

## **FOR IMMEDIATE RELEASE**

### **AMERICAN VALUATION GROUP, INC. PRESENTS AT 2012 IAAO CONFERENCE**

Lansdale, PA (September 11, 2012) - American Valuation Group, Inc. announced today that Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. made a presentation entitled “Intangibles in Commercial Properties: Are They the Real Thing?” at the 2012 International Association of Assessing Officers’ (IAAO) 77<sup>th</sup> Annual International Conference on September 11<sup>th</sup> at the Kansas City Convention Center in Kansas City, Missouri. Mr. Kenney’s presentation highlighted the unique appraisal issues associated with the possible existence of intangible asset values in certain commercial properties, particularly as they relate to tax appeals.

Topics in Mr. Kenney’s presentation included terminology, intangible asset types, value allocation purposes and issues, economic theory of the firm, market competition, monopoly characteristics, normal vs. economic profit, super-normal management issues, special value considerations related to shopping malls, retail properties, tenant quality, restaurants, hotels, hotel flags, and special purpose properties. The presentation was a simultaneous webcast to multiple off-site webinar locations.

American Valuation Group, Inc. was retained for appraisal services and expert testimony involving the Mall of America, Palisades Center, Eden Prairie Mall, The Maine Mall, Coral Ridge Mall, Landmark Mall, Plymouth Meeting Mall, River Ridge Mall, and Quaker Bridge Mall tax appeal litigation proceedings. “Proper analysis of what is the real estate value of shopping malls was the main focus of these cases,” 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?,” and other shopping mall articles that appeared in *The Appraisal Journal*, a leading industry journal published by the Appraisal Institute. His most recent article was “Malls & Intangibles - A Critical Examination” presented at the IAAO’s 2011 76<sup>th</sup> Annual International Conference in Phoenix, AZ.

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.