

**Joel Gonia, ASA****DIRECTOR**[joel.gonia@suncorvaluation.com](mailto:joel.gonia@suncorvaluation.com)**PROFESSIONAL PROFILE**

Joel Gonia joined Suncorp as a Director in October 2025 based in Louisville, Kentucky.

Joel holds an ASA ARM designation in Machinery and Technical Specialties and Appraisal Review. He brings over 30 years of experience in the valuation industry. He is a recognized industry leader and co-author of various publications, with expertise in report generation, data collection, and public speaking.

**Qualifications and Professional Memberships****American Society of Appraisers**

- Personal Property - Machinery & Equipment, Appraisal Review (Master's degree in Valuation Science)

**Employment History****Director**

Suncorp Valuations | 2025 – Present

**Senior Appraiser**

KATS M & E, LLC, Nicholasville, KY | 2012 – 2025

- Management of an Appraisal Firm specializing in providing valuation services to Commercial Lenders, Public accounting firms, and Insurance companies
- Accredited Senior Appraiser (ASA) for both MTS and ARM
- On-hand coordination and performance of over 100 projects annually
- Responsibility for overall production and project completion, including proposal, asset observation, research and analysis, report generation and invoicing
- Supervisory capacity for 5 - 20 team members for each project
- Recognized as a Leader within the industry, served on several international committees, co-author of various periodicals, articles and industry-specific texts

**Owner/Manager**

HoneyBear Farms KY, LLC, Louisville, KY | 2017 – 2024

- Owner / Manager local beekeeping business
- Managed up to 1,400 honey bee hives
- Developed and taught beekeeping courses
- Hosted regional beekeeping seminars and conferences

**Senior Appraiser**

Gonia Consulting, LLC, Louisville, KY | 2003 – 2012

- Owner / Manager of Appraisal Firm specializing in providing valuation services to Commercial Lenders, Public accounting firms, and Insurance companies

**Senior Appraiser**

Best Appraisals & Auctions, Louisville, KY | 1997 – 2003

- Owner / Manager of Appraisal Firm specializing in providing valuation services to Commercial Lenders, Public accounting firms, and Insurance companies

**Appraiser**

Allied Appraisal Associates, Inc., Atlanta, GA | 1985 – 1996

- Personal property / Industrial equipment appraiser
- Real property / Commercial & residential real estate appraiser