

Peter Selhorst, The Valuation Company

# ‘The modern valuer is becoming more and more an advisor’

Peter Selhorst is the initiator of The Valuation Company. He is a qualified real estate agent, a registered valuation expert in real estate and also a member of the Registrar's Office of the VRT. ‘We are a platform of experienced valuers’, experts and advisers. Flexible employable for any project or assignment, national or international. That's the strength of our concept.’



# The Valuation Company

Peter himself has more than 25 years of experience in business economics and valuations for insurance purposes. 'This experience has been formed by national and international valuation activities for leading companies, but also through specialist assessments for a wide variety of clients. Consider for example, the valuation of eye-catching national monuments, food industry companies and valuations for international acquisitions.'

## Flexibility and customization

As a virtual organization, The Valuation Company is concentrating on flexibility and customization. 'The profession of a valuer is mainly based on practical experience. As a real estate expert you must have, of course, knowledge of properties and buildings, but in order to be able to value a building and everything within it, experience is also important.'

## Added value

Especially in an era of keenly observing costs, The Valuation Company can offer added value, Selhorst believes. 'As a result of our virtual set-up, we keep our indirect costs low and we can compete (intense), without compromising on quality. Fortunately, the importance of a valuation is being recognised time and time again. Of course, it is an expense for the customer, but you also get something important back. A valuation represents a value and may have major consequences for the customer or the user. Consider, in this case, an increase of the values to be insured or obtaining finance. Therefore as a valuer you need to act as a conversation partner.'

## Not just business as usual

'The role of a valuer is constantly increasing', Selhorst says. 'The valuation of business matters such as machines, installations and inventory is normally not just business-as-usual. The value for the entrepreneur or the company is often a very different one than the value that this machine represents for a third party. Especially when it concerns a machine which was created or modified specifically for your business. Another example: imagine you were able to buy a machine with a considerable discount. Will you insure the purchase value, the replacement value or the new-for-old value? Which value maintains the bank when a loan is to be provided? This need to be discussed together.'

## Unique system of reporting modules

Our valuations and reports are based on a module system developed by us. At the highest level you can choose a value scan or a value inspection. Subsequently, a particular reporting form can be chosen. This ensures that implementation and reporting are fully tailored to the wishes of the client. Where other valuation agencies are committed to far-reaching standardization, we focus on a tailor-made approach. I always compare the choice between pre-packaged prefab vegetables or fresh organic vegetables. A conscious choice, which we strongly promote."

## Daring to keep asking questions

As a valuer you need to keep asking questions, Selhorst says. "Thus you make a difference. Of course, the valuation must be done independently, but you also want that the basis of the valuation and your report will meet the wishes of the client. Good advice, quality and added value, customers are willing to pay for those reasons. That sounds logical, but it doesn't always work that way in practice."

## The meaning of the VRT

Qualifications and quality marks are important, according to Selhorst. 'The market demands for it. Clients want to do business with valuers' and advisors who have recognized titles and qualifications only. The VRT is a widely recognized quality mark in the market.'

'Training, knowledge and information exchange remain important themes in the future', according to Selhorst. He says that the level of knowledge within the industry can be improved. In general terms, but also in specific areas. You must have followed a separate program, to become a registered valuation expert real estate. Especially experience is for the VRT important and that makes a big difference. Invest, therefore, as register in training and knowledge development & transfer for the specific sectors or for a specific type of issue. With this we can distinguish ourselves as certified valuers' and make the professional group stronger.'

## Sustainable and socially involved

The business philosophy of The Valuation Company is fully based on socially responsible and sustainable business. In order to contribute to a better society and a better environment. This includes, inter alia, a fully digitally correspondence, reporting and archiving, a CO2-neutral business, no unnecessary travel and sustainable banking.

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