



FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. PRESENTS AT 2011 WISCONSIN ASSESSORS' CONFERENCE

Lansdale, PA (August 19, 2011) - American Valuation Group, Inc. announced today that Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. will make a presentation entitled "Reviewing Commercial Appraisals" at the League of Wisconsin Municipalities' 2011 Municipal Assessors' Institute on September 15th at the Madison Marriott West hotel in Middleton, Wisconsin. Mr. Kenney will be making this presentation jointly with Peter C. Weissenfluh, Assessor for the City of Milwaukee, and Amy Seibel, JD, CPA, attorney-at-law with Seibel Law Offices, LLC. Steve Miner, Assessor for the City of Wauwatosa, Wisconsin, will be the moderator for this session. Mr. Kenney's portion of the presentation will highlight the importance of consistency in appraisal work, proper review practices, appraisal review reporting standards, common appraisal review issues, and overall Uniform Standards of Professional Appraisal Practice (USPAP) compliance.

American Valuation Group, Inc. has considerable experience in providing appraisal review services, litigation support and expert testimony in tax appeal litigation proceedings involving super-regional and regional shopping malls. "Assessors often review many complex appraisal reports on various property types in their jurisdictions, so identification of the appraisal problem and proper critique of the opposing expert's value are important for successfully defending assessment appeals," said Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. Mr. Kenney is the author of "Does Shopping Mall Development Create Business Value?," "Business Enterprise Value: The Debate Continues," and "Quantifying Business Enterprise Value in Shopping Malls: Current Issues & Future Trends" which appeared in *The Appraisal Journal*, a leading industry journal published by the Appraisal Institute.

American Valuation Group, Inc. is a leader in the appraisal of shopping malls and shopping centers, and specializes in property tax appraisal and litigation support nationwide. For information about our litigation support services, contact Mark Kenney at (215) 855-1800.