



Todd D. Jones

MBA, MAI, AI-GRS, CRE, FRICS
Principal, RealAdvice

Todd.Jones@RealAdvice.com
813-760-0212

An internationally recognized expert, since 1985, Mr. Jones has provided complex income-producing commercial property valuation, expert testimony, litigation support, ad valorem property tax counseling and representation, appraisal review, investment advice, marketability analysis, and feasibility analysis, including highest and best use analysis for virtually all types of commercial, industrial, residential, and special purpose real estate, on behalf of financial institutions, REIT's, government entities, publicly traded companies, and private concerns.

As a former President of the Florida Association of Property Tax Professionals, and an inaugural member of the Florida TaxWatch Tax Advisory Council, Mr. Jones has addressed the Florida Cabinet, Legislature, and various state agencies on property tax policy, technical matters, and issues impacting taxpayers. In 2008, the Association successfully collaborated with other influential groups to change Florida law affecting how the assessors must develop and support valuations in defending challenged assessments, "leveling the playing field" by lowering the burden of proof for taxpayers in assessment challenges, and requiring the development of uniform rules, policies, and procedures for Value Adjustment Boards across Florida's 67 counties to improve fairness in taxation for all Floridians. In 2011, Mr. Jones served on the Florida Governor's Tangible Personal Property Taskforce. In 2012, the Florida legislature sought Mr. Jones' counsel on comprehensive property tax reform legislation.

For eight years, Mr. Jones taught Appraisal Valuation in the Nathan S. Collier Master of Science in Real Estate (MSRE) degree program at the University of Florida. The UF MSRE program has been consistently ranked in the Top Ten of all university real estate programs in the US since the 1960's and was named the top real estate master's degree program in the US in 2018, 2019, 2020, and 2021. Mr. Jones has been a reviewer for the most widely used university real estate textbook, *Real Estate Principles: A Value Approach* by David Ling, Ph.D., FRICS and Wayne Archer, Ph.D. In addition, Mr. Jones taught the appraisal course for the Florida Bankers School for five years. The purpose of the Florida School of Banking (FSB) is to provide bank personnel at the supervisory and officer level the opportunity to increase their knowledge about the banking industry and the economy.

In 2017, after ten years of collaborative scholarship and hundreds of cases, Mr. Jones and Michael J. Mard, CPA/ABV, CPCU pioneered an industry breakthrough. They successfully bridged the differences between professionally accepted business and real property valuation methods to create the Daubert-tested Authoritative Allocation Method for identifying, separating, and quantifying real property, tangible personal property, and intangible assets frequently bundled in real property ownership transfers.