



References to Membership and Use of AI Designations

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Contents

COMPANION DOCUMENTS	3
INTRODUCTION	4
A Note on Appraisal Institute Trademarks	4
DESIGNATED MEMBERS	5
Proper Use of Membership Designations.....	5
General Usage Requirements for Designations.....	5
Prohibition on Use of Designations in Conjunction with a Company Name	6
Use of Promotional Statement Referencing Designations	6
Use of Designations in E-Mail Addresses	7
Prohibition on Use of Designations in URLs	7
Designation Letters do not Represent Specific Words	8
Proper Use of Designation Emblems	9
LIFE DESIGNATED MEMBERS	10
NON-PRACTICING DESIGNATED MEMBERS AND NON-PRACTICING RETIRED DESIGNATED MEMBERS	11
ASSOCIATE MEMBERS.....	12
CANDIDATES FOR DESIGNATION	13
AFFILIATE MEMBERS	14
STUDENT AFFILIATES.....	15
APPENDIX – EXAMPLES OF PROPER USE OF DESIGNATION EMBLEMS.....	16

Companion Documents

[National Bylaws](#)

[Regulations 1, 2, and 3](#)

[Regulation No. 5 Use of Appraisal Institute Marks, Membership Designations and Emblems](#)

[Standards of Professional Practice](#)

[Code of Professional Ethics](#)

[Trademark Usage Manual](#)

[AI Membership Designations and Emblems](#) (download emblems)

Introduction

The purpose of this document is to provide Members with a quick reference guide on how to properly refer to their Appraisal Institute Membership and how to properly use any Appraisal Institute trademarks such as the Appraisal Institute name, logo, membership designations and designation emblems.

Rules governing references to membership and the use of Appraisal Institute trademarks can be found in the Bylaws, Regulations and policies of the Appraisal Institute, including Regulations No. 1, 2, 3, and 5, the Code of Professional Ethics and the Trademark Usage Manual, which can be found on the Appraisal Institute website.

A Note on Appraisal Institute Trademarks

The Appraisal Institute name, logo, membership designations and designation emblems (collectively “marks”) are recognized worldwide for representing quality services. These marks serve the function of distinguishing the goods and services of the Appraisal Institute and Appraisal Institute Members from those of our competitors. To help ensure that these marks continue to benefit the Appraisal Institute and its Members, the Appraisal Institute has registered its name, logo, membership designations and designation emblems with the United States Patent and Trademark Office. These marks are the exclusive property of the Appraisal Institute.

To ensure that the Appraisal Institute and Appraisal Institute Members continue to receive the benefit of the goodwill established in the Appraisal Institute name and designations, Members must use the trademarks in a manner consistent with their registration with the U.S. Patent and Trademark Office and with the rules set forth in the Bylaws, Regulations and policies of the Appraisal Institute. By doing so, the image of the Appraisal Institute and Appraisal Institute Members will be reinforced in the minds of the public and users of their services. Consistent and proper use of these trademarks will also enhance the organization’s ability to take action against nonmembers who use the Appraisal Institute name and designations.

Designated Members

Proper Use of Membership Designations

General Usage Requirements for Designations

Designated members must use the membership designations in a manner that is not misleading.

The membership designations must appear in capital letters and cannot appear in lettering larger than that of the Designated member's name.

The letters in each membership designation must be used without a period or space after each letter.

If a member holds multiple membership designations, the member must separate the designations with commas rather than hyphens.

Correct
Joan Appraiser, MAI, AI-GRS
Joseph Appraiser, SRPA, SRA

Incorrect	Why Incorrect?
Joan Appraiser, MAI-SRA	Hyphenation
Joseph Appraiser, SRPA, SRA	Designation larger than name

Prohibition on Use of Designations in Conjunction with a Company Name

Membership designations are conferred only upon individuals and may only be used in connection with the name of the person upon whom the designation was conferred.

Designated members may not use membership designations and/or references to the designation in connection with the name, logo, or signature of any firm or in any manner that might be interpreted as referring to any entity other than the Designated member.

Membership designations also may not be used in any manner that implies that an Associate Member, Affiliate Member, or nonmember is designated.

Correct
John Doe, SRPA

Incorrect	Why Incorrect?
John Doe and Associate, MAI	Designation with company name

Use of Promotional Statement Referencing Designations

If a firm has at least one owner, partner or employee who is a Designated member of the Appraisal Institute and who is engaged in Valuation Practice as defined by the Appraisal Institute Code of Professional Ethics for that firm, such firm may include in its promotional materials a statement similar in content to the following:

(Name of firm) has as owners, partners, or employees (number) individuals who hold the (designation) designation of the Appraisal Institute, (number) individuals who hold the (designation) designation of the Appraisal Institute, and (number) individuals who hold the (designation) designation of the Appraisal Institute (as appropriate). Some individuals may hold more than one Appraisal Institute designation.

Use of Designations in E-Mail Addresses

Designated members of the Appraisal Institute may use their membership designations in their email addresses provided that the designations appear directly after the Designated member's full name, as it would appear on letterhead or business cards. The use of the designations must not be hyphenated, and no additional words, symbols, letters or numbers should be placed after the designation.

Correct
johndoesra@gmail.com

Incorrect	Why Incorrect?
sra@gmail.com	Designation without full name
johndoesra-mai@gmail.com	Hyphenation between designations
ai-grsjohndoe@gmail.com	Designation before name
johnsrparemax@gmail.com	Designation with company name

Prohibition on Use of Designations in URLs

Designated members may not use their membership designations as part of their Internet domain names or as URL addresses.

Incorrect
www.johndoesrpa.com
www.johndoemai.com
www.johndoe.com/sra

Designation Letters do not Represent Specific Words

Appraisal Institute Members may not state that the letters in the designation stand for specific words. For example, SRA is not an acronym for Senior Residential Appraiser. If Members use the words “Senior Residential Appraiser” after the designation SRA, such use over time can result in SRA becoming the descriptive term for any senior residential appraiser, not only SRA Designated members of the Appraisal Institute. Similarly, if Members use the words “Member, Appraisal Institute” after the designation MAI, such use over time can result in MAI becoming descriptive of any member of the Appraisal Institute, regardless of which designation they hold. For example, owners of the trademark’s “aspirin” and “shredded wheat” lost their exclusive rights to use those terms when they became generic descriptions of a type of product.

Correct
Jane Appraiser, MAI Designated Member of the Appraisal Institute
Joan Appraiser, SRPA Designated Member of the Appraisal Institute
John Appraiser, SRA Designated Member of the Appraisal Institute
Joseph Appraiser, AI-GRS Designated Member of the Appraisal Institute
Jack Appraiser, AI-RRS Designated Member of the Appraisal Institute

Incorrect
Jane Appraiser, MAI (Member, Appraisal Institute)
Joan Appraiser, SRPA (Senior Real Property Appraiser)
John Appraiser, SRA, (Senior Residential Appraiser)
Joseph Appraiser, AI-GRS (Appraisal Institute General Review Specialist)
Jack Appraiser, AI-RRS (Appraisal Institute Residential Review Specialist)

Proper Use of Designation Emblems

Designated members must use the designation emblems in a manner that is not misleading. Designated members may use the designation emblems associated with the designations that they hold.

The designation emblems may not be displayed in conjunction with the name of a firm or in any manner that might be interpreted as referring to any entity other than the individual member.

The designation emblems may not be used adjacent to a list of names that include both Designated members and Associate Members, Affiliate Members or those not associated with the Appraisal Institute.

The designation emblems shall not appear larger than that of the Designated Member's name.

The designation emblems may appear only once on each piece of correspondence, web page, appraisal report cover, business card, or advertising material.

Reproduction of an Appraisal Institute designation emblem must be from electronic artwork obtained from the Appraisal Institute.

A designation emblem shall be reproduced only in the official colors of the Appraisal Institute as determined from time to time by the Board of Directors.

A printed designation emblem must be an exact reproduction and shall not contain, be surrounded by or be part of any extraneous decoration or embellishment and shall be in the official colors or black and white unless written authorization is obtained from the national office of the Appraisal Institute.

Designation emblems may be accessed on our website at [AI Membership Designations and Emblems](#) (login required).

Life Designated Members

Definitions

Life Designated Membership is an honor that is automatically awarded to Designated Members who have held designated membership in the Appraisal Institute continuously for at least 40 years.

Life Designated Member is the descriptive term that Members who have achieved Life Designated Membership may use to describe their achievement.

Proper References

An individual who achieves Life Designated Membership may refer to themselves as a “Life Designated Member” in addition to any references to membership that are allowed or required due to their status as a Practicing or Non-Practicing Designated Member.

Correct
Joan Appraiser, MAI, AI-GRS
Joan Appraiser, MAI, AI-GRS, Life Designated Member, non-practicing
Joan Appraiser, MAI, AI-GRS, Life Designated Member of the Appraisal Institute

Incorrect	Why Incorrect?
Joan Appraiser, MAI, AI-GRS, Life Member	The term “Life Designated Member” may not be abbreviated.
Tom Appraiser, Associate Life Member Appraisal Institute	Life Designated Membership is only available for qualified Designated Members

Non-Practicing Designated Members *and* Non-Practicing Retired Designated Members

Definitions

Non-Practicing Designated Member means a Designated Member in good standing who is not engaged in Valuation Practice as defined by the Code of Professional Ethics and who has been granted Non-Practicing Designated Member status.

Note: Some Non-Practicing Designated Members may also hold the status of Non-Practicing Retired Designated Member.

Non-Practicing Retired Designated Member means a Designated Member in good standing who is at least sixty (60) years of age and who is not engaged in Valuation Practice as defined by the Code of Professional Ethics and who has been granted Non-Practicing Retired Designated Member status.

Valuation Practice is defined by the Code of Professional Ethics as “Services performed by an individual acting as a Valuer, including but not limited to providing appraisal and review opinions.”

Valuer is defined in the Code of Professional Ethics as “One who is expected to engage in Valuation Practice in an unbiased and competent manner. This term is synonymous with appraiser.”

Proper References

Non-Practicing Designated Members and Non-Practicing Designated Retired Members must state after any use of a membership designation(s) that they are non-practicing.

Correct
Jane Appraiser, MAI, SRA, Non-Practicing
Jane Appraiser, MAI, SRA, Retired
Jane Appraiser, MAI, SRA, Non-Practicing Retired

Incorrect
Jane Appraiser, MAI, SRA

Associate Members

Definitions

Associate Member means a member who is engaged in Valuation Practice as defined by the Code of Professional Ethics but does not hold an Appraisal Institute designation.

Note: "Candidate for Designation" is a subcategory of Associate Member.

Proper References

Associate Members may refer to themselves with the term "Associate Member."

In resumes, statements of qualification and other similar documents Associate Members may refer to themselves as an Associate Member under the heading "Professional Associations."

Associate Members may use the term Associate Member only in conjunction with the name of an individual and not in connection with the name, logo or signature of any firm, partnership or corporation.

Associate Members may not abbreviate the term Associate Member or place the term under a heading entitled "Professional Designations."

Correct	
John Doe, Associate Member, Appraisal Institute	
Professional Memberships John Doe, Associate Member of the Appraisal Institute	

Incorrect	Why Incorrect?
John Doe, A.M.	Cannot abbreviate
Professional Designations John Doe, Associate Member of the Appraisal Institute	Cannot use under heading "Professional Designations"

Candidates for Designation

Definitions

Candidate for Designation means an Associate Member who has been admitted to an Appraisal Institute candidacy program governed by Appraisal Institute Regulation No. 1, 2 or 3.

Note: "Candidate for Designation" is a subcategory of Associate Member.

Proper References

Candidates for Designation (a subcategory of Associate Member) may refer to themselves with the terms "Associate Member" or "Candidate for Designation."

In resumes, statements of qualification and other similar documents Candidates for Designation may refer to themselves as an Associate Member or a Candidate for Designation under the heading "Professional Associations."

Candidates for Designation may use the terms Candidate for Designation or the term Associate Member only in conjunction with the name of an individual and not in connection with the name, logo or signature of any firm, partnership or corporation.

Candidates for Designation may not abbreviate the term Candidate for Designation or the term Associate Member or place these terms under a heading entitled "Professional Designations."

Correct
John Doe, Candidate for Designation, Appraisal Institute
Jane Doe, Associate Member, Appraisal Institute

Incorrect	Why Incorrect?
John Doe, Candidate Member	Prohibited by Regulations No 1,2, and 3. Also, cannot abbreviate
John Doe, C.F.D	Cannot abbreviate
John Doe, SRA Candidate, Appraisal Institute	Cannot use designation
Professional Designations John Doe, Candidate for Designation	Cannot use under heading "Professional Designations"

Affiliate Members

Definitions

Affiliate Member means an individual who is interested in property economics but is not engaged in Valuation Practice as defined by the Code of Professional Ethics.

Proper References

Affiliate Members may only refer to themselves by the term “Affiliate Member” or if appropriate the term “International Affiliate Member.”

In resumes, statements of qualification and other similar documents Affiliate Members may refer to themselves as an Affiliate Member, or if appropriate as an International Affiliate Member, under the heading “Professional Associations.”

Affiliate Members may use the term “Affiliate Member,” or if appropriate the term “International Affiliate Member,” only in conjunction with the name of an individual and not in connection with the name, logo, or signature of any firm, partnership or corporation.

Affiliate Members may not abbreviate term “Affiliate Member” or if appropriate the term “International Affiliate Member” or place these terms under a heading entitled “Professional Designations.”

Correct
John Doe, Affiliate Member, Appraisal Institute
Jane Doe, International Affiliate Member, Appraisal Institute

Incorrect	Why Incorrect?
John Doe, Aff.	Cannot abbreviate
Professional Designations John Doe, Affiliate Member	Cannot use under heading “Professional Designations”

Student Affiliates

Definitions

Student Affiliate means an Affiliate Member who has been admitted to Student Affiliate status in accordance with the applicable Bylaws, Regulations and policies.

Note: "Student Affiliate" is a subcategory of Affiliate Member.

Proper References

Student Affiliates may refer to themselves with the terms "Affiliate Member" or "Student Affiliate."

In resumes, statements of qualification and other similar documents Student Affiliates may refer to themselves as a Student Affiliate or an Affiliate Member, under a heading entitled "Professional Associations."

Student Affiliates may use the terms "Affiliate Member" or "Student Affiliate" only in conjunction with the name of an individual and not in connection with the name, logo, or signature of any firm, partnership or corporation.

Student Affiliates may not abbreviate the terms "Affiliate Member" or "Student Affiliate" or place these terms under a heading entitled "Professional Designations."


Correct
John Doe, Student Affiliate, Appraisal Institute
Jane Doe, Affiliate Member, Appraisal Institute

Incorrect	Why Incorrect?
John Doe, Student Member	Cannot use this term
John Doe, Student Aff.	Cannot abbreviate


Appendix – Examples of Proper Use of Designation Emblems

SAMPLES OF CORRECT USE OF THE DESIGNATION EMBLEM. NOTE THAT THE EMBLEM IS USED WITH THE MEMBER'S NAME AND DESIGNATION.

Doe & Associates
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280



John J. Doe, MAI





Edward C. Smith, SRA
Real Estate Appraiser

Doe & Associates
Real Estate Appraisers
1234 Main Street Anytown, IL 60611


SAMPLES OF CORRECT USE OF THE DESIGNATION EMBLEM. NOTE THAT THE EMBLEM IS USED WITH THE MEMBER'S NAME AND DESIGNATION.

SMITH AND SMITH INC.
Real Estate Appraisers
1234 Main Street Anytown, IL 60611



John J. Smith, MAI
Jane J. Smith, SRA

SAMPLE OF CORRECT USE OF THE DESIGNATION EMBLEM IN CONJUNCTION WITH A DESIGNATED MEMBER'S COMPANY LOGO. NOTE THAT THE DESIGNATION EMBLEM IS USED WITH THE DESIGNATED MEMBER'S NAME AND DESIGNATION.



Edward C. Smith, SRA
Real Estate Appraiser

Ed Smith & Associates
780 Baseline Rd., Suite 54
Humboldt, NY 11770
444-555-2545 • 444-555-0780 (fax)

allen associates

222 Central Ave.,
Plainville, IA 38939

Terry Allen, MAI
Real Estate Appraiser

T: 333-555-8833
F: 333-555-8834



allen associates 222 Central Ave., Plainville, IA 38939



Terry Allen, MAI, SRA
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T: 333-555-8833 • F: 333-555-8834

allen associates

222 Central Ave., Plainville, IA 38939
T: 333-555-8833 • F: 333-555-8834



Terry Allen, MAI, SRA
Real Estate Appraiser



SAMPLES OF **INCORRECT** USE OF THE DESIGNATION EMBLEM. NOTE THE EMBLEM CANNOT BE INTERPRETED AS REFERRING TO A FIRM OR NONMEMBERS

Anderson Appraisal Service
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280



Fulfilling all your appraisal needs

Anderson Appraisal Service
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280

Robert D. Anderson, SRA
Kathleen Lane

