Be more than just one of the crowd. Become one of the best.

The American Society of Farm Managers & Rural Appraisers (ASFMRA)

- The only professional society with a focus on agricultural and rural property
- An emphasis on high ethical and educational standards
- The most trusted agricultural land and rural property professionals in the marketplace
ASFMRA Members Are:

- Farm managers
- Rural appraisers
- Agricultural consultants
- Appraisal reviewers

The Common Bond

- A passion for agriculture and the rural landscape
- An unwavering commitment to quality, professionalism and ethics
Three Pillars of ASFMRA

Our focus is on creating successful ag and rural property professionals

- Education and professional development
- Exclusive professional designations
- Nationwide networking

Why ASFMRA Education Has Become Even More Essential:

- Ag land values have tripled in 10 years
- Half the land in the U.S. is in ag production
- Land grants report near record number of ag students
- Absentee land ownership on the rise
- Significant turnover due to retirements
- Influx of new professionals into the industry
As Agricultural Property Has Increased in Value, So Has the Need For:

- Ethics and professionalism
- Trust and confidence
- Education and professional development
- Consistent business practices
- Greater specialization and regional focus
- Keen understanding of regulatory compliance
- Establishing leadership in the marketplace

ASFMRA Education Is:

- Specifically focused on agricultural property and rural assets
- Aligned with current issues, regulations and opportunities
- Dedicated to ethical practices and high quality professional development
- Provides an engaging experience with real-world relevance
- Creates opportunities for advancement and building your business
ASFMRA Education

• Curriculum developed by professionals in the industry
• Relevant for both new and experienced professionals
• Addresses key issues, topics and challenges
• Continually updated to stay current and relevant
• Stresses ethical business practices and professional integrity
• Serves as a high quality training arm for new and current employees
• In compliance with state and federal regulations

ASFMRA Educational Environment

Engaging
Energizing
Enlightening

• Interaction with instructor and peers
• Smaller classes
• Challenging and inspiring
• Great networking opportunities
ASFMRA Course Instructors

• Experienced industry professionals
• Background in agricultural and rural property
• Able to share real-world examples
• Highly-rated by course participants

Summer Education Week

The Flagship of ASFMRA Professional Development

• Draws attendees from across North America
• Robust curriculum
• Continuing education to professional designation
• Networking events
• Great introduction for those new to the industry
• Something for professionals at every level
The Wide Range of ASFMRA Education

- Appraisal education
- Farm management/agricultural consulting education
- Continuing education seminars
- Online/webinars
- Ability to tailor courses to your company's objectives

Exclusive Professional Designations

ASFMRA is your exclusive path to these professional designations:

- Accredited Farm Manager (AFM)
- Accredited Rural Appraiser (ARA)
- Real Property Review Appraiser (RPRA)
- Accredited Agricultural Consultant (AAC)

Available only through ASFMRA. Available only to ASFMRA members.
Exclusive Professional Designations

The Value of an ASFMRA Designation

• Clear indication of your commitment to professionalism and ethics
• Communicates your dedication to higher level of education and expertise
• Separates you from others in the industry
• Builds confidence and trust
• Proves something to the marketplace
• Proves something to yourself

Accredited Farm Manager (AFM)

• Specialized expertise to keep an operation profitable and sustainable:
• Manage production units to improve margins
• Understanding of environmental issues for regulatory compliance
• Knowledge of government activities that affect agriculture—taxation, regulations, policy and subsidies
• Leasing and tenant selection
• Crop production planning and supervision
• Commodity sales planning and execution
Accredited Rural Appraiser (ARA)

Expertise in appraising a wide range of complex properties:
• Commercial feed yards
• Cold storage
• Greenhouses
• Production agriculture
• Recreational ranches
• Machinery dealerships
• Grain storage and handling facilities
• Natural resources (water, timber, minerals, oil/gas, etc.)

Real Property Review Appraiser (RPRA)

Ensures appraisals comply with regulations & professional standards:
• Uniquely qualified to conduct appraisal reviews of complex properties/situations
• Provides an expert opinion of appraisals
• Can determine regulatory compliance
• Has a network of professional colleagues to assist with unusual or special situations
• Can conduct a UASFLA (Yellow Book) compliant review
Accredited Agricultural Consultant (AAC)

Advises on business decisions, financial matters, human relations and operations:

- Optimal lease structure
- Cash flow projections
- Selecting most profitable enterprises
- Overall business structure
- Personnel management
- Business succession planning
- Advisor on key business opportunities and challenges

ASFMRA Continuing Education

Keeping you current with specific topics & issues:

- Mineral rights
- Dairy appraisal
- Timber property valuation
- Yellow book
- Valuation of conservation easements
- Appraisals through the eyes of the reviewer
- Introduction to vineyard and winery valuation
ASFMRA Continuing Education

Keeping you current with specific topics & issues:

• Succession planning
• Environmental risk assessment
• Budgeting and international consulting
• Wind powered generators
• Animal agriculture's story
• Appraising natural resources
• Appraising agricultural land in transition
• And many more...

With ASFMRA Education, You Are Assured of Education & Professional Development That:

• Focuses specifically on agricultural and rural property and assets
• Is in sync with the current business landscape
• Complies with all regulatory requirements
• Emphasizes high ethical standards and professionalism
• Features high quality instructors with real-world experience
• Meets your professional and personal objectives
• Can be customized to your region, your company or specific topics/issues
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Discover more about ASFMRA Education
asfmra.org