

IAAO Annual Report 2025



2025 was a very successful year, from releasing new surveys and draft standards to working to gain acceptance for mass appraisal work, to meeting with industry colleagues around the world. Overall, I believe we helped strengthen and improve our industry.

I am very proud of the industry, and the day-to-day experiences as a mass appraiser provides many benefits, although they aren't always recognized outside of our niche in the appraisal industry.

In 2025, IAAO worked to get more jurisdictions to recognize mass appraisal work experience as qualifying experience. The IAAO Mass Appraisal Experience Task Force and The Appraisal Foundation's State Harmonization Task Force worked to help assessors earn experience credit for single-property appraisal credentials, and we made great progress.

Over the past 10 years, we have worked to engage and increase our overall international focus. In May, IAAO partnered with other organizations to deliver the 2025 Global Congress in Sydney. In June, IAAO and the International Property Tax Institute hosted the virtual Mass Appraisal Valuation Symposium.

Back in the U.S. in July, IAAO offered the Preparation and Trial of the Property Tax Appeal Seminar at Ohio State University, and after several years without offering it, I was pleased to see it back.

Legal and legislative issues are important. With members facing questions on the future of property taxes, it is important to stay informed about developments. Conference sessions kept attendees informed about what is happening around the U.S. and the world.

The future of property taxes was also why IAAO established an Advocacy Task Force to develop materials to assist local officials in informing legislators about the potential impact of new legislation.

The IAAO Research and Standards Committee was also busy updating the Ratio Studies Standard and we shared key revisions to the exposure draft through a conference session and webinars.

IAAO also released the new Property Tax Policy and Administration (PTPA) survey, a follow-up to the 2017 Property Tax Assessment Policies and Practices Survey (PTAPP).

One of the year's highlights was a December meeting of the Southeastern Europe Chapter of IAAO, the Board of Directors, and regional government officials.

I traveled to many states and countries in 2025, and I'll always remember the places I visited and the reception I received. I appreciate everyone for this opportunity; it truly has been the opportunity of a lifetime, and I have done my best to represent you.

Donna VanderVries, CAE, AAS, PPS, Esq.

2025 IAAO President



2025 President Donna VanderVries, CAE, AAS, PPS, Esq. spoke at the Southeast European Chapter meeting in December in Belgrade, Serbia.



Donna VanderVries, CAE, AAS, PPS, Esq., Jo Ellen Cline, Chief of Staff, Franklin County Auditor's Office, Columbus, Ohio (left) and Kent Barnett, B.A., J.D., Dean, Moritz College of Law, Ohio State University at the Prep & Trial Seminar in July in Columbus, Ohio.



The 2025 IAAO Board of Directors



2025 Highlights

IAAO, TAF WORKING ON MASS APPRAISAL ACCEPTANCE

IAAO's Mass Appraisal Experience Task Force and The Appraisal Foundation's State Harmonization Task Force worked in 2025 to encourage more state appraisal regulatory boards to accept mass appraisal experience as a viable pathway toward earning single property appraisal certifications and credentials.

The group developed strategies to navigate potential hurdles in different states, and worked with members of the Appraisal Subcommittee (ASC) to discuss federal oversight and compliance requirements.

The two groups also talked with Fannie Mae's Appraiser Development Initiative (ADI) to discuss a potential partnership regarding opportunities for ADI scholarship recipients to earn the hours required to become licensed or certified appraisers.



IAAO's Mass Appraisal Experience Task Force and The Appraisal Foundation's State Harmonization Task Force met at the IAAO headquarters in July 2025.

IAAO BOARD MEMBERS & HQ TEAM AS OF DEC. 31, 2025

President - Donna VanderVries, CAE, AAS, PPS

President-Elect - William Healey, RES

Vice President - Terry Taylor, CAE, RES, AAS, FIAAO

Immediate Past President - Rebecca Malmquist, CAE

Executive Director - Amy Rasmussen, RES, AAS, FIAAO

Directors (Term expired 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

Directors (Term expires December 31, 2027)

Allen Jolley, AAS

Virginia Whipple, AAS

Scott Russell, AAS, PPS, RES

Billy Burle

IAAO Team

Mike Ardis, MSJ	Sr. Director, Communications & Technology
Becky Behrens, MPA	Executive Administrator
Tammy Brown	Director, Marketing
Shawn Chevreux, M.S.E	Sr. Director, Membership & Community Engagement
Erin Eades, MBA	Sr. Director, Professional Development
Toni Eichholz, IOM	Coordinator, Community Engagement
Justin Eimers, AAS, RMA	Assessment Advisor
Elizabeth Ferguson, Ph.D.	Director, Library Services
Barbra Flannery	Instructional Designer
Daniel Fuchs	Manager, Community Engagement
Jordyn Garey	Operations Manager
Shannon Hiss, RES, RMA	Assessment Advisor
Shawn Lee House	Administrative Coordinator
Lauren Harlan, CMP	Manager, Exhibits & Meetings
Amber Jonas	Administrative Assistant
Kimberly Kaylor, MMC	Education Services Manager
Anita Lara, CMP	Sr. Director, Meetings and Events
Ashley Lathrop, MBA	Sr. Director, Business Innovation
Veronica Nalley	Learning Project Manager
Sarah Noakes	Manager, Digital Technology
Jarron Paronto	Director, Credentialing
Shaun Pate	Technology Support Coordinator
Leann Ritter, MS, CAE	Director, Strategic Partnerships
Keith Robison	Manager, Publications
Kristin Taylor, M.Ed., MLS	Conference Content Manager
Allyson Weber, MLA	Accounting Specialist
Stephanie Whitcher	Deputy Executive Director
Shaun York	Director, Technology



Professional Development

ACCOMPLISHMENTS:

- Revisions made to eight courses and four workshops to improve formatting and correct errors in the material
- For the first time since 2022, hosted a Virtual Instructor Evaluation Workshop, adding six new virtual instructors to the cadre, as well as an in-person IEW in conjunction with the Annual Conference in Orlando
- Additional work with Subject Matter Experts to prepare Workshop 265 – Valuing Residential Properties with Renewable Energy Features for introduction into the IAAO curriculum
- Designation Fast Track offerings were in place for students to complete education requirements for the PPS designation in 2025
- Designations Discourse chats returned in 2025 and were attended by almost 300 people interested in earning one of our six designations

WHAT'S NEXT:

- Continue revisions to course materials for accuracy, clarity, and consistency with IAAO branding
- Support IAAO instructors and coordinators through more frequent communication and building community
- Host IEW events to recruit both in-person and virtual instructors for IAAO courses
- Host live online offerings of our most popular courses to support candidates early in their designation journey
- Designation Discourse events scheduled for 2026 to go in-depth about each designation

IAAO, PARTNERS HOST NEARLY 30 WEBINARS IN 2025

In addition to courses and designation chats offered by Professional Development, IAAO and partners offered 28 webinar programs in 2025.

More than 2,200 people attended one of 17 IAAO educational webinars in 2025, including two webinars on "Key Updates to the Ratio Studies Standard," which nearly 800 people signed up to hear more about proposed changes to the IAAO standard. Other major IAAO webinars in 2025 included a talk on the future of the industry with IAAO strategic partners, and two on

exploring GIS for assessors.

In addition to the 17 IAAO webinars, the Women's Initiative Network hosted two conversation webinars in 2025 and the LaunchPad affinity group hosted one fireside chat webinar.

IAAO also teamed with the Appraisal Institute on a joint webinar on "Understanding FEMA's 50% Rule."

IAAO worked with strategic partners during the year to promote seven webinars offered by the partners on topics of interest to IAAO members and the industry.

STUDENT REGISTRATIONS

Type	2024	2025
In-person	4,027	3,996
Live online	2,513	2,528
Self-study	1,423	1,677
Webinars	1,352	2,249
Total	9,315	10,450

DESIGNATIONS

2025	Candidates	Designees
AAS	83	37
CAE	29	6
CMS	23	10
MAS	5	3
PPS	19	7
RES	54	32
2025 Total	213	95
2024 Total	155	91



Membership & Administration

2025

8,006	Regular members
431	Associate members
36	Affiliate members
1,075	New members
2,300+	Jurisdictions
8,166	Members in the U.S.
233	Members in Canada
331	Volunteers



AFFINITY GROUPS, AMS, MEMBER VISITS WERE FOCUS IN 2025

IAAO marked a year of significant progress and innovation in 2025. The Diversity, Equity, and Inclusion (DEI) Council made great strides in 2025, while the Launch Pad and Large Jurisdiction affinity groups were officially established.

Another milestone was the continued implementation of the new Association Management System (AMS). This upgrade, installed in late 2024, streamlined operations, improved member engagement, and enhanced the overall user experience.

The new system provides a modern, efficient platform

for managing membership services and resources, setting the stage for continued growth and connectivity.

In addition, the membership team strengthened relationships across North America by attending 18 chapter and affiliate events throughout the year.

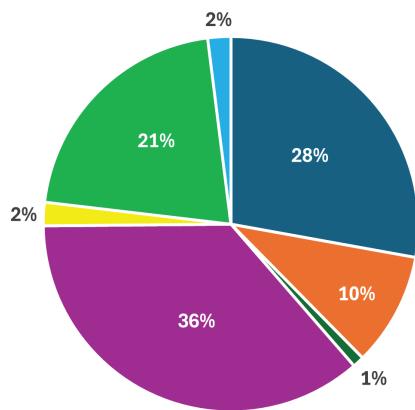
These visits allowed staff to engage directly with members, listen to their needs, and share updates on IAAO initiatives.

This hands-on approach underscores IAAO's commitment to supporting its chapters and affiliates while fostering a sense of community among members.

FINANCIALS

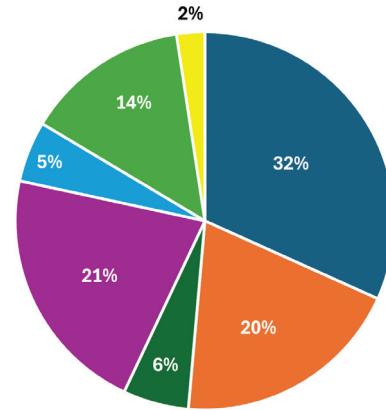
Revenue

\$7,962,079 - 2024
\$7,821,494 - 2025*



Expenses

\$7,373,599 - 2024
\$8,091,655 - 2025*



- Meetings & Events
- Professional Development
- Business Innovation & Research
- Communications & Advocacy
- Community Engagement
- Admin
- PCS
-

* Unaudited. Audit is being completed for FY 2025



Meetings & Events

CONFERENCE TOPS 2025 MEETINGS

IAAO saw another record conference in Orlando with approximately 1,700 people participating, a slight increase over the 2024 conference in Denver.

Two plenary sessions, approximately 70 educational sessions, and a Keynote presentation by former NFL player, magician, and author Jon Dorenbos were offered in Orlando.

Legal Seminars

More than 115 attended the IAAO Legal Seminar in Phoenix and 62 attended the Preparation and Trial of the Property Tax Assessment Appeal Seminar in Columbus, Ohio.

The Legal Seminar addressed current

legal topics; and the Prep & Trial focused on preparation for appeals and featured a mock trial on the assessment appeal of a hotel valuation.

GIS/Valuation Technologies

IAAO and the Geospatial Professional Network (formerly URISA) offered the GIS/Valuation Technologies Conference in Columbus in 2025 and approximately 300 attended.

IAAO, IPTI offer virtual MAVS

IAAO joined with the International Property Tax Institute (IPTI) to offer the Mass Appraisal Valuation Symposium online in 2025.



Former NFL player, magician, author Jon Dorenbos was the Keynote speaker at the annual conference.



A Panel Discussion on Key Updates to the IAAO Standard on Ratio Studies was among the top attended sessions at the conference.



Gary Daniels, Emerging Technology & Design, Disney Experiences spoke on Innovate With Purpose during Tuesday's Keynote.



The IAAO booth area at the 2025 Annual Conference

MEETING ATTENDEES

1,700	2025 Conference
119	2025 Legal Seminar
62	2025 Prep & Trial
300	2025 GIS/Val Tech
266	2025 MAVS



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 IAAO Professional Consulting Services (PCS), IAAO provides objective, insightful advice to jurisdictions world-wide.

During 2025, IAAO worked with multiple jurisdictions, from Texas to Canada to Michigan, to improve assessments. As part of those efforts, PCS focused on providing ratio studies, conducting a gap analysis, and preparing for and monitoring reappraisal projects.

Also in 2025, PCS launched a new website detailing the services it provides.

PCS can help jurisdictions establish performance benchmarks through the gap analysis service. In addition to Gap Analysis, PCS provides a wealth of services, including compensation studies, to promote best practices in the assessment administration market.

PC Services

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

IAAO'S NEW PODCAST - ASSESSING THE SITUATION

There's a new way to stay informed, inspired, and connected in the property assessment profession — and it hit the airwaves in 2025.

IAAO launched a new podcast: "Assessing the Situation," hosted by Shannon Hiss, RES, RMA, and Justin Eimers, AAS, RMA, both seasoned assessment advisors at IAAO. "Assessing the Situation" offers an engaging and accessible platform for discussing challenges, ideas, innovations, and individuals shaping the future of our profession.

Each episode features conversations with some of the best and brightest minds in the assessment industry — from local government leaders to international experts, data specialists to veteran assessors.

In 2025, episodes featured interviews with the IAAO and The Appraisal Foundation's task forces efforts on gaining acceptance for mass appraisal experience; candidates for the IAAO Board of Directors; interviews with appraisers from several jurisdictions; and members of the Research and Standards Committee and annual conference Local Host Committee.

Listeners can expect insights on a wide range of topics, including reassessment strategies, emerging



technologies, data standards, legal challenges, education, equity and uniformity issues, and career development.

"Assessing the Situation" provides on-the-go access to timely and relevant discussions that matter to your work — whether you're in the office, in the field, or on the commute.



2025 Highlights

SPONSORS, EXHIBITORS, & ADVERTISERS

American Society of Appraisers	E-Ring Software Solutions, Inc.	SitusHawk	TrueRoll
Apex Software	Esri	Specialized Tax Recovery	Tyler Technologies
Appraisal Institute	Esri Canada	Spexi Geospatial Inc	Valuation Pro
Appraiser Development Initiative	FARRAGUT	Tax Management Associates, Inc.	Valuebase
Aumentum Technologies	GSA Corp	The Master's Touch, LLC	VariVerge, LLC
BIS Consultants	Harris Govern	The Sanborn Map Company	Vested Networks
Bruce Harris & Associates, Inc.	iLOOKABOUT US Inc.	Thomas Y. Pickett & Co Inc	Vexcel Data Program
C3 AI	Just Appraised	Trepp Inc.	Vision Government Solutions, Inc.
Catalis	Kofile Technologies	True Prodigy	
Cognisity	Linebarger Attorneys at Law		
Company Name	Michigan Assessors Association		
Cotality	Moore Precision Cost		
CRED iQ	NCTech		
Crexi	Nearmap		
Cyclomedia Technology, Inc.	Piner Imagery/Revaluator Mobile Software		
Data Cloud Solutions, a Woolpert Company	PlanetView GSI		
DEVNET	Reason Consulting		
Eagleview	Schneider Geospatial		
	Sidwell		



IAAO TAKES PART IN SEE CHAPTER MEETING IN SERBIA

In December, the IAAO Board of Directors traveled to Belgrade, Serbia to attend a meeting of the Southeastern Europe Chapter of IAAO and have the December Board meeting in Belgrade.

Nearly 70 people from 11 countries in Europe and North America, including a number of regional government officials, attended the one-day session, where speakers reviewed IAAO and valuation practices in southeastern Europe.

The meeting was set up by the SEE Chapter and included translations of the speakers' presentations. Representatives of the Republic Geodetic Authority in Serbia assisted with the setup and helped provide speakers.

The SEE IAAO Chapter was formed in 2024 and is the second chapter in Europe. IAAO has 37 chapters, including seven outside the United States.



Members of the IAAO Board of Directors and government representatives from 11 countries attended presentations at the Southeastern Europe Chapter of IAAO meeting in Belgrade, Serbia in December 2025.