

## **Bryan G. Farley**

Certified General Real Estate Appraiser: NC Certification # A-4697

Bryan Farley is the firm principal. He has been involved in the real estate and valuation industry since first earning his Real Estate Brokers License in 1991. Since that time he has worked a wide spectrum within this field from real estate salesman to appraiser, with the past twelve plus years devoted exclusively to the valuation industry.

His formal education includes earning a BSBA degree with concentrations in corporate finance and accounting in 1990 and an MBA in 1993. Shortly after that time he completed all of the coursework required and obtained the experience necessary to earn the General Real Estate Certification issued by the State of North Carolina in 2000. During that same time period he applied for and was accepted into membership as a General Associate Member of the Appraisal Institute. In pursuit of the MAI designation he has completed a significant portion of the advanced course work required and is still actively pursuing this professional designation. Concurrently he also earned the Right of Way Appraisal Certified (R/W – AC) designation in 2005 as bestowed by the International Right of Way Association. This designation is geared toward the eminent domain sector of the valuation industry. During this time frame he has maintained a steady completion of professional course work including not only the classes required for regulatory compliance with the licensing boards, but also many additional courses relevant in today's valuation environment.

Before and since his founding of the firm General Appraising & Consulting Services, Inc. (GACS) in 2001 Bryan has concentrated on specialty niches within the appraisal business. He has been actively engaged in commercial, special use, condemnation, value-in-use, going concern, and litigation oriented valuation assignments all while maintaining a steady book of residential business. It has been our experience in the appraisal business that it is easy to fill out an appraisal form that looks "good," but it is often considerably more difficult to provide an appraisal which provides a well thought out and supported opinion of value. As a result he has always attempted to instill within the firm associates the core belief that when an appraisal is completed the appraiser should know not only how to fill out the form or complete the narrative report but why each blank of the form or section of the narrative is completed the way that it was. Far too often in this industry an appraisal is provided which looks good but is not able to with stand scrutiny if needed. It has been our goal to always provide valuation services which our clients can rely upon.