

## PAUL WRIGHT, ASA

<b>Occupation</b>	Commercial Real Estate Appraiser Principal, SignValue, Inc.
<b>Areas of Specialization</b>	Valuation of outdoor advertising interests
<b>Education</b>	See Following List of Real Property Courses Completed Bachelor of Arts – Psychology, 1993, Arizona State University
<b>Designations</b>	ASA, Accredited Senior Appraiser – American Society of Appraisers
<b>Experience</b>	<i>1995-Present</i> SignValue, Inc. – Outdoor Advertising Appraisal <i>1995-Present</i> Centerpoint Advisors – Business & Real Estate Valuation <i>2000-2000</i> CB Richard Ellis – Valuation and Advisory Services <i>1997-1999</i> Maricopa County Assessor's Office – Comm. Appraiser <i>1989-1997</i> Bank of America – Loan Officer
<b>Certifications</b>	Arizona Certified General Appraiser No. 31045 Arizona Designated Supervisory Appraiser No. DS0001 Arizona Licensed Real Estate Agent No. SA541776000 Temporary Appraisal Certifications including, but not limited to: Washington, Nevada, California, Idaho, Texas, Oklahoma, Louisiana, Illinois Oregon, Ohio, New Jersey, Pennsylvania, Alabama, Arkansas, Georgia
<b>Published</b>	<i>Billboard Appraisal: The Valuation of Off-Premise Advertising Signs</i> , with Jeffrey Wright, ASA, CFA, American Society of Appraisers, Sept. 2001. <i>The 21<sup>st</sup> Century LED Billboard</i> , Outdoor Advertising Mag, Jan/Feb 2005. <i>High Pricing Multiples in the Slow-Growth Billboard Industry</i> , with Jeff Wright, FASA, CFA, Valuation Strategies, Mar/Apr 2005. <i>Letter to the Editor, Comments on "Billboards and the Legal and Regulatory Environment,"</i> The Appraisal Journal, Summer 2007 <i>The More Things Change, The More They Stay the Same</i> , Outdoor Advertising Magazine, Summer 2013
<b>Speaking Engagements</b>	May 2002 – IRWA & American Society of Appraisers (Phoenix, AZ) January 2003 – American Law Institute & American Bar Association (Miami, FL) March 2004 – Continuing Legal Education International (Mesa, AZ) April 2004 – AASHTO (Seattle, WA) February 2005 – Appraisal Institute (Los Angeles, CA) April 2005 – Continuing Legal Education International (Scottsdale, AZ) March 2010 – American Society of Appraisers – (Tempe, AZ) May 2012 – Independent Billboard Operators (San Antonio, TX) June 2016 – IRWA National Education Conference (Nashville, TN)
<b>Memberships</b>	<ul style="list-style-type: none"><li>• American Society of Appraisers</li><li>• Appraisal Institute</li><li>• International Right of Way Association</li><li>• Traffic Audit Bureau for Media Measurement</li><li>• Outdoor Advertising Association of America</li></ul>

## Conferences

- OAAA National Convention (Boca Raton, FL 2001)
- TAB Conference (Palm Springs, CA 2002)
- OAAA Legal Conference (Phoenix, AZ 2003)
- OAAA National Convention (Miami, FL 2003)
- TAB Conference (Scottsdale, AZ 2004)
- OAAA National Convention (San Diego, CA 2005)
- OAAA Legal Conference (San Diego, CA 2006)
- TAB/OAAA National Convention (Phoenix, AZ 2010)
- NAHBA Conference (Spokane WA 2012)
- IBOUSA Conference San Antonio TX 2012)
- OAAA Legal Conference (Washington DC 2012)
- NAHBA Conference (Minneapolis, MN 2015)
- IBOUSA Conference (Dallas, TX April 2016)

## Testimony History

Date	Name	Case No.	Court	Testimony
4/14/03	State of Nevada v. Outdoor Systems, Inc.	A409045	Clark County, NV District Court	Deposition
3/11/09	Viacom v. City of Scottsdale	CV 2005-014521	Maricopa County, AZ Superior Court	Deposition
9/14/09	Bakos v. Bakos	C0048CV2007-2371	Northampton County, PA Common Pleas	Hearing
3/18/10	El Segundo Plaza v. City of Hawthorne	BC 404244	Los Angeles County, CA Superior Court	Deposition
12/7/10	Clear Channel v. Port of Seattle	CV10-00486 RSL	US District Court	Deposition
3/10/11	State of Texas v. Moore Outdoor Properties	Cause No. 07-53500-1	Tarrant County, TX	Deposition
5/16/11	State of Oklahoma v. Lamar Central Outdoor	Case No. CJ-2008-3003	Oklahoma County, OK	Deposition
8/29/11	State of Texas v. Moore Outdoor Properties	Cause No. 07-53500-1	Tarrant County, TX	Trial
2/27/12	State of Oklahoma v. Lamar Central Outdoor	Case No. CJ-2008-3003	Oklahoma County, OK	Trial
3/10/12	Lamar Adv v. 700 Broadway Partners, LLC	Case No. A1011494	Hamilton County, OH	Deposition
10/15/12	Freeway Drive v. Hillcrest Trust	Case No. LC092241	Los Angeles County, CA Superior Court	Deposition
9/22/14	Lamar v. City of Rapid City, SD	Case No. C11-5068	Rapid City, SD	Deposition
11/14/14	Lamar v. City of Rapid City, SD	Case No. C11-5068	Rapid City, SD	Trial

**Commercial  
Appraisal Experience**

Mr. Wright has appraised a wide variety of real estate assets since 1995 including single-family homes, vacant land, warehouses, mobile home parks, restaurants, retail centers, banks, call centers, offices, shopping centers, apartment complexes, minor league baseball stadiums, super-regional malls and billboard as well as billboard plants. The properties appraised ranged in value from \$3,000 to over \$100,000,000. He has owned commercial real estate and billboards in multiple states. He has appraised more than 500 billboards, billboard leases and billboard plants since 1995. Mr. Wright owns and manages SignValue with four employees and two contract consultants. SignValue provides appraisal and consulting services to buyers and sellers, attorneys, government agencies, financial institutions and landowners.