



FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. TO PRESENT AT 2012 VAAO CONFERENCE

Lansdale, PA (September 24, 2012) - 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 “Appraising Retail” at the 2012 Virginia Association of Assessing Officers’ (VAAO) 64th Annual Conference on October 11th at the Hilton Virginia Beach Oceanfront Hotel in Virginia Beach, Virginia. Mr. Kenney’s presentation will highlight the difficult appraisal issues associated with appraising retail properties, department stores, shopping centers and shopping malls, particularly as relates to tax appeal litigations.

Specific topics will include different types and characteristics of retail centers, typical operating metrics, special appraisal issues, assessment issues, appraisal methods, recent case examples, and possible sources of intangible value. The raging controversy over intangible asset value and methods of extraction from real estate will be highlighted and discussed.

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 International Association of Assessing Officers’ 2011 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.