



QUESTION	ANSWER
<p>A group of ABV members sent out a poll to gauge response to expanded eligibility. What is the AICPA going to do with the results?</p>	<p>This was not an AICPA poll. It was distributed by a group of CPA/ABVs concerned about the eligibility change. The poll was sent without the context that drove the decisions of the committees or background on the AICPA's multi-year strategy and approval process. Given the concerns identified, however, we are developing various communications to better assist members in understanding how and why the committees, Board and Council made their decisions, the environmental factors behind this initiative and to address their open questions.</p>
<p>Why not establish a separate credential for other qualified professionals?</p>	<p>A separate credential would create additional competition for existing CPA/ABVs instead of bringing those individuals under the same umbrella. It would create more confusion for clients and the public. We believe the CPA credential (as in CPA ABV) remains a significant distinction for those individuals holding both credentials.</p>
<p>What was the process for obtaining input from existing ABV credential holders?</p>	<p>ABV credential holders have been represented on committees that were involved in this process dating back to 2015. As a professional organization, we rely extensively on member committees to provide insights and directions related to their specific communities. ABV credential holders appointed to the ABV Credential Committee, BV Committee, FVS Executive Committee, and National Accreditation Commission provided feedback during this process which led to the National Accreditation Commission's proposal to the AICPA Board of Directors. The Board recommended that the AICPA governing Council, which includes ABV credential holders, adopt the proposal. Expanded eligibility did not require a bylaw change; therefore, the proposal became effective with Council's adoption.</p>
<p>What training is available for ABV credential holders and candidates? Is it available online?</p>	<p>ABV credential training is available both here and here. Most courses include an online option. We are working to add more.</p>
<p>Does AICPA refer to the American Institute of Certified Public Accountants or the Association of International Certified Professional Accountants?</p>	<p>AICPA is a registered trademark of the American Institute of CPAs and only refers to that registration. The Association of International Certified Professional Accountants is referred to as the Association. AICPA is never used to refer to the Association and never refers back to the Association.</p>

<p>What about the other AICPA specialty credentials? Will the CFF, CITP and PFS be opened up to other qualified professionals?</p>	<p>At the recommendation of AICPA governing Council, each credential gets evaluated independently.</p>
<p>If the economy is expanding globally, why not offer eligibility exclusively to Chartered Accountants from other countries?</p>	<p>Chartered Accountants from certain other countries are already eligible for the ABV credential upon meeting the other entry requirements. However, limiting access to CPAs and CAs would still not address the demand of domestic CPA firms that hire other qualified professionals and want to offer clients the highest levels of quality service in this area.</p>
<p>What qualifies as business valuation experience, and how is it audited?</p>	<p>CPA candidates need to have at least 150 hours of business valuation experience. Finance professional candidates need at least 1,500 hours of business valuation experience. This experience must have been obtained within the five-year period preceding the date of the credential application. A sample of new credential applications are selected for audit, and the business experience requirement must be substantiated.</p>
<p>Are there any efforts to make the ABV credential and CVA credential more "equivalent"?</p>	<p>No. The CVA credential is owned and maintained by the NACVA which is not affiliated with the AICPA.</p>
<p>On the webcast you said the eligibility for other qualified professionals requires the same training as the CPA requirements. Is this accurate?</p>	<p>We regret that the speaker misspoke, saying "CPA" instead of "CPE." The training requirements are not the same. To clarify, the precertification and ongoing CPE requirements for CPAs and other qualified professionals to obtain and maintain the ABV credential are the same. However, the eligibility requirements remain rigorous and designed to preserve the high quality of ABV.</p>
<p>What is the implementation timeline for this initiative?</p>	<p>Other qualified professionals are able to apply for the ABV credential now.</p>

<p>Are other qualified professionals eligible for AICPA membership, benefits, or voting rights?</p>	<p>Other qualified professionals are already eligible for Non-CPA Associate membership in the AICPA. Non-CPA Associate members of the AICPA are eligible for all AICPA membership benefits, but they are not voting members. More information on Non-CPA Associate membership can be found here.</p>
<p>What effort has the AICPA made to be open and transparent about the new eligibility?</p>	<p>Over 300 CPA volunteers were involved in approving and implementing this new eligibility. Several key votes were unanimously in favor of this new eligibility, but not all. The issue was discussed among the committees and at AICPA Council meetings. The AICPA has published newsletter announcements, hosted a webcast, and met with various state accounting society leaders on this issue and will continue to provide information to our members.</p>
<p>Why would a non-CPA want to be an ABV credential holder?</p>	<p>The ABV credential is backed by the resources and reputation of the AICPA, the world’s largest accounting membership organization, which provides expert support for finance and accounting professionals worldwide. By obtaining the ABV through the AICPA, credential holders can take advantage of the Institute’s reputation for integrity, trust and credibility; Code of Professional Conduct; advocacy on legislation that affects the accounting profession; leadership in the full accounting ecosystem; and history of serving the public interest since 1887. Credential holders receive the benefits of AICPA membership and access to FVS Section member resources.</p>
<p>What is being done to attract CPAs to the ABV credential?</p>	<p>The AICPA and volunteer committees manage initiatives such as the ABV Champions Program and ABV Mentor Program to promote the ABV credential and attract new CPAs. Training and educational programs such as AICPA Business Valuation School, ABV Exam Review Course, and the annual FVS Conference are designed for CPAs, and ABV credential information is shared at these events. Other efforts include traditional marketing, social media outreach, newsletter and journal articles, discounts and more.</p>
<p>Has this decision already been made? When does the new eligibility become available?</p>	<p>The AICPA governing Council vote on May 22, 2018 was the final step in a multi-year process to assess and agree upon the new eligibility. Qualified finance professionals are eligible to apply for the ABV credential now.</p>
<p>What penalties apply if non-CPA associate</p>	<p>The AICPA has the ability to revoke AICPA membership and/or the ABV credential. Lesser penalties include required education and remediation.</p>

<p>members of the AICPA do not follow the standards?</p>	
<p>How is the AICPA going to make it clear to the public that not all ABV credential holders are CPAs?</p>	<p>The AICPA will provide clarity through websites, brochures, and articles. Distinct logos for ABV and CPA/ABV are also being evaluated.</p>
<p>Why are the chair of the Business Valuation Committee and the chair of the ABV Credential Committee from the same firm? And why was one of the webcast presenters not an ABV credential holder?</p>	<p>The chair of the Business Valuation Committee was employed by a different firm at the time appointments were finalized. He subsequently made a personal decision to change firms and is completing his volunteer term. While one of the webcast presenters was not an ABV credential holder, she is a CPA/CFF and chair of the Forensic and Valuation Services Executive Committee (which is a senior AICPA committee). She has served on the FVS Executive Committee for almost two years, and represents practitioners in both forensics and business valuation (many of whom hold specialty credentials including ABV and CFF, among others).</p>
<p>What are the ABV entry requirements and how were they determined?</p>	<p>The entry requirements are listed above and on the ABV Eligibility webpage. The entry requirements were proposed by the ABV Credential Committee and approved by the National Accreditation Commission.</p>
<p>What are the ongoing maintenance requirements of the ABV credential?</p>	<p>The ongoing maintenance requirements are listed on the ABV Recertification page, and include 20 hours of continuing professional development within the credential body of knowledge annually.</p>
<p>Why are both the CFF credential and the ABV credential part of the AICPA FVS Section? Why not have separate paths for forensics and valuation?</p>	<p>The pathway to the CFF and ABV credentials are separate. Each pathway has its own education and exam. However, there is significant overlap in the services offered by CFF and ABV credential holders. CFF and ABV credential memberships include access to the FVS membership section. Section membership provides free and discounted resources that are useful to both forensic accounting and business valuation practitioners. Combining the two service areas into one interest area provides members with access to the resources they need in one membership section. The annual FVS Conference</p>

	has many tracks and concurrent session each year to ensure both interest areas get sufficient coverage.
Is this an attempt to increase AICPA revenues?	The AICPA is a not-for-profit organization. The purpose of expanding eligibility for the ABV credential to other qualified professionals is to support the CPA profession -- both the specialists who provide valuation services and the CPAs who rely on high-quality valuations, all to protect the public interest. Having more credentialed valuation professionals who are required to comply with the AICPA Code of Professional Conduct and AICPA Valuation Standards will enhance the outcomes of valuation work on a wider scale.
Where can I find the webcast recording and responses to the Q&A?	The webcast recording link is here and this page is populated from the webcast Q&A.
Do you foresee the CPA eventually becoming a Chartered Accountant within the global community?	No. The CPA license is granted by each individual state.
How will opening up the ABV credential to non-CPA professionals impact the American Society of Appraisers, and their ASA designation?	We cannot comment on other organizations or their credentials.
What research was conducted to support this conclusion?	We collected input from members, volunteers, and their small, medium and large firms over a 3-year period. In addition, we did extensive analysis of market and client trends, as well as other environmental factors.
Will this change increase competition for CPAs?	CPAs and other qualified professionals already co-exist in the marketplace. Firms of all sizes are challenged to meet clients' demands for valuation services. Bringing firms' valuation specialists into the fold of the profession can only increase the quality of valuations, hold valuation practitioners more accountable to ethical and valuation standards and better serve the public interest.

<p>Are CPA firms and their employees required to follow AICPA standards, even if all employees are not CPAs?</p>	<p>Yes.</p>
<p>Does the CPA still provide an additional advantage over other credential holders?</p>	<p>Yes. The CPA license provides exclusivity in client services and in litigation settings.</p>
<p>You mentioned ABV credential holders who testified before regulatory bodies on behalf of the profession. Were those CPA/ABV credential holders?</p>	<p>Yes.</p>
<p>Will other qualified professionals who do not work in CPA firms be eligible?</p>	<p>Yes. Other qualified professionals who do not work in CPA firms, but do meet the eligibility requirements described above, are eligible.</p>
<p>Will other qualified professionals have to pay the same annual AICPA membership & ABV credential fees that CPAs currently do?</p>	<p>Pricing for non-CPA associate membership and ABV credential membership can be found on the dues page.</p>
<p>Will other qualified professionals pursuing the ABV be held to ethics/valuation standards? What is the disciplinary process?</p>	<p>Other qualified professionals are required to comply with the AICPA's Code of Professional Conduct, Statement on Standards for Valuation Services (VS Section 100) as well as the AICPA's Statement on Standards for Consulting Services. VS Section 100 is intensive and includes development and reporting requirements for engagements to estimate value. Back-of-the-napkin valuations will not be compliant, and we will be able to take action against ABVs who try to pass off poor quality valuations. Other qualified professionals will also be subject to the same review and disciplinary due</p>

	<p>process as all other ABV credential holders. By requiring other qualified professionals to comply with the AICPA’s rigorous standards, we will be able to take action against ABVs who do not act in a way that will serve the public interest, honor the public trust or demonstrate commitment to professionalism.</p>
<p>Are you also hearing from members who are excited about this change?</p>	<p>Yes. We are hearing positive feedback from CPAs and other qualified professionals in small firms, large firms, international firms, valuation firms, and academia. We are also receiving feedback from international bodies that recognize the strength and integrity of the AICPA.</p>
<p>How will this affect sole practitioners and small firms?</p>	<p>Sole practitioners and firms of all sizes will benefit from the expanded availability of regulated professionals qualified to operate in the area of business valuations. They will also benefit from diversity in thought leadership and enhanced awareness in the market of the ABV credential.</p>
<p>Why is the AICPA expanding its mission beyond supporting the CPA profession and its members?</p>	<p>Expanding the ABV to other qualified professionals does support the profession. By offering the ABV to other qualified professionals, firms will be able to provide these services to their clients, while being certain those services are meeting a well-established high standard for performance and competency.</p>
<p>How is the AICPA going to make it clear to the public that not all members of the AICPA are CPAs?</p>	<p>CPAs, like other credentialed or licensed professionals, display their qualifications following their name. Other qualified professionals who earn the ABV will be permitted to use “ABV” after their names (for example, “John Smith, ABV”), but will not be permitted to use the CPA designation. For many years, the AICPA has accepted “Non-CPA Associates” as members, and there are policies that govern their membership. Additionally, state boards have regulations related to “holding out” as a CPA.</p>
<p>What do you think the AICPA's role with the International Valuations Standards Council (IVSC) will be in the future? Will it change? Does expanding the ABV to other qualified professionals provide a way to enhance the valuation profession internationally?</p>	<p>We do not expect our current role with the IVSC to change. This new eligibility allows professionals around the world to obtain the ABV credential, which will ultimately result in enhanced quality. Firms and professional organizations in countries across the globe that are seeking to establish a valuation community in their country have reached out to the AICPA to learn more.</p>

It seems that much of the discussion, as well as the Council presentation, is heavily linked with fair value. Doesn't the CEIV already address this?

Fair value is just one of the valuation practice areas where other qualified professionals provide services. The scope of the CEIV credential is related fair value for financial reporting purposes whereas the ABV credential is for all areas of business valuation.

