



**American Society
of Farm Managers
& Rural Appraisers**

THE MOST TRUSTED RURAL
PROPERTY PROFESSIONALS

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New ASFMRA Textbook Updates Appraisal Methods

GELNDALE, CO- The American Society of Farm Managers and Rural Appraisers® (ASFMRA®) released their new textbook, Valuing Rural America: Foundations of Data Analysis.

This new textbook expands and updates methodology for appraisers of all career stages and experience levels and takes the body of knowledge in rural appraising to a new level. Chief writer, Justin Bierschwale, ARA, MAI explained, “Most of the published literature in the appraisal profession deals with urban appraisal topics. Few resources address rural property appraisal, and those that have been published really focus on production agriculture.” Today’s appraisers also deal with mountain and recreational land and properties with natural resources, such as oil and gas deposits or sand and gravel mines. Much rural land is devoted to wind turbines or generating geothermal or solar energy. “This book has tried to broaden that scope and capture all of it,” Bierschwale said.

The book begins with very simple data analysis, written specifically for the entry-level appraiser. Exhibits and sample reports guide beginners through completing their first appraisal assignment. Mid-level appraisers are treated to a road map for understanding proportional analysis that will increase their efficiency and help them understand how to compare properties with differing value components.

Chapter by chapter, the process builds to “very complex data analysis,” which Bierschwale said will benefit the “seasoned appraiser who has an understanding of the foundational ways that we do things but doesn’t have anything on the bookshelf to show them what happens when things can go ‘haywire.’” The refined data analysis will make appraisals faster, more efficient and more defensible in a court of law.

Consumers who use appraisal services also will appreciate how the book describes what the appraiser should be doing, as well as what elements are required to produce a credible appraisal report. Appraisal professionals and consumers can order Valuing Rural America: Foundations of Data Analysis today at www.valuingruralamerica.org.

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