

# Instructor Biography



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

THE MOST TRUSTED RURAL  
PROPERTY PROFESSIONALS

## JoAnn C. Wall, ARA

Instructs: Introduction to Cannabis Valuation, Introduction to Vineyard and Winery Valuation; Commercial Greenhouse Appraisal; Best Appraisal Practices for Rural Properties (California Course) Basic Appraisal Principles (A101); Basic Appraisal Procedures (A102); Cost Approach for General Appraisers (A301); Sales Comparison Approach for General Appraisers (A302); Income Approach for General Appraisers (A303) Integrated Approaches to Value (A304); Advanced Rural Case Studies (A400).

JoAnn Wall, ARA has specialized in agricultural and rural property appraising since 1998. Following nearly 10 years employed in the Farm Credit system, she worked for several years as a fee appraiser before starting her own appraisal firm, Central Coast AgAppraisal, Inc. (CCAA) in late 2009. In 2015, she sold her business to a national valuation company and served as the Regional Vice President of the West Coast offices for a year. Starting in 2016, JoAnn embarked on another appraisal adventure, owning her own company once again, this time as Above & Beyond Real Estate Services, Inc., continuing to provide high quality appraisals for a wide-range of clients. While lender clients continue to be her focus, she has a strong presence in the investment market including pre-acquisition due diligence, consultation, financial reporting, and asset allocation work. Her appraisal work includes a variety of use types including irrigated farmland, vineyards, wineries, cattle ranches, orchards, greenhouses/nursery operations, vegetable processing and cooler facilities, general industrial properties, and rural residential estates. JoAnn Wall, ARA has performed complex agricultural appraisal assignments throughout the Central Coast of California. In 2011, JoAnn was named one of the Top 50 Women in Business by the Pacific Times Business News. JoAnn's extensive experience and knowledge provides a basis for educational instruction to other appraisers. She attained the designation of Accredited Rural Appraiser (ARA) in 2008 and currently serves on the Executive Committee of the California Chapter of ASFMRA, as well as the Education and Accreditation Committee for National ASFMRA. She lives in Templeton, California with her husband Brandon and her two children, JoEllen and Aiden.