

Jared L. Preisler, SRA, AI-RRS

Residential Appraiser | Expert Witness | Instructor

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PROFESSIONAL PROFILE

Independent fee appraiser serving Northern Utah and the Wasatch Front with more than 30 years of valuation experience. Owner of J. Leland & Company, Chief Appraiser at DataMaster, and current Weber County Assessor. Practice includes residential appraisal, review work, retrospective and forensic analysis, litigation support, tax appeal assignments, estate and date-of-death valuations, and continuing education instruction for appraisal professionals.

Credentials & Certifications	Practice Areas
• SRA and AI-RRS designations, Appraisal Institute • AQB Certified USPAP Instructor, since 2018 • National Certified Instructor, Appraisal Institute, since 2014 • Utah Certified Instructor, since 2015 • State of Utah Certified Residential Appraiser	• Mortgage lending and review assignments • Divorce, estate, and date-of-death appraisals • Tax assessment appeals and consulting • Retrospective and forensic analysis • Expert witness and litigation support

PROFESSIONAL EXPERIENCE

Weber County Assessor | 2025 to Present

Elected county assessor responsible for leadership, valuation oversight, public accountability, and property tax assessment administration.

J. Leland & Company, Owner / Chief Appraiser | 1996 to Present

Independent residential appraisal practice serving Davis, Weber, Morgan, Box Elder, and Cache counties. Assignments include lender work, review appraisal reports, litigation support, retrospective analysis, pre-foreclosure work, and specialty residential valuation.

DataMaster USA, Chief Appraiser and Director of Product Development | 2016 to Present

Provides appraisal leadership, product input, appraiser training, and industry education tied to appraisal technology, data integrity, and report quality.

Adair-Miller Appraisal | 1996 to 1999

Residential appraisal services throughout the Wasatch Front.

LEADERSHIP, TEACHING & INDUSTRY SERVICE

- Past President, Utah Chapter of the Appraisal Institute; current service in education and government relations leadership roles.
- Vice President and long-time board member, Utah Association of Appraisers.
- Developed and taught continuing education courses on USPAP, market analysis, manufactured housing, solar valuation, technology, expert witness work, and appraisal modernization.
- Regular speaker for appraisal organizations, real estate groups, and professional conferences nationwide.

SELECTED TESTIMONY & LITIGATION EXPERIENCE

Prepared 45+ litigation-related reports in the past five years for assignments involving divorce, estate matters, breach of contract, municipal takings, and consulting support. Testified in multiple cases and completed additional deposition work.

- Selected matters: Dayton vs. Jorgenson, 2023; Biggs vs. Biggs, 2022; Spiegel, 2020; Doesburg vs. Doesburg, 2018; U.S. Bankruptcy Court matter, 2018.

EDUCATION & PROFESSIONAL AFFILIATIONS

- Weber State University, B.S. (BIS), Technical Sales, Business, and Economics, 1994
- Appraisal Institute, SRA designation, 2011
- Appraisal Institute member since 1999

- Greater Ogden Area Association of Realtors, member
- International Association of Assessing Officers (IAAO), member

SELECTED COURSES APPROVED TO TEACH

• Business Practices and Ethics • Residential Market Analysis and Highest & Best Use • Valuation by Comparison: Residential Analysis and Logic • Appraisal of Manufactured Homes Featuring Next-Generation Manufactured Homes • Artificial Intelligence, AVMs, and Blockchain: Implications for Valuation	• Rapid Response: Market Analysis in Volatile Markets • Valuation Resources for Solar Photovoltaic Systems • Desktop Appraisals (Bifurcated, Hybrid) and Evaluations • USPAP 15-Hour Course • USPAP 7-Hour Update Course
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Additional course history, certifications, and references available upon request.