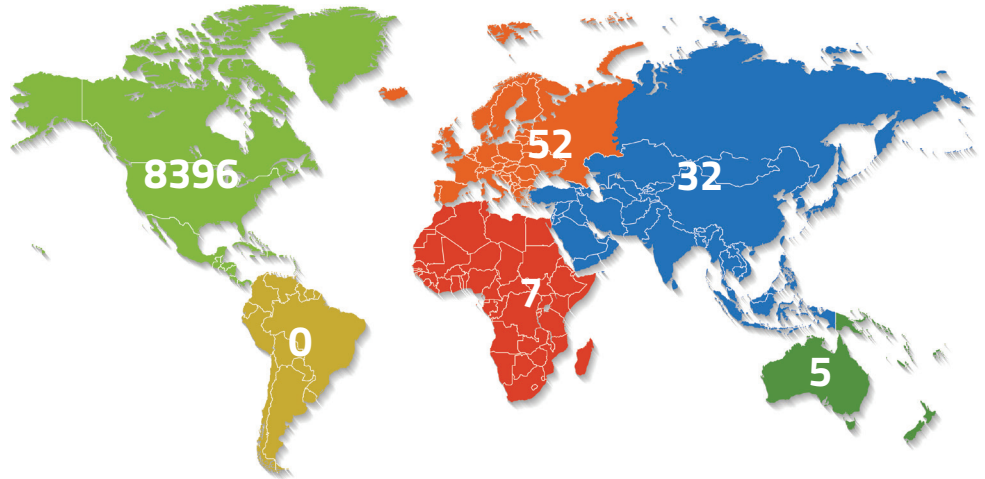




# Membership & Administration

## 2024

8,014	Regular members
438	Associate members
40	Affiliate members
1,226	New members
2,300+	Jurisdictions
8,128	Members in the U.S.
268	Members in Canada
325	Volunteers



## AFFINITY GROUPS APPROVED; NEW CHAPTER ESTABLISHED

IAAO members, in a special election in early 2024, approved bylaw amendments to allow the board to establish councils and affinity groups.

Examples of affinity groups include identity-based groups (such as the Women's Initiative Network), technical interest groups, personal and continuous professional development groups, and community engagement groups.

Members in November approved bylaws changes on

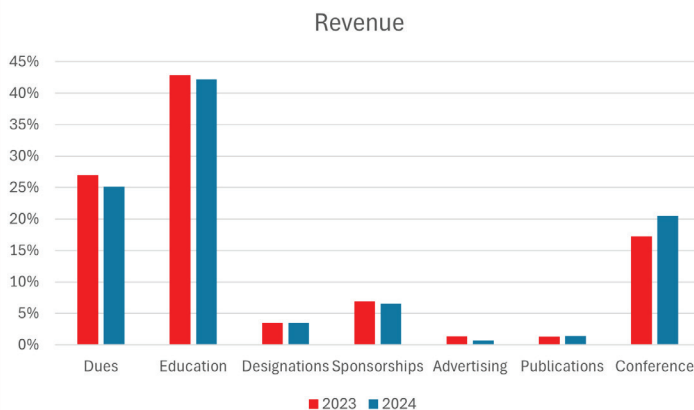
life memberships, officers representing IAAO at meetings, adding language regarding directors representing international jurisdictions, updating IAAO's role with The Appraisal Foundation, and establishing parliamentary authority through procedural rules.

Also in 2024, IAAO saw the establishment of the Southeast Europe Chapter of IAAO and the organizers were recognized at the Annual Conference.

## FINANCIALS

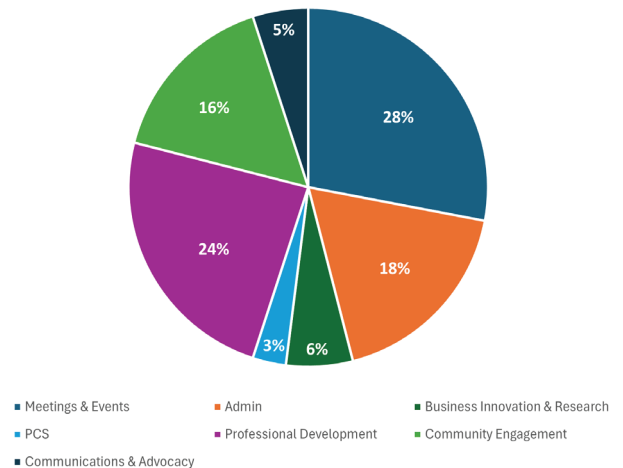
### Revenue

\$6,439,172 - 2023  
\$7,218,323 - 2024\*



### Expenses

\$6,108,128 - 2023  
\$6,924,052 - 2024\*



\* Unaudited. Audit is being completed for FY 2024



# Meetings & Events

## IAAO OFFERS GLOBAL MEETINGS

IAAO saw one of its best attended conference in years with the 90th Annual Conference in Denver in 2024. Approximately 1,700 people participated in the conference, an increase over the 1,500 attending the 2023 conference in Salt Lake City. Two plenary sessions, a Keynote presentation, and 74 sessions were offered in 2024.

### Legal Seminars

More than 160 attended the IAAO's 2024 Legal Seminar in Chicago over the 112 who attended the 2023 Seminar in Louisville, Kentucky. The seminar addressed contemporary legal topics in the assessment and appeals process.

### GIS/Valuation Technologies

IAAO and the Geospatial Professional Network (formerly URISA) offered the GIS/Valuation Technologies Conference in Charlotte in 2024.

### IAAO, IPTI offer virtual MAVS

IAAO joined with the International Property Tax Institute (IPTI) to offer the Mass Appraisal Valuation Symposium online in 2023 and 2024.

### International Research Symposium

Returning after several years hiatus, IAAO joined with IPTI to offer the International Research Symposium in December 2024 in Amsterdam.

### MEETING ATTENDEES

<b>1,700</b>	2024 Conference
<b>1,500</b>	2023 Conference
<b>166</b>	2024 Legal Seminar
<b>112</b>	2023 Legal Seminar
<b>330</b>	2024 GIS/Val Tech
<b>251</b>	2023 GIS/Val Tech
<b>295</b>	2024 MAVS
<b>200</b>	2023 MAVS
<b>80</b>	2024 IRS



2024 President Rebecca Malmquist, CAE, spoke with NFL Hall of Fame running back Terrell Davis at the conference in Denver.



The 2024 Annual Conference featured a plenary presentation on Best Practices and Real-World Challenges, exploring the challenge of applying best practices in the real world of property taxation



The WIN Luncheon at the 2024 Annual Conference featured the following women leaders in the appraisal and assessment industry: Appraisal Institute President Sandra Adomatis, SRA; Appraisal Institute of Canada President Dena Knopp, P. App., CRA; Los Angeles Co. Director of Legal, Exemptions, Assessment, and Public Services Dara Smith; Alachua Co. Property Appraiser Ayesha Solomon; and IAAO President Rebecca Malmquist, CAE.



Nearly 1,700 people attended the IAAO Annual Conference in Denver and 1,500 attended the conference in Salt Lake City (above).



## PROFESSIONAL CONSULTING SERVICES WORKING WITH JURISDICTIONS TO IMPROVE ASSESSMENTS

Promoting innovation and excellence in property appraisal, tax policy, and administration, IAAO works with jurisdictions to find solutions to complex property tax matters. Through the IAAO Professional Consulting Services (PCS), IAAO provides objective, insightful advice to jurisdictions around the world.

During 2024, IAAO worked with multiple jurisdictions, from Texas to Canada to the United Kingdom, to improve assessments. As part of those efforts, PCS focused on providing ratio studies, a gap analysis, and preparation for and monitoring of reappraisal projects.

PCS can help jurisdiction establish performance benchmarks through an all-new, gap analysis service. In addition to the Gap Analysis and reassessment monitoring, PCS provides a wealth of services aimed at promoting best practices for the assessment administration market.

### PC Services

- Ratio studies
- Gap analysis
- Preparation and monitoring for reappraisal projects

## LIBRARY MARKS 40TH ANNIVERSARY IN 2024

The IAAO Library turned 40 in 2024 and celebrated at the annual conference in Denver with an exhibit of past assessing materials from the IAAO archive.

More than 4,000 resources were downloaded from the IAAO Library by users around the globe in 2024, including 257 reference requests which resulted in 1,117 digital resources being shared.

The LibraryLink catalog was searched 3,363 times and nearly 1,000 resources were directly downloaded or checked out through the catalog. Ninety-three new items were added to the collection in 2024, following 107 in 2023.

The IAAO Research Exchange was accessed by users in 76 countries in 2024 and 35 in 2023, with the most traffic coming from the U.S., Canada, Germany, and the United Kingdom.

There were 3,000 resources downloaded from the repository. In total, IAAO members received more than 4,000 resources in 2024 as part of their member benefits. This amounts to over \$150,000 in value for members around the world.



*The IAAO Library marked its 40th anniversary at the 2024 Conference with an exhibit and cake. From left: IAAO Research Librarian Elizabeth Ferguson, Ph.D.; Friends of the IAAO Paul V. Corusy Library Trust Chair Carol Gordon; library donor Peter Korpacz; trust member Stuart Topliff, and IAAO Executive Director Amy Rasmussen.*

The library services are possible thanks to the contributions of donors to the Paul V. Corusy Library Trust, including a generous matching donation from Peter Korpacz of Korpacz Realty Advisors Inc.





# 2024 Highlights

## SPONSORS, EXHIBITORS, & ADVERTISERS

American Society of Appraisers  
Apex Appraisal Solutions  
Appraisal Diversity Initiative  
Assessment Analyst by Esri Canada  
Aumentum Technologies  
BIS Consulting  
C3 AI  
Catalis Inc  
CoreLogic  
Crex  
CycloMedia Technology, Inc.  
Data Cloud Solutions, A Woolpert Company  
DEVNET, Inc.  
EagleView  
E-Ring, Inc.  
Esri  
Farragut Systems  
GSA Corp

Harris Govern  
Just Appraised Inc.  
Kofile, Inc.  
Linebarger  
Attorneys At Law  
Minnesota Association of Assessing Officers  
Moore Precision Cost  
NCTech  
Nearmap  
PlanetView by LandMark GSI  
Reason Consulting  
Schneider Geospatial  
SH Advisors, LLC dba Situs Hawk  
Specialized Tax Recovery  
Tax Management Associates, Inc.  
The Master's Touch, LLC

The Sanborn Map Co. & APP Geo  
Thomas Y. Pickett & Co., Inc.  
Trepp  
TrueRoll  
Tyler Technologies

Valcre  
Valuebase  
VariVerge  
Vexcel Data Program  
Vision Government Solutions, Inc.



## IAAO COMPLETES NEW DATABASE, WEB PROJECT

In 2024 IAAO completed a two-year project to offer members a new website, database, and financial management system.

The switch to the new website took place in November and was a result of a review of the previous association management system.

IAAO had been using the same database system, which also managed the website, since 2008 and was facing either updating to a new cloud version or moving to a different system.

IAAO reviewed its existing program and decided on a new system on the Salesforce platform. As part of the change, IAAO is also moved website platforms to WordPress.

Both moves will allow greater access to third-party software to better serve members.

"This project is probably similar to a jurisdiction moving to a CAMA system," IAAO Executive Director Amy Rasmussen said. "Staff has been working for more than a year and we are pleased with the outcome!"

