



REPORT TO APC & VILLAGE BOARD

AGENDA ITEM: RFP Proposals for Assessment/Revaluation Services: 7/01/2026-12/31/2031 (5 ½ years)

MEMO DATE: June 11, 2026

PRESENTING COMMITTEES: APC & Village Board

COMMITTEE CONTACT:

STAFF CONTACT: Finance Director-John Jacobs

REPORT PREPARED BY: Finance Director-John Jacobs

AGENDA ITEM: RFP Proposals for Assessment/Revaluation Services: 7/01/2026 - 12/31/2031 (5 ½ years)

OBJECTIVES: Hire an assessment firm to provide assessment/revaluation services for the Village of Kronenwetter through 2031, with the full revaluation of all Village properties to be completed by October 2027.

ISSUE BACKGROUND/PREVIOUS ACTIONS:

- The Village had previously contracted assessment services with Accurate Appraisal through 2016.
- The Village has presently contracted assessment services with Associated Appraisal since 2017.
- The present contract with Associated Appraisal is up for renewal at this time, and we need to lock-in a contracted assessment firm with locked-in pricing through 2031 (per staff recommendation).
- The Village staff proposed that a full revaluation of all Village properties to be completed by October 2027, in order to be compliant with the Wisconsin Department of Revenue prior to 2028, when the State would come in to provide a full-revaluation at their much higher cost in 2028 to get all Village parcels brought back up to 100% full valuation.
- Sometime during the COVID years of late 2019 and May 2023, the Village stopped requiring building permits, which allowed new construction to occur outside the knowledge of Village staff and the assessment firm. Therefore, the possibility of thousands of dollars of valuation is likely "missing" from the Village's property assessment roll, and the Village's goal is to treat all Village property owners fairly in the assessment valuation of their properties and to calculate all property tax bills accurately throughout the Village.
- The primary method to be used for the revaluation of all Village parcels is an exterior inspection of all Village properties between July 2026 – September 2027.

PROPOSAL: Recommend Option #2 with Associated Appraisal for a total contract price of \$355,000. Maintain existing services contract with the present assessment firm. Provide for a full exterior revaluation of all parcels to begin in 2026 and to continue into 2027, with a completion date of 10/15/2027 for the revaluation of all parcels. Bring the Village's assessment roll from about 66% assessment ratio to 100% assessment ratio by 2027.

Recommend to **not** choose Option #1, which spreads the cost of the 2027 revaluation across all 5 years (2027-2031) for a total contract price of \$375,000 (or an additional \$20,000 cost).

The cost of the revaluation piece of this contract will be funded primarily through the Unassigned Fund Balance of the General Fund (\$180,000) spread across the 2026 and 2027 budgets. The original 2026-2027 budget proposal had been \$90,000 per year.

The annual assessment maintenance costs (\$33,000 - \$37,000 annually) will continue to be funded by the property tax levies of the General Fund and Tax Increment District Funds.

RECOMMENDED ACTION: Recommend hiring Associated Appraisal for the 7/01/2026-12/31/2031 period using Price Quote-Option #2 for a total contract price of \$355,000.

Funding for this contract price would be:

- \$180,000 – Revaluation services through 2027; funding would come from the Unassigned Fund Balance of General Fund & TID Fund Balances (for 2026 and 2027)
- \$175,000 – Annual Maintenance Costs through 2031; funding would come from annual budgets of the General Fund & TID Funds

OTHER OPTIONS CONSIDERED: N/A

TIMING REQUIREMENTS/CONSTRAINTS: Present this Assessment/Revaluation Services RFP contract through 2031 to APC and the Village Board for consideration as soon as possible, to provide the assessment firm to begin working on the 2026-2027 revaluation of all Village properties immediately on 7/01/2026 or thereafter.

ATTACHMENTS (describe briefly):

- Original RFP Proposal for Assessment/Revaluation Services
- Summary Page of RFP Proposals for Assessment/Revaluation Services (7/01/2026-12/31/2031)
- 3 RFP Proposals for Assessment/Revaluation Services that were received by 6/08/2026.

VILLAGE OF KRONENWETTER
Summary of RFP Proposals for Assessment/Revaluation Services
7/01/2026 - 12/31/2031 (5 1/2 years)

ACCURATE APPRAISAL - Menasha, WI

Experience: 26 years (since 2000)
Municipalities: 110
Counties: 22

They were the Village of Kronenwetter's former assessment firm through 2016.

<u>Price Quote:</u>	2027	2028	2029	2030	2031	Total
Exterior Revaluation	\$ 101,100					\$ 101,100
Annual Maintenance	\$ 27,960	\$ 27,960	\$ 27,960	\$ 27,960	\$ 27,960	\$ 139,800
Total Annual Cost (blended)	\$ 129,060	\$ 27,960	\$ 27,960	\$ 27,960	\$ 27,960	\$ 240,900

ASSOCIATED APPRAISAL - Appleton, WI

Experience: 67 years (since 1959)
Municipalities: 240

They were the Village of Kronenwetter's present assessment firm since 2017.

<u>Price Quote - Option #1</u>	2027	2028	2029	2030	2031	Total
Exterior Revaluation	included					\$ -
Annual Maintenance	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000
Total Annual Cost (blended)	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 375,000

<u>Price Quote - Option #2</u>	2027	2028	2029	2030	2031	Total
Exterior Revaluation (separated out)	\$ 180,000					\$ 180,000
Annual Maintenance	\$ 33,000	\$ 34,000	\$ 35,000	\$ 36,000	\$ 37,000	\$ 175,000
Total Annual Cost	\$ 213,000	\$ 34,000	\$ 35,000	\$ 36,000	\$ 37,000	\$ 355,000

MUNICIPAL GROUP - Stevens Point, WI

Experience: 4 years (since 2023)
Municipalities: 18

<u>Price Quote - Alternative #1</u> <u>"Interim Market Update Revaluation"</u>	7/1/2026- 12/31/2027	2028	2029	2030	2031	Total
Interim Market Revaluation	\$ 113,400					\$ 113,400
Annual Maintenance	included	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 153,600
Total Annual Cost	\$ 113,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 267,000

<u>Price Quote - Option #2</u> <u>"Exterior Revaluation"</u>	7/1/2026- 12/31/2027	2028	2029	2030	2031	Total
Exterior Revaluation (separated out)	\$ 218,400					\$ 218,400
Annual Maintenance	included	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 153,600
Total Annual Cost	\$ 218,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 38,400	\$ 372,000



**REQUEST FOR PROPOSALS:
2026-2027 Revaluation/
Reassessment Services
and
July 2026 - December 2031
(5½ Years) Assessment
Maintenance Services
for the
Village of Kronenwetter

Kronenwetter, Wisconsin**

Finance Department

Issued: May 20, 2026

Proposal Questions: June 1, 2026, by 4:30 p.m.

Proposals Due: June 8, 2026, by Noon

Village of Kronenwetter – Request for Proposals for Assessment Services
Finance Department
1582 Kronenwetter Drive, Kronenwetter, WI 54455
Email: jjacobs@kronenwetter.gov
Phone: 715-693-4200 Ext. #1726

A. INTRODUCTION AND SUMMARY

The Village of Kronenwetter, Wisconsin (hereafter referred to as “Village”) invites proposals from qualified assessment firms (“Consultant”) to provide annual assessment services and revaluation services. The Village is seeking to continue partnering with a consultant to provide statutory assessor services for the community.

Submissions must be received by the Finance Department no later than Noon on June 8, 2026.

B. COMMUNITY OVERVIEW

The Village of Kronenwetter is located in North Central Wisconsin in Marathon County. The Village is part of the Wausau metro area (regional population of approximately 140,000), and has a local population of 8,595 (2025 Wisconsin Department of Administration). The Village has a mixture of residential, commercial, manufacturing, and agricultural properties.



A village-wide revaluation was last completed in 2021, with a market value adjustment. Since then, annual maintenance services have been provided via a contracted firm. The Village’s assessment ratio for 2025 was 69.29%.

The Village’s Equalized Value was \$1,081,333,900 in 2025. The Village’s Assessed Value was \$749,304,600 in 2025. The Village has 3 active Tax Incremental Financing Districts (TID’s #1, #2, and #4) accounting for \$110,464,200 equalized value or 10.22% of the equalized value. Tax Increment Financing District #3 was closed in February 2026. The 2025 Statement of Assessment identifies the following parcel counts:

Property Class	Total Parcels	Improved Parcels
Residential	3,065	2,888
Commercial	113	77
Manufacturing	10	6
Agricultural	284	0
Undeveloped	389	0
Agricultural Forest	157	0
Forest Lands	374	0
Other	41	38
Total	4,433	3,009

C. OBJECTIVES

The following outlines the Village's overall goals for its tax assessment program:

1. Complete a full revaluation of all Village properties by October 15, 2027, to bring the Village assessment valuation back into compliance with Wisconsin State Statute 70.05, before the Wisconsin Department of Revenue would order and conduct a complete reassessment in 2028. See Section I – Exhibit #5. The Village recommends a full exterior inspection of all Village properties to be conducted by the consultant.
2. Consultants will endeavor to work seamlessly with Village staff and determine adequate customer service needs. This could be achieved on an as-needed, part-time basis.
3. Provide statutory tax assessment services that are accurate and current.
4. Perform ongoing maintenance, market adjustment, and revaluation in a cost-effective manner. The Village's expectation for revaluation is to occur every 5 - 7 years.

D. SCOPE OF WORK

The Consultant shall be the statutory assessor for the Village and complete in a professional manner all the work required under this proposal in accordance with Wisconsin State Statutes. The Consultant shall complete revaluation, statutory assessor, and full-value maintenance services for all taxable real property within the Village for the term of the agreement. It is anticipated that the selected Consultant will begin work under contract on July 1, 2026.

1. Required Services:

- a) Consultant shall perform all the work required to properly and professionally assess the real property of the Village in accordance with applicable Wisconsin State Statutes and in full compliance with all rules and regulations officially adopted and promulgated by the Wisconsin Department of Revenue.
- b) Consultant's contract shall be managed by the Finance Director/Treasurer or his/her designee. Consultant shall meet with the Director on assessment issues as needed.
- c) Consultant shall be available to attend, at the request of the Finance Director/Treasurer, Village Administrator, or department head, Village Board and committee meetings upon reasonable prior notice on an as-needed basis in furtherance of its assessment obligations.
- d) Consultant shall provide an e-mail address and a local (or toll free) phone number for Village officials and customers to contact the Consultant during regular business hours, Monday through Friday.
- e) Consultant shall field review and assess all properties that were under partial construction as of January 1st of the previous year.
- f) Consultant shall field review and assess new construction as of January 1st of the current year.
- g) Consultant shall perform interior inspections on all newly constructed homes, partially constructed homes from the previous year, and any interior remodeling including kitchen, bath, basement remodeling, and additions, if allowable.

- h) Consultant shall field visit and measure all properties with building permits for exterior remodeling and for detached buildings and decks, and other miscellaneous permits. The Village utilizes spreadsheets for cataloging building permits.
- i) Consultant shall field review as deemed necessary sale properties and properties for which no building permit has been issued.
- j) Consultant shall account for all buildings destroyed or demolished.
- k) Consultant may informally provide projected assessed values for potential development projects or land sales/purchases at the request of the Finance Director/Treasurer or Village Administrator.
- l) Consultant shall coordinate with Village staff for an annual meeting to discuss the previous year's development projects and building permit data.
- m) Consultant shall determine the fair market value of mobile home units in the municipality subject to the monthly municipal permit fee, in accordance with State Statute 66.0435.
- n) Consultant shall implement use value assessments of agricultural lands per specifications set forth by the Wisconsin Department of Revenue.
- o) Consultant shall create, print, and mail State-approved Notices of Changed Assessment to property owners and others as required by State Statutes.
- p) Consultant shall conduct Open Book sessions in accordance with Wisconsin State Statutes. Consultant shall prepare a written statement regarding Open Book dates, times, and instructions on how to set up an appointment for an Open Book session, at least thirty (30) days prior to the first Open Book session.
- q) Consultant shall be responsible for preparing for the annual Board of Review hearing proceedings as required by State Statutes prior to the deadline each year. Consultant shall work with the Village Clerk to arrange for the hearings. Consultant will provide digital photographs and data for comparable properties in advance of the Board of Review meeting so that the Board and the petitioner have evidence of comparability.
- r) Consultant will attend the Board of Review hearing(s), serve as Village staff at the hearing(s) and defend the valuations and work products. Consultant will promptly and adequately follow up and respond to any appeals made at the Board of Review hearing, incorporating assessment modifications as approved. The consultant will be available for any Circuit Court proceedings that may result from appeals or other assessment-related matters.
- s) Consultant shall be responsible for providing all assessment data to Marathon County to facilitate the digital and manual transfer of data and values and for ensuring that the County's assessment roll is balanced to the records submitted by the Consultant. Consultant will provide printed copy of assessment roll to the Village.
- t) Consultant shall be responsible for providing the Wisconsin Department of Revenue (WI DOR) with both preliminary and final reports of assessed valuations after the Board of Review meeting. Consultant will also be responsible for providing WI DOR with assessments for all TIF districts by the prescribed deadlines.

- u) Consultant shall place detailed property assessment records with images and full parcel information on the internet with free access to the public and the Village. This may be accomplished through the Village's existing online resources or through the Consultant's software package. Property record cards will be updated on at least an annual or bi-annual basis. Consultant shall provide the Village with unlocked, freely accessible databases upon request. Consultant will provide an annual export of one PDF property card per parcel ID, or a suitable alternative.
- v) Consultant is not permitted to assign, subcontract, or transfer the work of providing assessment services without the prior written approval of the Village Board.
- w) Assessment Software:

The Village historically consulted an outside contractor for Assessor Services, with GSA CAMA software being used. Should another software be utilized, it shall at a minimum meet the following items:

- i. Comparative sales reports that can be used to support individual assessments with adjustments shown to be derived from the regression analysis.
- ii. Flexible cost and depreciation tables that can be adjusted to capture specific markets. For commercial properties, a system-generated income approach to value.
- iii. The ability to electronically export the completed assessment roll to Marathon County in the format required, eliminating any manual data entry of the completed roll.
- iv. The ability to import "start-up data" from any existing databases to avoid time/cost-consuming initial data entry.
- v. The ability to accept and import the Village's existing building permit records utilizing either a CSV or MS Excel file.
- vi. Maintains a separate sales listing file to record and store data on sale properties as of the date of sale.
- vii. Maintains an ownership history.
- viii. The ability to create a wide range of reports, including Assessment Roll, Assessor's Final Report; and neighborhood attributes and values.
- ix. The ability to run queries to locate specific data.
- x. Has an electronic sketch for each property and photographs.
- xi. Uses standard database format that can be read or easily converted to be read by other software packages and managed by Microsoft Sequel (SQL) Server.
- xii. The data should be capable of being uploaded to the Village's GIS system.

2. Village Obligations:

- a) With guidance and support from the Consultant, the Village shall publish required notices with the local media. This applies to Open Book and any other required notices.

- b) The Village shall furnish adequate space at the Kronenwetter Municipal Center at no cost to the selected Consultant, including furniture and other equipment as necessary. Access to Village Office space shall also be granted after normal hours.
- c) The Village shall allow access by the Consultant to Village records including, but not limited to, prior assessment rolls, sewer and water layouts, building permits, tax records, building plans, records of special assessments, plats or any other maps and property files at no cost.
- d) The Village shall aid the Consultant with a reasonable promotion of public information concerning the work under this agreement.

E. SUBMITTAL QUESTIONS

All questions shall be submitted in electronic form to the email below by 4:30 p.m. on Monday, June 1, 2026. Answers will be provided via the [Village website](#) as an addendum to the RFP as they become available. The Village anticipates releasing responses to questions by 4:30 p.m., Wednesday, June 3, 2026. Multiple addenda may be released.

Question Portal: jjacobs@kronenwetter.gov

F. SUBMISSION REQUIREMENTS

The Village wishes to evaluate each proposal under the same uniform review standards. Respondent shall submit one (1) electronic copy in PDF format to the Finance Department. To be considered, proposals must be received no later than Noon, Monday, June 8, 2026, at the portal link below:

RFP Submittal Email: jjacobs@kronenwetter.gov

The following format and sequence should be followed to provide consistency in the firm's responses and ensure that each proposal receives full consideration. Use 8 ½ x 11 sheet pages with a minimum font size of 10 points and separate sections as defined below. If any of the information provided by the Proposer is found to be substantially unreliable, their proposal may be rejected in the sole opinion of the Administrative Policy Committee.

Proposals should include all the following categories. The categories below coincide with the evaluation criteria listed in Section G:

1. Cover Letter:

The letter shall identify the firm name and address. Provide the name(s) of the person(s) authorized to make representation for your firm, their title, address, email address, and telephone number(s).

2. Qualifications and Capabilities:

- a. Demonstration of successful experience in providing general assessment services and software to Wisconsin municipalities of similar size. Include a summary of the firm's experience providing assessment services for Wisconsin municipalities similarly sized to the Village of Kronenwetter. The summary should also include evidence of the accuracy of the firm's work.

- b. The qualifications of key personnel and past experience with providing assessment and revaluation services for both residential and commercial properties. Include the names, educational background, Wisconsin Department of Revenue certification level, and municipal assessment experience of the person(s) to be assigned to perform the scope of work. Include the key contact person's experience with conducting a revaluation process and experience with assessment evaluation of potential tax-exempt properties.
- c. Provide a staff organization chart. Identify key individuals involved in this project, their affiliation, and office location. For each staff member identified in the organization chart, provide DOR certification level.

3. Understanding and Approach:

- a. Demonstrate understanding of the assessor services requested.
- b. Provide your firm/team's approach to achieving the project's scope of work, as presented in Section D above.
- c. Provide any value-added services your firm/team can provide above that are not identified within the request.

4. Project Timeline:

- a. Outline of assessor services provided and the approach/timeline for each.
- b. Recommended annual schedules for all elements listed in Section D above.

5. Budget:

State the total annual compensation rate to provide the services described above and in accordance with the laws of the State of Wisconsin for assessment. Clearly list the fee for each year of the proposed contract with a not-to-exceed sum including all the Consultant's costs, but not necessarily limited to: labor, materials, supplies, equipment, transportation, meals, lodging, computer software, and Board of Review expenses. All expense reimbursements will be the responsibility of the firm. The Village will pay monthly as invoiced on the basis of the percentage of work completed; however, the Village is open to other payment structures suggested by the Consultant.

Provide separate compensation rate for the revaluation/revaluation services requested to be completed by October 15, 2027 to bring the Village's assessment valuation up to 100%. The Village anticipates that a physical exterior inspection would be required for this purpose.

6. References:

Identify and provide contact information for references from Wisconsin municipal clients for which the Consultant has provided assessment and/or revaluation services, preferably within the past two (2) years. References must include the name, title, email address, and business phone number of the contact person.

7. Insurance and Legal Responsibilities:

List the names and addresses of the insurance companies that have written commercial liability insurance policies for your organization. Joint ventures should list the insurers for the company or person expected to be the major owner of the joint venture.

- a. Has any insurance company paid on behalf of the persons or organizations covered? If so, indicate names and addresses of insurance companies, particulars of payment, and date(s).
- b. Is your firm now, or has it been, within the past five (5) years, involved in any legal action related to any projects? If yes, please explain in detail and identify any judgments entered in such action.
- c. Provide all details of any declaration of default, non-conformance notices, or termination for cause against your firm with respect to such services. In addition, state whether during the past five (5) years your firm or sub-consulting firms have been suspended from either bidding or entering into any government contract.

8. Conflict of Interest:

Disclose any potential conflicts of interest with the Village of Kronenwetter.

G. SELECTION PROCESS, SCHEDULE, AND CRITERIA

All proposals will be evaluated based on the technical and professional expertise and experience of the submitting firm(s), the proposed method and the procedures for completion of the work, and the proposal's cost. The firm's apparent ability to be independent and objective in performing the requested work will also be considered.

1. Solicitation Schedule:

This solicitation's critical dates and times are listed below. The Village may need to change any of these dates or times. All dates are subject to change.

<u>Action</u>	<u>Estimated Completion Date</u>
RFP Release	May 20, 2026
Village publishes Class 2 Notice	May 24, 2026 and May 31, 2026
RFP Questions Due	June 1, 2026 (4:30 p.m.)
RFP Question Response by Village	June 3, 2026 (4:30 p.m.)
RFP Response Due Date	June 8, 2026 (Noon)
Administrative Policy Committee Review	June 15, 2026 (5:00 p.m.)
Village Board Approval	June 22, 2026 (6:00 p.m.)
Service Start Date	July 1, 2026

2. Evaluation Committee:

The Finance Director/Treasurer or Village Administrator may appoint an internal evaluation committee to review and evaluate the proposals using the following criteria, prior to the Administrative Policy Committee meeting. At its sole discretion, the Village may contact the references and/or visit one or more of the projects listed in response to this solicitation as part of the evaluation process. A shortlist of proposers may be interviewed.

3. Selection Criteria:

Any proposal not meeting the minimum qualifications stated above will be rejected. The criteria below are not necessarily listed in order of importance. Proposals will be evaluated based on the following criteria:

Cover Letter
Qualifications and Capabilities
Project Understanding and Approach
Project Timeline
Budget
References

Based on the evaluation process and selection criteria, the Administrative Policy Committee may select a proposer to negotiate and complete a formal contract for services.

H. GENERAL TERMS AND STATEMENT OF RIGHTS AND UNDERSTANDING

The Village reserves and may, in its sole discretion, exercise any and all of the following rights and options with respect to this RFP:

1. Each Proposer should carefully read and review all such items and address them in its proposal. However, the final description of the services and/or specifications to be provided to the Village under this RFP is subject to negotiations with the successful Proposer and the Village's final approval.
2. The Village reserves the right to reject any or all proposals, to divide responsibilities among one or more applicants or the project team, to waive formalities, and to select the individual or firm/team which, in the Village's sole judgment, can best perform the scope of services required.
3. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP. The Village has prepared this RFP and does not purport to be all-inclusive or to contain all of the information a prospective applicant may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.
4. Ownership of all data, material, and documentation originated and prepared for the Village pursuant to the RFP shall belong to the Village and be subject to public inspection in accordance Wisconsin Public Records law. Trade secrets or proprietary information submitted by the Proposer shall not be subject to public disclosure unless otherwise required by law or a court.
5. The Village is not liable for any costs incurred by any Proposer in connection with this RFP or any response by any Proposer to this RFP. The expenses incurred by a Proposer in the preparation, submission, and presentation of the proposal are the sole responsibility of the Proposer and may not be charged to the Village, regardless of whether or not the Village ultimately selects a Proposer's Proposal for completion of the work detailed in this RFP.
6. The Village of Kronenwetter does not discriminate on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability, or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.
7. Submission:
 - a. Submission of a proposal does not bind the Village to any action or any applicant.
 - b. Proposals received after the deadline will not be accepted. Proposals will not be opened publicly. It is neither the Village's responsibility nor practice to acknowledge receipt of any proposal. It is the responder's responsibility to ensure that a proposal is received in a timely manner.

- c. No official, employee, or elected official having any part in the selection or approval of a Proposer shall have any financial interest, either direct or indirect, in the contract, nor shall any such official, employee, or elected official exercise any undue influence in the awarding of the contract.
 - d. Amendment/Clarification of proposals may be done as follows:
 - i. By Village: The RFP may be amended by the Village in response to need for further clarification, specifications and/or requirement changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors and must be signed and returned by the vendor as specified in the amendment.
 - ii. By Consultant: Proposals may only be amended after receipt by the Village by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the opening date unless requested by the Village.
 - e. Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.
- 8. To negotiate with one or more applicants.
 - 9. To select any submission as the basis for negotiations and to negotiate with applicants for amendments or modifications to their submission.
 - 10. To conduct investigations with respect to the qualifications of each applicant.
 - 11. The Village is not responsible for costs associated with preparing proposals or for costs incurred before formal notice to proceed is issued if a contract is awarded.
 - 12. The Proposer shall maintain, during the life of the Agreement, public liability and property damage insurance to cover claims for injuries, including accidental death, as well as claims for property damages that may arise from the performance of work under the Agreement.
 - 13. Insurance:

The Consultant shall maintain during the life of the Agreement, the minimum public liability and property damage insurance to cover claims for injuries, including accidental death, as well as from claims for property damages which may arise from the performance of work under the Agreement, in such amounts and in such forms as is acceptable to the Village Attorney. This includes comprehensive general liability insurance, including personal injury liability, blanket contractual liability and broad form property damage liability; automobile bodily injury and property damage liability insurance covering owned, non-owned, rented and hired cars; workers compensation and employers' liability insurance as required by the State of Wisconsin; professional liability insurance covering damages to Village resulting from errors and omissions of the Consultant. The Certificate of Insurance shall include a provision prohibiting cancellation of said policies except upon 30 days' prior written notice to the Village and shall name the Village as an additional insured under Consultant's general and professional liability policies for the specific contract or project covered. A copy of the Certificate of Insurance and endorsement shall be delivered to the Village prior to execution of the agreement for final approval.

I. EXHIBITS:

- 1. 2025 Final – Equated Statement of Assessment
- 2. 2025 Statement of Changes in Equalized Values by Class and Item (Wisconsin Dept. of Revenue)
- 3. 2025 Statement of Changes in TID Value (Wisconsin Department of Revenue – Equalization Bureau)
- 4. 2021-2025 Annual Assessment Summary (Wisconsin Department of Revenue)
- 5. 2022 – 2028 Assessment Timeline for the Village of Kronenwetter

Village of Kronenwetter – RFP for Proposals for Assessment Services

1582 Kronenwetter Drive, Kronenwetter, WI 54455

Email: jjacobs@kronenwetter.gov Phone: 715-693-4200 Ext. #1726

FINAL - EQUATED
STATEMENT OF ASSESSMENT FOR 2025

Page 1

☒ This is an Amended Return

37 145 1978
CO MUN ACCT NO

FOR VILLAGE OF OF KRONENWETTER MARATHON COUNTY
 Town - Village - City Municipality Name County Name

Line No.	REAL ESTATE (See Lines 18 - 22 for other Real Estate)	PARCEL COUNT		NO. OF ACRES WHOLE NUMBERS ONLY (Col. C)	VALUE OF LAND (Col. D)	VALUE OF IMPROVEMENTS (Col. E)	TOTAL VALUE OF LAND AND IMPROVEMENTS (Col. F)
		TOTAL LAND (Col. A)	IMPROVEMENTS (Col. B)				
1	RESIDENTIAL - Class 1	3,065	2,888	3,970	80,647,300	535,307,900	615,955,200
2	COMMERCIAL - Class 2	113	77	767	19,072,600	73,269,400	92,342,000
3	MANUFACTURING - Class 3	10	6	100	1,543,900	12,030,200	13,574,100
4	AGRICULTURAL - Class 4	284		3,648	735,400		735,400
5	UNDEVELOPED - Class 5	389		4,334	4,579,900		4,579,900
6	AGRICULTURAL FOREST - Class 5m	157		2,247	2,960,900		2,960,900
7	FOREST LANDS - Class 6	374		5,800	14,686,400		14,686,400
8	OTHER - Class 7	41	38	87	726,400	3,744,300	4,470,700
9	TOTAL - ALL COLUMNS	4,433	3,009	20,953	124,952,800	624,351,800	749,304,600
10	NUMBER OF PERSONAL PROPERTY ACCOUNTS IN ROLL				LOCALLY ASSESSED	MANUFACTURING	MERGED
11	BOATS AND OTHER WATERCRAFT NOT EXEMPT - Code 1						
12	MACHINERY, TOOLS AND PATTERNS - Code 2						
13	FURNITURE, FIXTURES AND EQUIPMENT - Code 3						
14	ALL OTHER PERSONAL PROPERTY NOT EXEMPT - Codes 4A, 4B, 4C						
15	TOTAL OF PERSONAL PROPERTY NOT EXEMPT (Total of Lines 11-14)						
16	AGGREGATE ASSESSED VALUE OF ALL PROPERTY SUBJECT TO THE GENERAL PROPERTY TAX (Total of Lines 9F and 15F) MUST EQUAL TOTAL VALUE OF THE SCHOOL DISTRICTS (K-12 PLUS K-8) - Line 50, Col. F						749,304,600
17	BOARD OF REVIEW DATE OF FINAL ADJOURNMENT 07/10/2025			Name of Assessor ASSOCIATED APPRAISAL CONSULTANTS INC		Telephone # (920) 749-1995	

REMARKS

The Assessment Ratio to be used in calculating the estimated Fair Market Value on tax bills for this tax district is .692944764
This ratio should be used to convert assessed values to "Calculate Equalized Values" in Step 1 of the Lottery and Gaming Credit Calculations.
This ratio should be used in the "Computation of Tax Equivalent" schedule of the Annual Reports filed by the municipal electric, gas and water utilities with the Public Service Commission

FOREST CROP AND OTHER EXEMPT LAND

FOREST LANDS (Line 7) and FOREST CROPS (in this section) - are **NOT** the same

2025	37	145	1978
YEAR	CO	MUN	ACCT NO

Page 2

18	(a) PARCELS	Private Forest Crop - Reg Class @ 10¢ per acre (b) ACRES (c) ASSESSED VALUE		(d) PARCELS	Private Forest Crop - Reg Class @ \$3.6 per acre (e) ACRES (f) ASSESSED VALUE	
19	(a) PARCELS	Private Forest Crop - Special Class @ 20¢ per acre (b) ACRES (c) ASSESSED VALUE		(d) PARCELS	Entered Before 2005 Managed Forest - Ferrous Mining CLOSED @ \$7.37 per acre (e) ACRES (f) ASSESSED VALUE	
20	(a) PARCELS	Entered Before 2005 Managed Forest - OPEN @ 72¢ per acre (b) ACRES (c) ASSESSED VALUE		(d) PARCELS	Entered Before 2005 Managed Forest - CLOSED @ \$1.68 per acre (e) ACRES (f) ASSESSED VALUE	
21	(a) PARCELS	Entered After 2004 Managed Forest - OPEN @ \$1.9 per acre (b) ACRES (c) ASSESSED VALUE		(d) PARCELS	Entered After 2004 Managed Forest - CLOSED @ \$9.49 per acre (e) ACRES (f) ASSESSED VALUE	
22	(a) County Forest Cropland Acres	(b) Federal Acres	(c) State Acres	(d) County (NOT FOREST CROP) Acres	(e) Other Acres	
23	Assessed Value of Omitted Property From Prior Years (Sec. 70.44) (a) REAL ESTATE (b) PERSONAL		Assessed Value of Sec. 70.43 Corrections of Errors by Assessors (c1) REAL ESTATE (c2) PERSONAL			
	Manufacturing Equated Value of Omitted Property From Prior Years (Sec. 70.995) (d) REAL ESTATE (e) PERSONAL		Mfg. Equated Value of Sec.70.43 Corrections of Errors by Assessors (f1) REAL ESTATE (f2) PERSONAL			

SPECIAL DISTRICTS

Line No.	Enter 6-digit Special District Code (Col. A)	Account Number (Col. B)	Special District Name (Col. C)	Locally Assessed Value of Real Estate (Col. D)	Mfg Value of Real Estate (Col. E)	Merged Value of Real Estate (Col. F)
24	375100	0225	RIB MOUNTAIN METRO SEWERAGE DISTRICT	386,725,000	12,830,300	399,555,300
25						
26						
27						
28						
29						
30						
31						
32						
33						
34						
35						

SCHOOL DISTRICTS

2025
YEAR37
CO145
MUN1978
ACCT NO

Line No.	Enter 6-digit School District Code (Col. A)	Account Number (Col. B)	School District Name (Col. C)	Locally Assessed Value of Real Estate (Col. D)	Mfg Value of Real Estate (Col. E)	Merged Value of Real Estate (Col. F)
A. SCHOOL DISTRICTS (K-8 and K-12)						
36	373787	0218	SCH D OF MOSINEE	242,215,200	4,115,200	246,330,400
37	374970	0219	SCH D OF D C EVEREST AREA (ROTHSCHILD)	493,515,300	9,458,900	502,974,200
38						
39						
40						
41						
42						
43						
44						
45						
46						
47						
48						
49						
50	TOTAL ASSESSED VALUE OF SCHOOL DISTRICTS (K-8 and K-12)			735,730,500	13,574,100	749,304,600
B. UNION HIGH SCHOOL DISTRICTS						
51						
52						
53						
54						
55	TOTAL ASSESSED VALUE OF UNION HIGH SCHOOLS					
C. TECHNICAL COLLEGE DISTRICTS						
56	001500	0014	NORTH CENTRAL TECHNICAL COLLEGE WAUS	735,730,500	13,574,100	749,304,600
57						
58						
59	TOTAL ASSESSED VALUE OF TECHNICAL COLLEGES			735,730,500	13,574,100	749,304,600

I hereby certify, to the best of my knowledge and belief, this form is complete and correct.

Name STEPHEN HILL		Title	Submission date 08 / 29 / 2025
Phone (715) 261 - 6049		Email address ASSESSMENTS@MARATHONCOUNTY.GOV	

FINAL STATEMENT OF ASSESMENT (SOA)

- Each municipality's SOA is completed after the Board of Review and includes any changes made to the locally assessed values, under state law (sec. 70.53, Wis. Stats.)
- The Wisconsin Department of Revenue (DOR) merges the locally assessed values with the state assessed manufacturing values
- DOR provides the information regarding district names and codes. If a district is not listed, contact DOR.

Note: If you submit an amended SOA to DOR after your municipality's SOA is equated and posted to our website, we will process the SOA. However, DOR will not recalculate the aggregate ratio or update the final SOA posted on our website. You should use the corrected values to calculate your tax rates.

Page 1: Real Estate and Personal Property

- Lines 1-9 — assessed real estate values, parcel counts and acres by classification
- Lines 10-15 — no longer need to report; personal property is exempt per 2023 WI Act 12
- Line 16 — aggregate assessed value of all property subject to general property; use to calculate tax rates. Note: This line equals the total assessed value of K-8 and K-12 school districts (Line 50) and total assessed value of technical colleges (Line 59).
- Remarks — assessment ratio used to calculate estimated fair market value on property tax bills

Page 2: Forest Crop, Other Exempt Land and Special Districts

- Lines 18-21 — private forest crop and managed forest lands assessed values
- Line 22 — tax exempt land acres
- Line 23 — prior years assessed value of omitted property under sec. 70.44 and correction of errors under sec. 70.43 shown by locally assessed or manufacturing real estate and personal property. Note: If there is an amount on this line, report the corresponding tax in the Statement of Taxes, Sections J or K.
- Lines 24-35 — special district assessed values. These values are used to calculate tax rates for the special districts.

Page 3: School Districts

- Lines 36-50 — school districts (K-8 and K-12) assessed values. These values are used to calculate tax rates for school districts.
- Lines 51-55 — union high school district assessed values. These values are used to calculate tax rates for union high school districts.
- Lines 56-59 — technical college assessed values. These values are used to calculate tax rates for technical colleges.

If you have questions: Email: lgs@wisconsin.gov
Phone: (608) 266-2569 or (608) 264-6892
Fax: (608) 264-6887

JENNIFER POYER
VILLAGE OF KRONENWETTER
1582 KRONENWETTER DR
KRONENWETTER, WI 54455 - 9003

Date: 08/08/2025

WISCONSIN DEPARTMENT OF REVENUE
2025 STATEMENT OF CHANGES IN EQUALIZED VALUES BY CLASS AND ITEM

EQVAL912WI
PAGE 49 OF 71

County 37 Marathon
Village 145 Kronenwetter

REAL ESTATE	2024 RE Equalized Value	Removal of Prior Year Compensation	% Change	\$ Amount of Economic Change	% Change	\$ Amount of New Constr	% Change	Correction & Compensation	% Change	\$ Amount of All Other Changes	% Change	2025 RE Equalized Value	Total \$ Change in R.E. Value	% Change
Residential														
Land	140,895,300	0	0%	16,907,400	12%	66,700	0%	0	0%	39,100	0%	157,908,500	17,013,200	12%
Imp	667,997,100	0	0%	80,159,700	12%	3,866,700	1%	0	0%	139,100	0%	752,162,600	84,165,500	13%
Total	808,892,400	0	0%	97,067,100	12%	3,933,400	0%	0	0%	178,200	0%	910,071,100	101,178,700	13%
Commercial														
Land	21,404,400	0	0%	2,140,400	10%	0	0%	0	0%	92,800	0%	23,637,600	2,233,200	10%
Imp	73,800,400	0	0%	7,380,000	10%	333,300	0%	0	0%	32,800	0%	81,546,500	7,746,100	10%
Total	95,204,800	0	0%	9,520,400	10%	333,300	0%	0	0%	125,600	0%	105,184,100	9,979,300	10%
Manufacturing														
Land	2,157,100	0	0%	100,900	5%	0	0%	0	0%	-30,000	-1%	2,228,000	70,900	3%
Imp	16,640,100	0	0%	702,900	4%	0	0%	0	0%	18,100	0%	17,361,100	721,000	4%
Total	18,797,200	0	0%	803,800	4%	0	0%	0	0%	-11,900	0%	19,589,100	791,900	4%
Agricultural														
Land/Total	950,200	0	0%	57,700	6%	0	0%	0	0%	300	0%	1,008,200	58,000	6%
Undeveloped														
Land/Total	7,443,300	0	0%	616,200	8%	0	0%	0	0%	4,800	0%	8,064,300	621,000	8%
Ag Forest														
Land/Total	4,606,400	0	0%	561,700	12%	0	0%	0	0%	0	0%	5,168,100	561,700	12%
Forest														
Land/Total	23,890,700	0	0%	2,913,500	12%	0	0%	0	0%	-9,200	0%	26,795,000	2,904,300	12%
Other														
Land	696,000	0	0%	139,200	20%	0	0%	0	0%	0	0%	835,200	139,200	20%
Imp	4,051,600	0	0%	567,200	14%	0	0%	0	0%	0	0%	4,618,800	567,200	14%
Total	4,747,600	0	0%	706,400	15%	0	0%	0	0%	0	0%	5,454,000	706,400	15%
Total Real Estate														
Land	202,043,400	0	0%	23,437,000	12%	66,700	0%	0	0%	97,800	0%	225,644,900	23,601,500	12%
Imp	762,489,200	0	0%	88,809,800	12%	4,200,000	1%	0	0%	190,000	0%	855,689,000	93,199,800	12%
Total	964,532,600	0	0%	112,246,800	12%	4,266,700	0%	0	0%	287,800	0%	1,081,333,900	116,801,300	12%
TOTAL EQUALIZED VALUE	2024 Total											2025 Total	Total \$ Change	% Change
Real Estate	964,532,600											1,081,333,900	116,801,300	12%

2025 Statement of Changes in TID Value
Wisconsin Department of Revenue
Equalization Bureau

County	37	Marathon	Special District - 1 5100
Village	145	Kronenwetter	Special District - 2 None
TID #	001	TID Type - Industrial Post-04 SD	Special District - 3 None
School District	4970	Sch D of D C Everest Area (Rothschild)	Union High None

Current Year Value

	Assessed Value *	Ratio	DOR Full Value	Amended Full Value **	Final Full Value
Non-Manufacturing Real Estate	\$5,618,600	69.44%	\$8,091,300		\$8,091,300
Manufacturing Real Estate			\$13,518,200		\$13,518,200
Prior Year Corrections:					
Non-Manufacturing Real Estate			-\$18,700		-\$18,700
Manufacturing Real Estate			\$0		\$0
Frozen Overlap Value					\$0
Current Year TID Value					\$21,590,800
2005 TID Base Value					\$2,262,300
TID Increment Value					\$19,328,500

* Municipal Assessor's estimated values filed on 06/07/2025

** Amended Full Value based on information from Municipal Assessor

Changes in TID Equalized Values

2024 TID Value	2025 TID Value	Dollar Change	% Change
\$20,251,200	\$21,590,800	\$1,339,600	7

2025 Statement of Changes in TID Value
Wisconsin Department of Revenue
Equalization Bureau

County 37 Marathon
Village 145 Kronenwetter
TID # 002 TID Type - Legis Exception
School District 3787 Sch D of Mosinee

Special District - 1 5100
Special District - 2 None
Special District - 3 None
Union High None

Current Year Value

	Assessed Value *	Ratio	DOR Full Value	Amended Full Value **	Final Full Value
Non-Manufacturing Real Estate	\$54,320,500	69.44%	\$78,226,500		\$78,226,500
Manufacturing Real Estate			\$0		\$0
Prior Year Corrections:					
Non-Manufacturing Real Estate			-\$180,700		-\$180,700
Manufacturing Real Estate			\$0		\$0
Frozen Overlap Value					\$0
Current Year TID Value					\$78,045,800
2005 TID Base Value					\$5,398,600
TID Increment Value					\$72,647,200

* Municipal Assessor's estimated values filed on 06/07/2025

** Amended Full Value based on information from Municipal Assessor

Changes in TID Equalized Values

2024 TID Value	2025 TID Value	Dollar Change	% Change
\$69,910,400	\$78,045,800	\$8,135,400	12

2025 Statement of Changes in TID Value
Wisconsin Department of Revenue
Equalization Bureau

County 37 Marathon
Village 145 Kronenwetter
TID # 003 TID Type - Industrial Post-04
School District 3787 Sch D of Mosinee

Special District - 1 5100
Special District - 2 None
Special District - 3 None
Union High None

Current Year Value

	Assessed Value *	Ratio	DOR Full Value	Amended Full Value **	Final Full Value
Non-Manufacturing Real Estate	\$2,345,300	69.44%	\$3,377,400		\$3,377,400
Manufacturing Real Estate			\$0		\$0
Prior Year Corrections:					
Non-Manufacturing Real Estate			-\$7,800		-\$7,800
Manufacturing Real Estate			\$0		\$0
Frozen Overlap Value					\$0
Current Year TID Value					\$3,369,600
2005 TID Base Value					\$405,100
TID Increment Value					\$2,964,500

* Municipal Assessor's estimated values filed on 06/07/2025

** Amended Full Value based on information from Municipal Assessor

Changes in TID Equalized Values

2024 TID Value	2025 TID Value	Dollar Change	% Change
\$3,018,300	\$3,369,600	\$351,300	12

2025 Statement of Changes in TID Value
Wisconsin Department of Revenue
Equalization Bureau

County 37 Marathon
Village 145 Kronenwetter
TID # 004 TID Type - Industrial Post-04 D
School District 3787 Sch D of Mosinee

Special District - 1 5100
Special District - 2 None
Special District - 3 None
Union High None

Current Year Value

	Assessed Value *	Ratio	DOR Full Value	Amended Full Value **	Final Full Value
Non-Manufacturing Real Estate	\$4,214,200	69.44%	\$6,068,800		\$6,068,800
Manufacturing Real Estate			\$4,772,800		\$4,772,800
Prior Year Corrections:					
Non-Manufacturing Real Estate			-\$14,000		-\$14,000
Manufacturing Real Estate			\$0		\$0
Frozen Overlap Value					\$0
Current Year TID Value					\$10,827,600
2005 TID Base Value					\$106,600
TID Increment Value					\$10,721,000

* Municipal Assessor's estimated values filed on 06/07/2025

** Amended Full Value based on information from Municipal Assessor

Changes in TID Equalized Values

2024 TID Value	2025 TID Value	Dollar Change	% Change
\$9,969,100	\$10,827,600	\$858,500	9



Annual Assessment Summary

General Information

Assessment year	2025	Municipality	Village of Kronenwetter
Co-muni code	37145	County	Marathon
Municipal Assessment Report type/date filed		FINAL / 2025-07-15	

Assessor Information

Name	Nick Laird
Phone	(920) 749 - 1995
Email	INFO@APRAZ.COM

Fast Facts

	2021	2022	2023	2024	2025
Total assessed value	\$ 726,667,600	\$ 739,032,500	\$ 745,956,900	\$ 748,737,500	\$ 749,304,600
Total equalized value	\$ 741,690,200	\$ 817,805,900	\$ 895,765,200	\$ 964,532,600	\$ 1,081,333,900
Net new construction	\$ 20,580,200	\$ 6,056,700	\$ 9,763,900	\$ 4,872,600	\$ 4,266,700

Parcel Count and Number of Acres by Class

	2024 Parcels	2024 Acres	2025 Parcels	2025 Acres	Parcel Change	Acres Change
Class 1 – Residential	3,054	3,940	3,065	3,970	11	30
Class 2 – Commercial	111	764	113	767	2	3
Class 3 – Mfg	11	102	10	100	-1	-2
Class 4 – Agricultural	281	3,648	284	3,648	3	0
Class 5 – Undeveloped	387	4,333	389	4,334	2	1
Class 5m – Ag forest	155	2,247	157	2,247	2	0
Class 6 – Forest lands	373	5,827	374	5,800	1	-27
Class 7 – Other	41	87	41	87	0	0
Total	4,413	20,948	4,433	20,953	20	5

Real Estate Sales

2024	Single Family	Multi-Family	Commercial	Mfg	Agricultural	Utility	Time Share	Misc
Valid sales	104	0	6	0	1	0	0	5
Invalid sales	126	0	5	0	8	0	0	21
Total sales	230	0	11	0	9	0	0	26
2023	Single Family	Multi-Family	Commercial	Mfg	Agricultural	Utility	Time Share	Misc
Valid sales	84	0	3	0	1	0	0	7
Invalid sales	100	2	2	0	2	0	0	4
Total sales	184	2	5	0	3	0	0	11

Assessment Level and Type

	2021	2022	2023	2024	2025
Assessment type	EXT REVAL	MAINT	MAINT	MAINT	MAINT
Assessment level	99.14	89.44	83.28	77.63	69.37

Additional Information

- Contact your assessor (revenue.wi.gov/DOR%20Publications/assrlist.pdf) with questions on the assessment data above
- Assessment information - review Reports (revenue.wi.gov/Pages/Report/Home.aspx)
- Definitions and more - review Property Assessment Process Guide for Municipal Officials (revenue.wi.gov/Pages/HTML/govpub.aspx#property)
- DOR contact - otas@wisconsin.gov

Full Value Law
Wisconsin Statute §70.05
Village of Kronenwetter, Marathon County

Assessment Year

Action

2022, 2023,
2024, **2025**
(4 Years out of compliance)

(1st) **Non-
Compliance**
Notice to
Municipality

Wisconsin Department
of Revenue will monitor the
level of assessment for the
municipality during the next
assessment year.

2026
(5 Years out of Compliance)

(2nd) **FINAL**
Notice to
Municipality

Wisconsin Department
of Revenue will order a state
supervised revaluation for the
next assessment year if still
out of compliance.

2027
(6 Years out of Compliance)

A revaluation is
Ordered
by the Wisconsin
Department of
Revenue

Wisconsin Department of Revenue
orders a complete revaluation if
the municipality is still out of
compliance. It will become a stated
mandated reassessment the
following year without action
during the 2027 assessment year.

2028
(State Ordered Reassessment)

A revaluation
MUST be
completed
and Supervised by
the Wisconsin
Department of
Revenue

A complete reassessment will be
conducted and supervised by the
Wisconsin Department of Revenue
(all costs will be billed to the
municipality).

John Jacobs

From: Accurate Contracts <AccurateContracts@accurateassessor.com>
Sent: Monday, June 8, 2026 11:10 AM
To: John Jacobs; Accurate Contracts
Subject: [External] Assessment Services Proposal
Attachments: Village of Kronenwetter RFP Response Final.pdf

Hi John,

Attached is our proposal for your review.

If you have any questions or would like to discuss any aspect of the proposal, please don't hesitate to call or email.

We are happy to customize the pricing options to better fit the Village's needs. If you would like to see different contract terms, revaluation schedules, or alternative service combinations, just let me know and I will prepare an updated pricing sheet for your consideration.

We sincerely appreciate the opportunity to submit a proposal for your assessment services. If selected, we would plan to begin preparations for the exterior revaluation immediately to ensure a smooth and successful process. I've also included examples of the marketing and communication materials we utilize to help residents understand the revaluation process, answer common questions, and feel informed well before assessment notices are mailed.

Thank you again for your time and consideration. We look forward to the opportunity to work with the Village of Kronenwetter.

Thank you,

KYLE L. KABE

Account Manager | Assessor II & III
Personal (920-213-5062) Office (920-749-8098)



From: John Jacobs <jjacobs@kronenwetter.gov>
Sent: Wednesday, June 3, 2026 4:10 PM
To: Accurate Contracts <AccurateContracts@accurateassessor.com>
Subject: RE: Thank you for taking my call

Hi Kyle:

Thank you for the phone call today. Let me know if you have any questions prior to Monday, June 8th.

Thanks,



ASSESSMENT SERVICES PROPOSAL

PREPARED FOR:



Dear Village of Kronenwetter Board and Staff,

Accurate Appraisal, LLC is pleased to submit our proposal to provide assessment services for the Village of Kronenwetter's 2027 exterior revaluation project. We appreciate the opportunity to assist the Village in achieving assessment compliance while ensuring equitable and accurate property assessments for all property owners.

Accurate Appraisal has extensive experience conducting municipal revaluations throughout Wisconsin. Our team combines local market knowledge, advanced technology, and a commitment to customer service to deliver assessments that are accurate, uniform, and compliant with Wisconsin law and the Wisconsin Property Assessment Manual. We understand the importance of maintaining public trust throughout the assessment process and work closely with municipal staff, elected officials, and property owners to ensure clear communication and transparency.

The Village's goal of returning to compliance through the 2027 revaluation aligns with our proven approach to assessment administration. Our experienced staff will conduct a thorough exterior review of all properties, analyze market activity, and develop valuation models that reflect current market conditions while meeting all statutory and Department of Revenue requirements.

Accurate Appraisal maintains offices throughout Wisconsin and has successfully completed revaluation projects for communities of varying sizes and complexities. Our team is committed to providing responsive service throughout the project, including property owner communication, Open Book, Board of Review support, and ongoing consultation with Village staff.

The following individuals are authorized to make representations on behalf of Accurate Appraisal regarding this proposal:

Bill Gaber
Operations Manager
Accurate Appraisal, LLC
Menasha, Wisconsin
Email: billg@accurateassessor.com
Phone: (920) 213-1916

Dana Remien
Account Coordinator
Accurate Appraisal, LLC
Wausau, Wisconsin
Email: danar@accurateassessor.com
Phone: (920) 749-8098

Brandon Rusch
Value Data and Review Coordinator / Statutory Assessor
Accurate Appraisal, LLC
Beloit, Wisconsin
Email: brandonr@accurateassessor.com
Phone: (920) 749-8098

Thank you for your consideration of our proposal. We welcome the opportunity to discuss our qualifications and approach in greater detail and look forward to partnering with the Village of Kronenwetter on this important project.

Sincerely,



Scott McFarlane,
CFO
Accurate Appraisal, LLC

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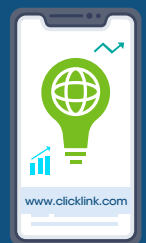
Accurate is an independent contractor pursuant to Sec. 62.09(1)(c) Wis. Stats. Accurate will never subcontract any portion of the contract with the Village of Kronenwetter to any other firms or individuals.

This proposal is built to be INTERACTIVE!

Throughout this document you will see QR codes. Use your cell phone camera app and point your camera at the QR code. A link will pop up. Click on the link to watch videos, visit websites and much more!



Open your camera app and hover your phone over the QR Code. Your camera will automatically scan the QR code.



A clickable link will appear. Select the link and enjoy the content!

Test this link to our website!



Viewing this as a digital copy?
You can click the QR codes to view the content in the proposal.

INTRODUCTION

We sincerely appreciate the opportunity to submit our proposal to assist the Village of Kronenwetter with its 2027 Exterior Revaluation project and following years assessments services.

For more than 26 years, Accurate Appraisal has partnered with Wisconsin municipalities to provide fair, equitable, and accurate assessments through thoughtful innovation, ongoing education, and the use of modern technology. We understand the importance of maintaining assessment compliance and have developed a proven track record of helping communities successfully return to compliance before Department of Revenue intervention becomes necessary.

Our experience working with municipalities facing compliance challenges has allowed us to refine a process that not only produces accurate and uniform assessments but also fosters public confidence in the assessment process. We recognize that a successful revaluation requires more than valuation expertise, it requires clear communication, transparency, and a commitment to exceptional customer service.

At the core of our approach is a dedication to the property owners and communities we serve. Every property owner matters. Through comprehensive marketing, proactive outreach, and responsive customer service, we strive to make the revaluation process understandable, accessible, and respectful for all residents. Our goal is to help the Village of Kronenwetter achieve and maintain compliance while ensuring every property owner is treated fairly, equitably, and with the professionalism they deserve.

We welcome the opportunity to partner with the Village and apply our experience, resources, and proven methodology to deliver a successful 2027 Exterior Revaluation and following years assessment services.

TRANSPARENCY

is our core principle in educating and empowering those we serve.
our employees.
municipalities.
the community.

OUR CORE VALUES:



1. WE ARE FAMILY

We have an unwavering loyalty to each other and our customers. We Respect & Encourage each other and appreciate uniqueness. We value and support each other's health, safety and work/life balance.



4. BE ADMIRABLE

We guard our integrity by doing the right thing - ALWAYS. We strive for quality and precision in our work, our products, and our services. We act like owners and honor our word and commitments. We choose candor, respect, and kindness.



2. ALWAYS TRANSPARENT

We are Open & Honest in ALL interactions, sharing our data, processes, information, mistakes, and victories. We hold each other accountable. Our availability to our customers and family members is abundant.



5. WE ARE A BOATLOAD OF FUN!

Positivity is our attitude of choice. We have infectious spirits bringing enthusiasm and excitement to all we do. We are passionate and value diversity and inclusion. There's no reason too small to celebrate.



3. EMBRACE GROWTH & INNOVATION

We are comfortable being uncomfortable while striving to get better every day. We foster and enhance customer relationships while seeking to learn and develop. We offer to teach and mentor customers and family members.



Our Mission:

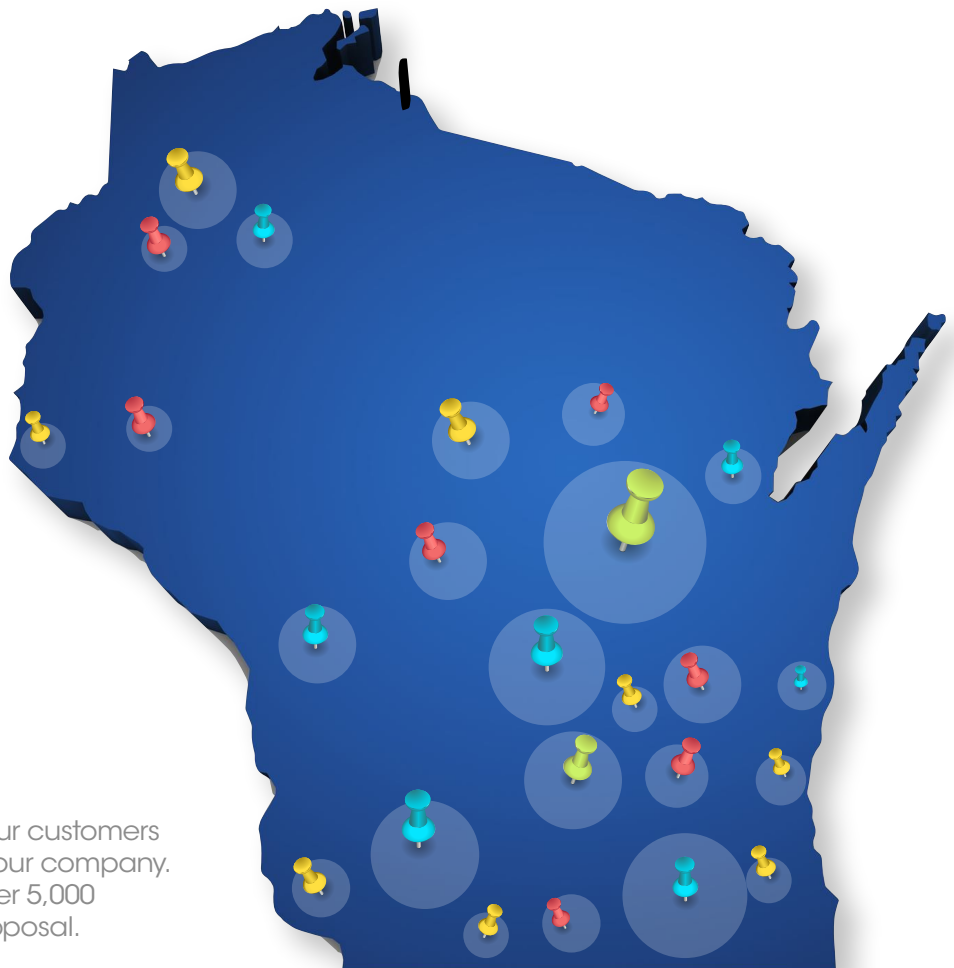
Engaging our employees to collaborate, educate, and deliver the most reliable and transparent assessment solutions through innovation, communication and technology.

WHO WE SERVE

ALL - PROPERTY OWNERS
ALL - EMPLOYEES
110 - MUNICIPALITIES
22 - COUNTIES

We serve a variety of municipalities across the state. From small towns to large cities, we focus on one thing. **Putting property owners first.** A phrase we often hear is, "You're not a typical assessor," and we are proud of that. We strive to be inclusive and understanding with everyone we serve. Our passion to embrace growth and innovation stems from low assessment standards.

We value **transparency** in everything we do. We work with board and council members, commercial property owners, homeowners, real estate agents, and the list goes on and on. The common theme is that no matter who you are, at Accurate we will work late or go the extra mile to serve property owners. Don't think of us as a contract assessor, think of us as **a trusted advisor here to serve you and your community.**



Our client retention rate is 99%. Many of our customers have been with us since the inception of our company. A list of municipal clients we serve, with over 5,000 parcels is on the following page of this proposal.

MUNICIPAL CLIENT LIST

MUNICIPALITY	TYPE	POPULATION	EQ VALUE	PARCELS	SERVICE
Grand Chute	Town	24,168	4,515,175,700	8,159	BLEND
Watertown	City	22,873	2,401,894,300	7,843	BLEND
Fox Crossing	Village	18,970	2,898,318,100	6,950	ANNUAL IMU
Greenville	Village	13,541	2,439,575,400	6,415	ANNUAL IMU
Onalaska	City	18,980	3,356,005,300	6,367	BLEND
Harrison	Village	15,086	2,287,651,300	6,229	BLEND
Cudahy	City	17,950	1,782,404,300	5,998	ALTERNATING
Beaver Dam	City	16,531	1,862,554,700	5,915	ANNUAL IMU
Stoughton	City	13,009	2,061,299,652	5,217	ANNUAL IMU
Glendale	City	13,360	2,563,732,600	5,116	BLEND
Two Rivers	City	11,270	924,754,700	5,074	BLEND

*A complete client list available upon request.

MAINTENANCE

Review of permits, new construction, splits, etc. Maintaining the assessment values,

BLEND

Years of maintenance with a Interim Makret Update at least one year of the contract.

Annual Interim Market Updates

An Interim Makret Update preformed every year. Keeping values at 100%

At Accurate we make a concerted effort to connect and learn the nuances of each community. There is no "cookie-cutter" way to assess unique communities. We tailor our services to fit the needs of everyone we serve. Here is a small sample:

UNIQUE ASSESSMENTS

Views of the Capital Building - Dane County
Views of the lake - Fontana
Bayshore Mall - Glendale
Access to the Chain of Lakes - Dayton
Meta Data Center - Beaver Dam
Dock-O-Miniums - Fontana

CORPORATE BUSINESS

Secura - Fox Crossing
Johnson Controls - Glendale
Foth - De Pere
Miron - Fox Crossing
Cleary Building - Greenville
Humana Insurance - De Pere

TAX EXEMPT EXPERIENCE

St. Norbert College - De Pere
Divine Savior Hospital - Portage
Skaalen Retirement Services - Stoughton

DISTRIBUTION/WAREHOUSING

WALMART Distribution center - Beaver Dam
Amazon - Greenville
TARGET - Oconomowoc



ASSESSMENT ACCURACY

Accurate Appraisal has extensive experience providing full-service assessment services and assessment software to Wisconsin municipalities of similar size and complexity as the Village of Kronenwetter. Our team currently serves numerous communities that are comparable to or larger than Kronenwetter, including the Cities of Two Rivers, Portage, River Falls, Monroe, New Richmond, Glendale, Cudahy, Burlington, Elkhorn, Monona, and Onalaska; the Villages of Oregon, McFarland, Shorewood, Stoughton, Windsor, Lisbon, Greenville, and Harrison; and the Towns of Geneva, Beloit, Delavan, and Grand Chute.

Our experience spans urban, suburban, and rural markets throughout Wisconsin, providing us with a deep understanding of diverse property types, market conditions, and municipal needs. In addition to annual assessment maintenance, Accurate Appraisal has successfully guided municipalities through market updates and revaluations designed to restore assessment equity, improve accuracy, and achieve compliance with Wisconsin assessment standards.

The accuracy of our work is demonstrated by measurable improvements in assessment ratios and successful market update projects. Examples include:

- **City of Two Rivers** – Prior to Accurate Appraisal's engagement, the City had not completed a market update in more than 15 years and had fallen to an assessment ratio of approximately 63%. Through a comprehensive market update, Accurate Appraisal restored the City's ratio to approximately 101%, bringing the municipality back into compliance and significantly improving assessment equity.
- **City of Monroe** – The City's assessment ratio had declined to 64.28% in 2024. Accurate Appraisal completed a market update in 2025, resulting in a ratio of 100.40% and restoring compliance with Wisconsin assessment standards.
- **Town of Geneva** – The Town's assessment ratio had fallen to 66.71% in 2022. Accurate Appraisal conducted a market update that increased the ratio to 100.06% in 2023, returning the municipality to compliance and ensuring more equitable assessments across property classes.

These results reflect Accurate Appraisal's commitment to producing accurate, equitable, and defensible assessments. Our assessment methodology combines experienced Wisconsin assessors, rigorous market analysis, industry-leading technology, and ongoing quality control procedures to ensure municipalities maintain compliance with state requirements while providing taxpayers with fair and uniform assessments.

With decades of experience serving Wisconsin municipalities, Accurate Appraisal has established a proven track record of delivering reliable assessment services, maintaining accurate property records, implementing successful market updates and revaluations, and providing the software and technological resources necessary to support efficient municipal operations.

EXAMPLES OF WORK

We have experience working on special projects with multiple municipalities throughout the state. Below are a few examples of our ability to adapt our services and work with municipalities that we are not currently contracted with. We are committed to helping move the assessment experience forward through education, building partnerships, and supporting those in need.

1. SUMMIT

Background:

The Village of Summit was in need of measurements for exempt properties to determine the sqft of the buildings as they had no data on file. Their assessor could not complete the work in their timeframe so their clerk reached out other assessors in the state and we were the only one to respond to their request.

Accurate's Solution:

We developed a plan to review the properties from any practical data we could find assisted by aerial GIS to measure the sq ft of each property and store the data in a spreadsheet. We supplied them with images of the measurements along with a letter format to send to each owner for verification. We were happy to help out a municipality in need.



2. GREENVILLE

Background:

We have been the assessors for Greenville well over 10 years now. The town was incorporating to be a village in 2021. During this transition they didn't have much time to plan or execute a message to the community.

Accurate's Solution:

We reached out to Wendy at Greenville about what their plan was to educate property owners on the transition. Based on our initial meeting we offered to help them with social media posts, inserts, and explanations for what happens during an incorporation and the dates surrounding their meetings. We have also helped them update their social media with assessment education and have recently been working with them to incorporate their building permit process into our new Online Permit Portal.

3. WAUKESHA

Background:

Sam Walker, the City of Waukesha's assessor reached out to us for help with assessment education content. The City was performing a market update and had been following our linked in posts. They liked what we were sharing and wanted to use some of it for their website and social media.

Accurate's Solution:

Without hesitation we connected with Sam and shared our entire library of newsletter content, post card mailings, videos, and social media content. We worked together on a few verbiage changes and stayed in touch throughout the market update process to make sure they had what they needed. They even updated some of the pieces that we now use so it was mutually beneficial. Sam still stays in touch and we are working on other projects with him.

We have many more projects we would like to share with you during the interview process, such as our recent inspections and social media education.



ASSESSMENT TEAM

Your assessment team has access to over **200 YEARS** of assessing experience!

Our approach of the **Assessment Team** means each assessor coordinates their efforts from accountability officers to our field team and customer service. Throughout the entire assessment process, field work, attending open books, and closing boards of review, our services are completed as a team. You will have full access to an account Manager as your main point of contact throughout the contract.

24 EMPLOYEES

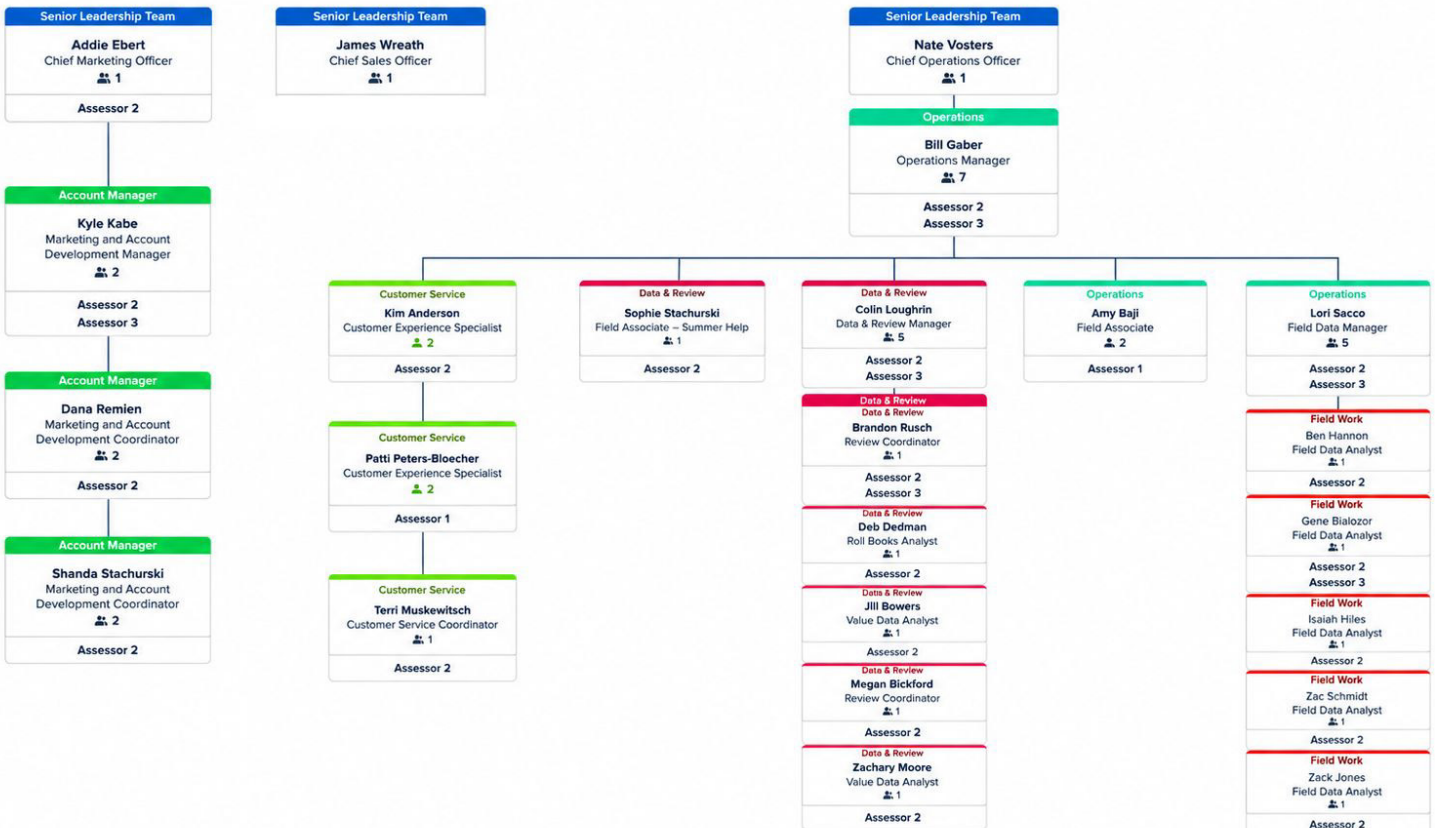
22 ASSESSOR I & II

6 ASSESSOR III



Accurate Appraisal, LLC

Organizational Chart



SERVICE TEAM

Key Individuals

At Accurate we form service teams to ensure the accuracy and effectiveness of our assessments. Bill Gaber leads the Accurate team. He will be in charge of the entire assessment process.

Dana Remien is your main point of contact. Dana will take all correspondence from the Village and handle the process of assessment timeline for the Village of Kronenwetter. Brandon will be your statutory assessor. He is a certified assessor II and will be attending the Board of Review, and signing the roll. Brandon will be doing the review for the Village and there to handle any assessing questions.

Dana will also be involved in the process of building an intentional community education plan with creative marketing, mailings and social media content for the Exterior Revaluation.



"Taking the time day in and day out to make sure the clerk has a better experience has made my job a blast."

Dana Remien

Main Point of Contact

Marketing and Account Development Coordinator

Dremien@accurateassessor.com 920.749.8098



"Working with Communities to make sure they have they have a tremendous experience is a passion of mine."

Brandon Rusch

Satutory Assessor

BrandonR@accurateassessor.com 920.749.8098



"Being able to ensure each step of the process is completed has been amazing. We've been able to take big leaps in process improvements and look forward to continuing to innovate."

Bill Gaber

Operations Manager - Assessor III

Billg@accurateassessor.com 920.213.1916

OPERATIONS MANAGER



BILL GABER

Operations Manager - Assessor II & III

billg@accurateassessor.com 920.213.1916 Menasha

ABOUT ME

I have a thorough background in business and finance. I also have over 14 years of experience in the assessment industry. My involvement in coaching youth sports has increased my leadership skills to develop successful teams. Watching teams grow and learn is my passion. I look forward to working with you and your community.

"I like to lead by example for those that I work with."

EXPERIENCE

- Determine values using the three approaches Sales, Income, Cost
- Managed over 150 Market revaluations
- 100+ Open Book and Boards of Review
- 10+ years of scheduling fieldwork assignments
- Statistically analyze market trends
- Land valuation review
- Filed word duties
- Estimate valuations for TID creations
- GIS mapping
- Closing Boards of Review
- Logistics Coordinator

EDUCATION

University of Wisconsin - Oshkosh 1996
Business

COMMUNITY INVOLVEMENT

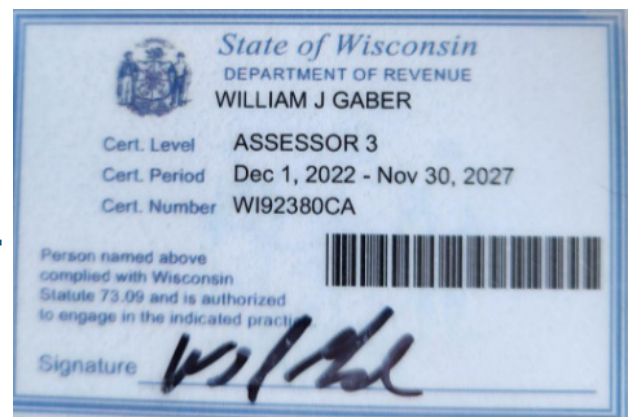
Little League coach for 9 years
American Legion Baseball Coach for 4 years -
Won the Wisconsin AA state title in 2021
Coached youth Football for 6 years

STRENGTHS/SKILLS

Management
Organization
Team Leadership
Operations

Self-Motivation
Creativity
Communication
Development

CERTIFICATION



KEY CONTACT PERSON

Dana Remien

Account Coordinator - Assessor II

danar@accurateassessor.com 920.749.8098 Wausau

WHY ME?

I am the exemption expert in our company. I will be there to guide you through any and all exemption questions. Last year i processed over 100 exmpetions. I have a positive attitude and am very prompt and thorough in all of my responses. I'm incredibly passionate and committed to doing a great job. I really look forward to getting the chance to work with everyone at the Village of Kronewetter.

"I've learned to be very prompt, organized, and resourceful...
communication is my top priority"

EXPERIENCE

- Determine values using the three approaches:
Market, Income, Cost
- Performed over 20 Market revaluations
- Statistically analyze market trends
- Closing Board of Review
- Exemption Expert
- Estimate valuations for TID creations
- GIS mapping

STRENGTHS/SKILLS

Communication
Organization
Financial
Work Ethic

Prompt
Education
Flexibility
Responsibility

CERTIFICATION

WI60194CA

University of Wisconsin - La Crosse
Bachelors of Arts: Psychology

STATUTORY ASSESSOR

BRANDON RUSCH

Value Data Analyst, Review Coordinator - Assessor II & III
Statutory Assessor

brandonr@accurateassessor.com 920-749-8098 Belloit



ABOUT ME

I have many of assessing experience and several years in the real estate industry. I am currently do most of the Market Updates in our company. That is over 35 a year. I enjoy real estate but even more so enjoy working and talking with people. The education piece of my job is one I do not take lightly and enjoy the most when it comes to talking to property owners. My hope when I have completed a task, both residence and my co workers a like will be able to understand my work and we will all grow in our knowledge together.

"I truly love working with residents and hope to grow our relationship"

EXPERIENCE

- Determine values using the three approaches: Market, Income, Cost
- Residential and Commercial Valuation
- Work with municipalities to value new developments
- Development of Neighborhood Mapping
- Determining and revaluation of land pricing
- Participate in Open Book Sessions
- Represent Company at Boards of Review
- Communication with Property Owners and Municipalities
- Validating Property Sales
- Entering and Reviewing Building Permits

BACKGROUND

Janesville WI - Assessor 2018 - 2022
Accurate - Assessor 2022 - Present
Real Estate Licence - 2016 - Present

STRENGTHS/SKILLS

Work Ethic
Creative
Marketing
Ethical

Communication
Flexible
Relationship Building
Educating

CERTIFICATION



CUSTOMER SERVICE

When property owners call us they get a live person.

Our agents are trained assessors that answer questions quickly and educate property owners on the assessment process. Our **online appointment scheduling tool** is available 24/7.

Property owners have full access to us on our main line, email address, and over the phone appointments. We utilize a visual voicemail service which speeds up our response time. Voicemails are monitored daily to we make sure respond within 24 to 48 hours. All of these services are included at no additional cost to you.



MEET OUR CUSTOMER SERVICE TEAM MEMBERS:



"Being the first connection with property owners, my goal is to be able to help them understand the process of assessing and how it affects them. Being a property owner, I understand how confusing and daunting the process can seem. It is extremely rewarding when I answer their questions, help them understand the process, and make someone's day a little better."

TERRI MUSKEVITSCH since 2007

Customer Service Manager - Assessor II

terrim@accurateassessor.com 920.749.8098



"Talking with property owners on a daily basis gives me the opportunity to educate them on the assessment process. I take it as a challenge to convey positivity when not all of my interactions start out that way. Fairness and equity is paramount in my job and I take it very seriously."

AMY BAJI since 2011

Personal Property Coordinator- Assessor I

amyb@accurateassessor.com 920.749.8098



"The best feeling in the world is hanging up a phone and knowing I was able to help property owners understand their assessment. My background in hospitality gives me the tools I need to be empathetic to their needs. I have been known to make people laugh - because my laughter is infectious."

PATTI PETERS since 2010

Customer Service - Assessor I

pattip@accurateassessor.com 920.749-8098

Services Requested

Accurate Appraisal understands that the Village of Kronenwetter is seeking a qualified assessment partner to serve as the Village's statutory assessor and provide comprehensive valuation service and maintenance in full compliance with Wisconsin Statutes and Wisconsin Department of Revenue requirements.

The Village is seeking more than annual assessment maintenance. The selected consultant must provide complete assessment services, including annual field review of new construction, partial construction, remodeling projects, permit tracking, sales review, agricultural use value administration, mobile home valuation, assessment roll preparation, Open Book, Board of Review support, appeal defense, reporting to Marathon County and the Wisconsin Department of Revenue, and ongoing public communication.

We understand the importance of maintaining accurate and equitable assessments through proactive fieldwork, market analysis, permit monitoring, and regular property inspections. We further recognize the Village's expectation that assessment records remain transparent and accessible through modern software solutions that provide online property record access, digital photographs, sketches, ownership history, sales analysis capabilities, and seamless integration with county and GIS systems.

Accurate Appraisal also understands the importance of responsiveness and communication. The Village expects an assessor who is readily available to Village staff, elected officials, and property owners; capable of attending meetings when requested; and able to clearly explain assessment practices and defend assessments throughout the appeal process.

Our team has extensive experience providing these exact services for Wisconsin municipalities of similar size and complexity. We understand the operational, statutory, and customer service expectations associated with serving as the Village's assessor and are fully prepared to assume those responsibilities beginning July 1, 2026.

SCOPE OF SERVICES

Accurate Appraisal utilizes a proactive, team based, year-round assessment management approach designed to ensure statutory compliance, accurate valuations, exceptional customer service, and strong communication with municipal staff and property owners.

Assessment Administration and Maintenance

Upon contract commencement, Accurate Appraisal will assume responsibility for all statutory assessor duties required by Wisconsin law. Our team will work closely with Village staff to review existing assessment records, building permit processes, development activity, and historical assessment data to ensure a seamless transition.

Throughout each assessment cycle, our staff will actively monitor building permits, occupancy information, demolition records, land divisions, and development activity. Properties with new construction, additions, remodeling projects, detached structures, and other permit activity will be field reviewed and updated in the assessment system. Interior inspections will be completed where appropriate and allowable to ensure accurate property data and valuations.

Market Analysis and Valuation

Accurate Appraisal employs ongoing market monitoring and sales analysis throughout the year. Qualified sales are reviewed, verified, and analyzed to identify market trends and ensure assessments remain consistent with local market conditions. Our valuation models utilize recognized mass appraisal techniques, supported by sales ratio studies, neighborhood analysis, and market-based adjustments to maintain equity and uniformity throughout the assessment roll.

Agricultural land assessments will be administered in accordance with Wisconsin Department of Revenue use-value requirements, and mobile home valuations will be completed in compliance with Wisconsin Statute §66.0435.

Property Records and Technology

Accurate Appraisal maintains detailed electronic property records that include sketches, photographs, ownership history, permit tracking, and valuation data. Property information is made available through our online property record system, providing convenient public access to assessment information.

Our software platform (Prolorem) supports comprehensive sales analysis, cost and income valuation approaches, customizable reporting, GIS compatibility, and electronic data transfer capabilities. Assessment data can be exported in formats required by Marathon County and the Wisconsin Department of Revenue, eliminating unnecessary manual data entry and ensuring reporting accuracy. Prolorem seamlessly imports Market Drive Data

SCOPE OF SERVICES

Continued

Communication and Customer Service

Providing responsive customer service is a core component of our approach. Property owners will have direct access to our staff through dedicated phone numbers, email communication, and online appointment scheduling tools. Questions regarding assessments, property characteristics, or valuation methodology are addressed promptly and professionally.

We maintain regular communication with Village staff and will meet with the Finance Director/Treasurer and other designated officials as needed. Our staff will also attend Village Board and committee meetings upon request to provide assessment updates and technical expertise.

Open Book, Board of Review, and Appeals

Accurate Appraisal manages all aspects of Open Book and Board of Review preparation and administration. Property owners are provided multiple opportunities to discuss their assessments during Open Book sessions, helping to resolve questions before formal appeals are filed.

For Board of Review proceedings, we prepare supporting documentation, market evidence, comparable sales information, digital photographs, and valuation analyses necessary to defend assessments. Our experienced assessment professionals attend hearings, present evidence, respond to testimony, and provide expert support throughout the appeal process. Should appeals proceed beyond the Board of Review, Accurate Appraisal remains available to assist the Village in subsequent legal proceedings.

Partnership with the Village

Our objective is to function as an extension of Village staff rather than simply an outside vendor. Through consistent communication, transparent assessment practices, advanced technology, and experienced Wisconsin assessment professionals, Accurate Appraisal will provide the Village of Kronenwetter with accurate assessments, exceptional service, and full compliance with all statutory requirements throughout the term of the contract.

SOFTWARE

Our proprietary CAMA system is completely **CLOUD BASED**.

With Prolorem, all property record cards are digital. They are available on our website **FREE** to you and your community 24/7. There are no costs to use our software and convert your Market Drive data. All property record cards have **images and detailed information** about each parcel. We believe in 100% transparency therefore **all data and programs gathered** are the property of the **village** should you ever change assessors.



Our assessors utilize computer tablets to assess properties in the field. With Prolorem there is no need to take hand written notes back to the office to update the value on a property. Our assessors are trained to complete assessments **on premise**, eliminating errors from re-entering data. All **property record cards are updated in real time** and saved to the cloud instantly. Our CAMA is the only software that updates property record cards in real time.

Our software can create any report or pull any data needed. We are your trusted assessors and will help make your work easier anyway we can.

PROLOREM

A REVOLUTION IN ASSESSING SOFTWARE

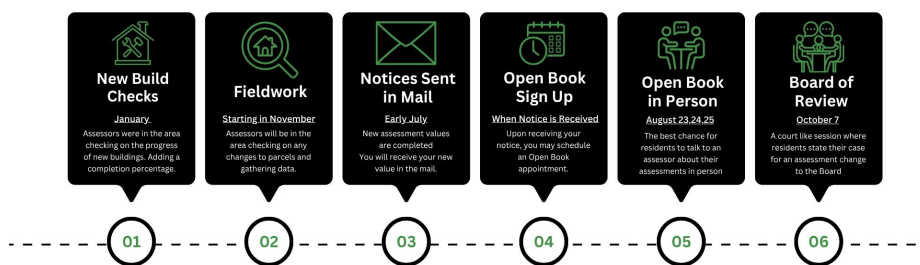
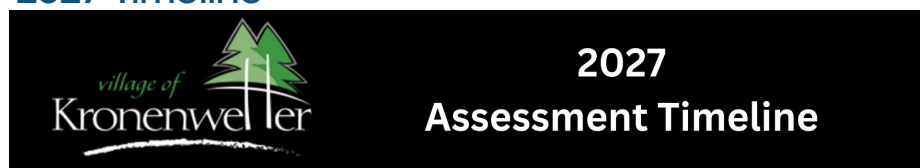
SOFTWARE COST: \$0.00
LICENSING/MAINTENANCE: \$0.00
SOFTWARE:
INTEGRATION ABILITY: YES, \$0.00
CONVERSION ABILITY: YES, \$0.00

There are never additional costs for conversions, updates, licensing, integrations, additions, etc.



EXTERIOR REVALUATION MARKETING

2027 Timeline



2027 Frequently Asked Questions



If you have questions regarding the 2026 market update please visit Accurateassessor.com
Click on Assessment Education
Phone: 502-745-0708
info@accurateassessor.com

The Village of Kronenwetter is performing an Exterior Revaluation in 2027

The Village of Kronenwetter is in the process confirming all exterior assessment information. We conduct a Exterior Revaluation to ensure property values remain aligned with current market conditions as they change and evolve. To maintain fairness and equity, the State of Wisconsin provides guidelines requiring property values to be reviewed and adjusted to align with the fair market value of comparable properties.

FREQUENTLY ASKED QUESTIONS

What is an Exterior Revaluation?

A market update occurs when values are no longer reflective of the market. The assessor reviews all property within the Village and adjusts each to its current market value based on recent sales. A periodic revaluation ensures equity amongst all property types while bringing assessed property values in line with market rates.

Why is a Revaluation update being conducted?

The market update is being conducted to bring all property types to current market rate and to comply with the valuation requirements of State law (sec 70.05(5)(b), Wis. Stats.)

Will my taxes increase the same as my value?

An increase in value does not directly correlate to the same increase in your taxes. If your property value increases proportionally and no new taxes are collected your share of taxes will not increase.

When will this new assessment go into effect?

The property tax bill you receive in December 2026 will be based on the new assessment value of your property.

Does the Village get more tax revenue from a Exterior Revaluation?

No, there are no additional revenues collected when property is revalued. A market update ensures that all property owners pay their fair share of taxes and the municipality complies with state law. Your taxes may increase or decrease depending on your property's style, location, square footage, year built, conditions, etc.

How can my assessment change when I haven't made changes to my property?

Natural economic factors such as recent home sales in your neighborhood, sales of reasonable comparable buildings, and market conditions will influence the value of your real estate.

Will the assessor visit my property?

Assessors will only need to visit properties with completed permits or sales that they need to review, etc. Not all property will be visited in this market update. The assessor will use market data available from recent sales and property data already on file to determine your new value.

Open Book

August 23rd 9:00AM-2:00PM Village Hall
August 24th 2:00PM-7:00PM Village Hall
August 25th 8:30AM-1:30PM Village Hall

Board of Review

October 7th 6:00PM-8:00PM Village Hall

You can submit a Request for Assessment Review Form, once you received your notice, on our assessor's website. Submitting a form allows you to book an in-person appointment or choose an email response. Simply visit accurateassessor.com and click on Open Book Assistant to fill out your form.

2026 vs 2027 Assessment Cycles



ASSESSMENT CYCLES

MAINTENANCE 2026	VS	EXTERIOR REVALUATION 2027
Preserve fair and accurate values between reassessments. Assessments are maintained, only adjusted if clear inequities or physical changes exist.		Gather most up to date data & realign assessed values with the real estate market and maintain statutory compliance and uniformity.
Assessors review and update property characteristics such as new construction, demolitions, additions, splits, and combinations.		Assessors conduct ratio studies and sales analyses to measure assessment levels versus market value. They adjust all properties to current market.
Most properties will see no change unless, something about the property itself has changed.		Properties are adjusted using comparable sales to bring assessments in line with current market trends.
Very few notices go out, normally less than 300.		Every property in the city gets a notice. Last year over 6,100 went out.

ASSESSORS DO NOT SET TAX RATES, NOR ARE THEY INVOLVED IN THE REFERENDUM PROCESS.

2027 Exterior Revaluation Update Video



With a Exterior Revaluation Communication is Vital!

Accurate Appraisal employs a proactive and comprehensive public outreach strategy designed to educate residents about the assessment process before valuation notices are issued. Through timely communication, educational resources, and multiple avenues for engagement, property owners gain a better understanding of the assessment cycle, market conditions, and factors that influence property values. As a result, residents are often able to have questions addressed early in the process, reducing confusion, minimizing unnecessary inquiries, and fostering greater confidence in the accuracy and fairness of assessments. This proactive approach helps create a more informed public, leading to fewer calls, smoother assessment cycles, and improved overall customer service for the municipality.

EDUCATION PLAN

On average, most property owners have about 40 days from the time they first learn about the Market Update to when their new value is finalized.

It is standard practice for an assessor to send notices and wait for the community to reach out with questions or concerns. However, this one-way communication is not transparent and often leaves property owners scrambling to understand what's happening. Frequently, this leads to a disconnect between property owners, the municipality, and the assessor.

Our education plan puts your community first. We leverage your existing communication channels to start the conversation early. With our approach, your community will be informed about potential value changes 80 to 190 days before notices are sent out. Together, we'll establish a **two-way communication** channel through social media, council meetings, newsletters, postcard mailings, custom videos, and much more.

EXPERIENCE OUR EDUCATION PLAN:

1. SOCIAL MEDIA



Utilize your channels of social media preparing to share the process of exterior revaluation. We mix this with a schedule of postings over the coming year to educate property owners on what to expect and the status of the current market. Involving the community ensures we have a two-way communication through the process.

2. COUNCIL MEETINGS

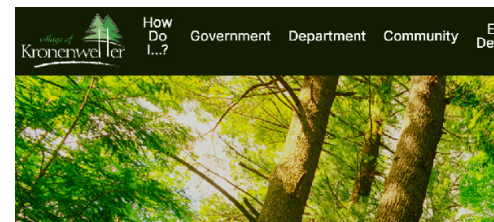


Your community will inevitably have questions about the how the exterior revaluation works. We will attend council meetings to educate your council members arming them with the knowledge they need to explain the Market Update assessment process with property owners.

3. NEWSLETTER

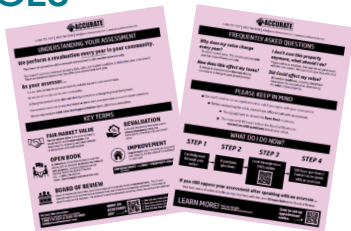
Writing articles that address the assessments, what to expect, and the schedule of social media postings keep your community engaged. We can invite readers to sign up for text alerts or email updates throughout the year.

4. WEBSITE



Updating the Village website with a custom video helps explain what a revaluation is and what to expect. We can build links to property record cards and show a timeline for the revaluation. The community utilizes your website as a resource, we serve them best by keeping them up to date.

5. NOTICES



A notice of new value will be mailed to every property owner. Inserted with the notice will be an Understanding Your Assessment information sheet explaining the assessment process with QR codes, links to videos, an online appointment scheduler, and access to our customer service team.

6. OPEN BOOK & BOR

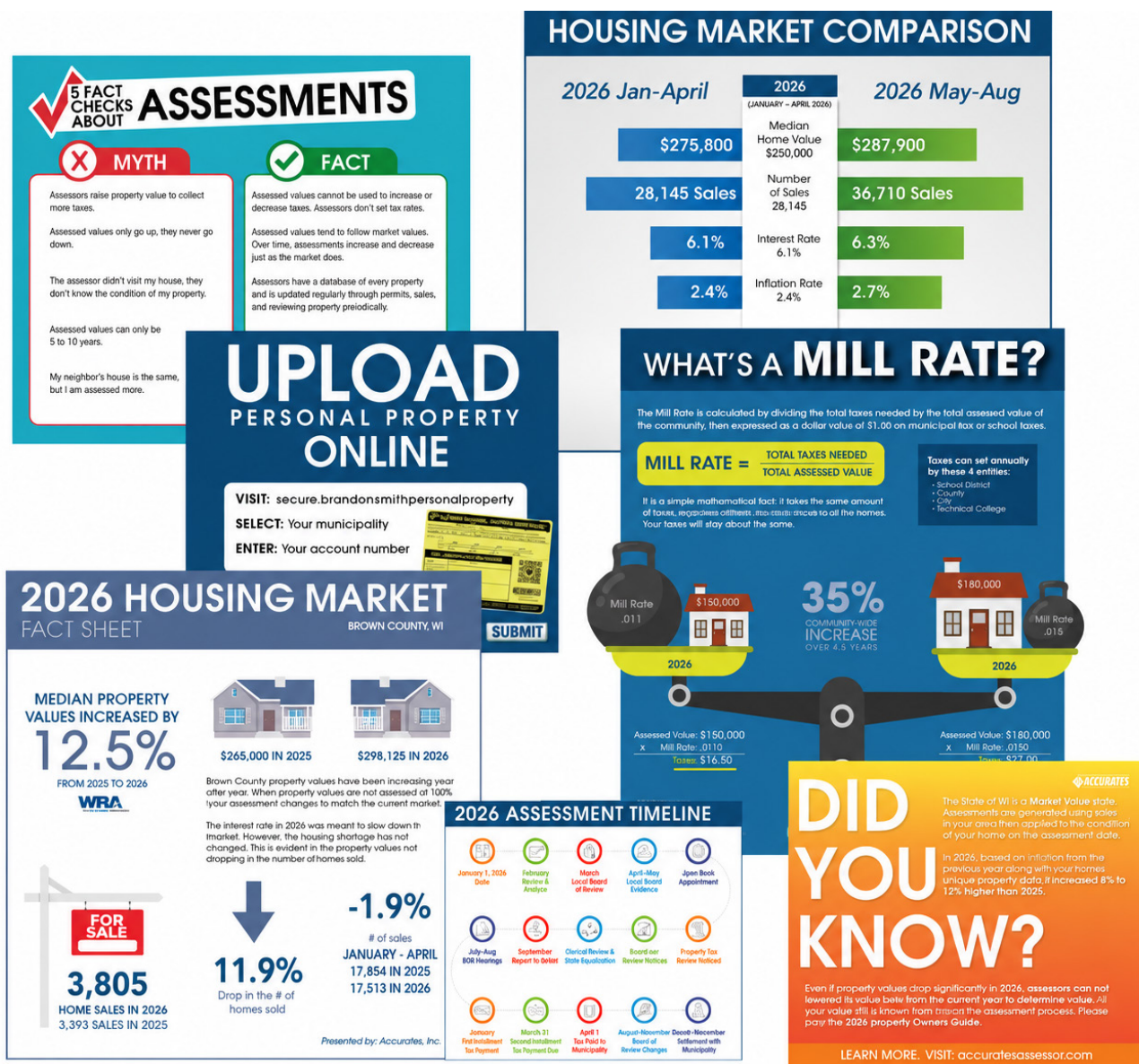
We will offer over the phone Open Book appointments as well as in person options. We provide computers for property owners to search for their record cards.

SOCIAL MEDIA

We post content 2 to 4 times a week! If you haven't been using our educational content, we highly recommend meeting with our social media team to work on a regular schedule.

Through **Social Media** we build a positive and informative **two-way communication** with your community. Over 85% of 25-45 year olds use social media, and over 70% over the age of 50 use it daily.

With a simple share you can instantly connect with thousands of property owners to **quell the stigma of taxes and assessed values**. By not involving your community they may feel left out and discouraged about the assessment process. Let us help you with continual education on social media.



CHECK US OUT ONLINE!



www.facebook.com/accurateappraisal



www.linkedin.com/company/accurate-appraisal-llc

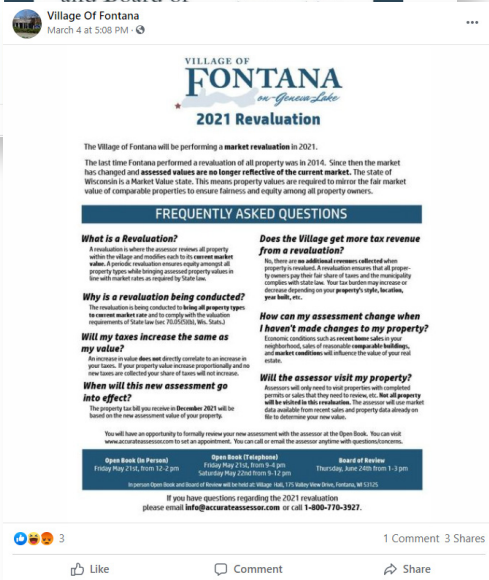
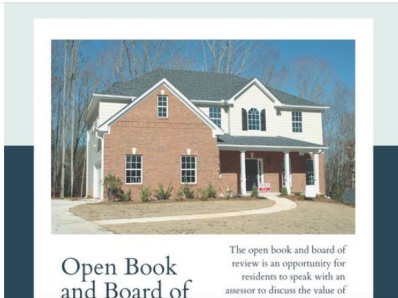


POSITIVE INTERACTION

Through social media we establish an important **two-way communication** with the people in your community. Social media helps us instantly connect with thousands of property owners. We are all aware of the stigma of taxes and assessed values. By not involving your community they feel left out and discouraged about the assessment process. Our transparency ensures they feel like they're informed about any value changes. Engaging with your community through social media allows us to **inform, educate, and empower** them. Here are just a few examples of how we engage with our current municipalities:

Village of Bayside
May 6, 2020 · 🌐

Due to the pandemic, the Open Book and Board of Review property assessment process will take place via phone call this year. You can schedule your appointment today by visiting: <https://accurate.rogcalendar.com/appointments>



"Just wanted to let you know, I was not looking forward to filling out the form. But the instructional video and the information on your website made the process a lot easier than I thought it would be. Thank you!"

Barr Resort - Kika Barr

Our assessors go above and beyond just valuing property. The classification of land changed for this property owner. We helped him by working with the DOR on properly classifying his land.

"Paul at Accurate was very helpful with my land classification and working with the DOR. He was very gracious and professional through the journey."

Resident - Duane Wagner



OUR COMMITMENT

Accurate has been at the forefront of moving the assessment experience forward. To accomplish this, we are fully **committed to building a culture of assessment knowledge**. Every assessor that works for accurate is required to attend knowledge sessions on each assessment process. Knowledge sessions are established by our senior assessors and encompass each aspect of assessing such as: Ag land calculations, vacant land valuation, roll books, exemptions, board of review and open book, statistics, commercial valuation, and many more.

Additionally, our assessors have book club meetings regularly to read, review, and interpret the WPAM which is our guideline for assessment practices. Spring of 2023, our assessors joined in on the first ever **listening sessions with the DOR to update and bring the WPAM guidelines and statutes into the 21st century**. **14 of our assessors attended and led 6 of the round-table discussions** on assessment practices. We shared the experience with our entire team at our weekly Monday Morning Meeting.



Technology allows assessors to be more accurate in our assessments. We have been **working on a project with the WI Department of Revenue (DOR) to standardize the import and export of assessment data files**. Our IT team will continue to work with the DOR on this project to make it easier on municipalities and assessors when collecting and sharing data.

Finally, **we attend conferences annually to connect with clerks, administrators, mayors, etc.** to share ideas and build relationships with those we serve. It's our way to educate municipal officials on the assessment process. **We also enjoy having fun with the municipal officials who do so much for their communities!**



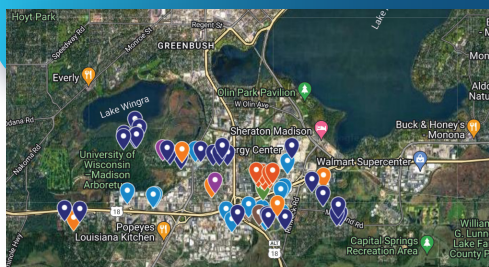
ASSESSMENT TIMELINE

Before January of each year we will sit with you and **discuss the options for open book and board of review dates**. We will work with you to schedule new construction checks, field work, data entry, and the date notices are mailed. Below is a suggested timeline of what happens throughout the assessment process. These dates are for example only.

Selection

We will start as soon as the selection process is completed with gathering and importing your assessment data. From there we will start to map exterior fieldwork and begin the Exterior Revaluation before 2026 is even completed. We will likely be out in the field starting in October. We want to ensure the maximum amount of time to be able to complete the project and get The Village back into compliance!

This timeline may change depending on the agreed upon dates for Open Book and Board of Review. We are flexible on the date for Open Book and Board of Review that works best for you.



January

We start every year by visiting new construction to verify the % completion of new property. Trespass notices are mailed to property owners so they know we will be in the area.

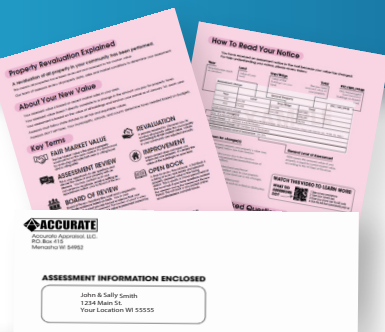
If the property is not complete as of January 1st (each year) we update our records



July

Initial values are forecasted. Value checks are performed and revisions are made. Our import/export team works with the county to verify assessment and mailing data. Initial statutory board meeting must be held if needed.

Notices are printed and mailed. Every notice includes an educational insert with links to videos and FAQ's. Rolls are posted online.



August

Once residents receive their notices, we begin the Open Book period. This is an important opportunity to speak with as many residents as possible. The more conversations we have, the better we can explain assessment changes and educate residents on the assessment process.



October

After the Open Book period concludes, we move into the Board of Review. This provides residents who have chosen to file an objection the opportunity to present their case to the Board, which then makes the final determination on the assessed value.



WORKLOAD

On a regular basis Dana will meet with your team to go over accountability for our assessment team. **There will be a standard agenda to ensure open communication and that all metrics are being followed.** Below is an example of a progress report that can be created to ensure you know the progress of current processes.

City of Kenosha Interim Market Update (2024)

Project Start: Mon, 7/24/2023
Display Week: 1

Project Start: Display Week: 1						Jul 24, 2023							Jul 31, 2023							Aug 7, 2023							Aug 14, 2023									
TASK	ASSIGNED TO	PROGRESS	START	END	TOTAL DAYS	DAYS LEFT	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19			
							M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
Education / Publication																																				
Prep and share Education Plan	Chris	100%	8/1/23	8/30/23	30	-19																														
Update website - Add video	Chris	1%	8/1/23	4/1/24	245	196																														
Create content on current Res Market	Chris	1%	8/1/23	4/1/24	245	196																														
Initiate education through all forms of communication	Chris	1%	9/1/23	9/30/23	30	12																														
Mill Rate Education with Tax Bill (if allowed)		100%	11/1/23	12/31/23	61	61																														
Prepare notice letter and insert for 2024 market update (if allowed)		1%	11/1/23	4/1/24	153	153																														
Connect Accurate's Facebook to Kenosha website		1%	1/1/24	1/15/24	15	15																														
Send Mailer		1%	1/15/24	4/1/24	78	78																														
Use all avenues of Education		1%	2/1/24	4/1/24	61	61																														
Additional education on the BOA and BOR		1%	5/1/24	5/31/24	31	31																														
Data Transfer & Analysis																																				
Data Transfer		1%	1/1/24	1/15/24	15	15																														
Code Table Data Reviews & Return		1%	1/1/24	3/10/24	70	70																														
Fieldwork (Permits & New Construction)																																				
Permit Reviews (Verify permits (occ) and what our next step is, actionable or non-actionable)(Value partial Construction)		5%	8/14/23	12/31/23	140	104																														
Commercial Permit Value (Permits completed after 1/1/23 (value them))		5%	8/14/23	12/31/23	140	104																														
New Construction Checks		1%	8/14/23	12/31/23	140	104																														
New Construction Alterations/Progress		1%	8/14/23	12/31/23	140	104																														
Ag Checks (Kenosha mails letter, Lori onsite visit)		10%	9/8/23	9/29/23	22	11																														
Ag Checks (Kenosha 2nd letter, data update)		10%	10/1/23	11/15/23	46	46																														

Additional meetings will be held throughout the year. Four main annual meetings will cover:

Kick-Off Meeting:

Establish Open Book and Board of Review dates, outline the education plan and reminder schedule, review the Open Book letter, and confirm the assessment timeline. This meeting ensures alignment and clear expectations as we begin the new assessment year.

Pre-Open Book Meeting:

Prepare the community with appropriate educational materials, review the assessment roll with the Clerk, and confirm the timing and distribution of educational outreach and reminders.

Pre-Board of Review Meeting:

Review Board of Review expectations, confirm all filed objections have been received and are accounted for, and ensure post-Board meeting reminders are in place, including confirming manufacturing values are included in the roll prior to export to Brown County.

End-of-Year Wrap-Up:

Evaluate what worked well and identify areas for improvement, plan for late-fall fieldwork, and begin preparation for the upcoming assessment year.

SERVICE OPTIONS

The service options below are reflective of our all-inclusive services. **There will never be an additional invoice for any reason.** You may retain 10% of the total fee subject to delivery of certified tax roll.

5 YEAR BLEND 2027Market Update + Exterior Revaluation

	2027	2028	2029	2030	2031	Total
Assessor Services	Market Update	Maintenance	Maintenance	Maintenance	Maintenance	Total
Service Cost	\$39,800	\$20,000	\$20,000	\$20,000	\$20,000	\$139,800
Exterior Revaluation	\$101,100					\$101,100
Blended Price	\$129,060*	\$27,960	\$27,960	\$27,960	\$27,960	\$240,900

*This pricing reflects the blended pricing of all 5 years of base services + the Exterior Revaluation

We can blend and adjust contract years as requested

Below are the cost options for each Assessment cycle type

Maintenance = \$20,000 per year

Interim Market Update = \$39,800 per year

Exterior Revaluation = an additional \$101,100 for year of choice.

ALL INCLUSIVE SERVICES

- ✓ **FREE** Web Data Access
- ✓ **CUSTOM** Community Education
- ✓ **LIVE** Customer Service
- ✓ **Free** reports and Data Pulling

Would you like to see additional options?
We will work with you to customize any
assessment plan to fit your community's needs.



REFERENCES



Ryan VanDeWalle, MPA

Village Administrator

P: 715.359.3660

F: 715.359.7218

Email: rvandewalle@rothschildwi.com

Web: www.rothschildwi.com

211 Grand Ave. Rothschild, WI 54474



Bruce R. Jamroy CMTW, CMC, WCMC

City Clerk/Treasurer

City of Mosinee

225 Main Street

Mosinee, WI 54455

715-692-2203 Direct Line

715-693-1324 Fax

715-551-3289 Cell



Elizabeth Felkner, WCMC

Village Clerk

P: 715.359.3660

F: 715.359.7218

Email: efelkner@rothschildwi.com

Web: www.rothschildwi.com

211 Grand Ave. Rothschild, WI 54474



Accurate Appraisal has professionally served as the Assessor for the Village of Fox Crossing since 2015. Over the past several years, Accurate Appraisal expertly conducted a full revaluation of the Village in 2017, and has maintained the Village at full value since 2019. A full value contract with Accurate Appraisal has provided a tremendous benefit to Fox Crossing. With the large increase in property values over the past few years, having the Village's assessed value grow incrementally over the past several years rather than a large increase in value in one year, is much easier to explain to Village residents. Accurate Appraisal has been a great partner with Fox Crossing in managing the difficult task of assessing.



CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

It is with enthusiasm that I recommend Accurate Appraisal, LLC. We could not have asked for a better partner to go through a full revaluation with this year. Their depth of experience allows them to handle even the most complicated of situations and their professionalism is obvious to our team, but more importantly to our residents. A revaluation is a big deal to a community, but doesn't have to be strain on City Staff - Accurate will get you through every step.



Michelle Scanlan

www.newrichmondwi.gov
mscanlan@newrichmondwi.gov



Jeffrey S. Sturgell
Village Manager

www.fccommunity.com
JSturgell@foxcrossingwi.gov
(920) 720-7101

Past President of WMCA

I have worked with Accurate over the last five years. Their leadership in the industry is one of the reasons why we continued to choose Accurate. Their friendly, reliable service is what sets them apart. Timely, professional response has been appreciated and I trust them to serve residents with dependable service and fair assessments.

Wendy Helgeson

(920) 277-4560



Amy White
CLERK

www.rfcity.org
awhite@rfcity.org
715.426.3408

Project/Service: Maintenance and Market Updates



Insurance & Legal

Insurance Providers and Legal History Statement

Over the past three (3) years, Accurate Appraisal, LLC has held commercial liability insurance policies with the following insurance providers:

Houston Casualty Company
13403 Northwest Freeway
Houston, TX 77040

West Bend Mutual Insurance Company
1900 South 18th Avenue
West Bend, WI 53095

With regard to claims activity:

Houston Casualty Company is currently representing Accurate Appraisal in ongoing litigation involving the City of Franklin. This matter is pending, and no judgment has been entered.

Legal Actions:

Apart from the ongoing Franklin case mentioned above, Accurate Appraisal has not been a party to any other legal actions related to our appraisal projects in the past five (5) years. There have been no judgments entered against Accurate Appraisal in relation to any of our services.

Additional Information:

Accurate Appraisal works closely with the Wisconsin Department of Revenue (DOR) through its annual assessment review process. We have developed and maintained a strong, collaborative relationship with the DOR and are committed to upholding the highest standards of accuracy, transparency, and regulatory compliance in all our work.

Summary

Accurate Appraisal is uniquely qualified to serve the Village of Kronenwetter due to our extensive experience providing assessment services to Wisconsin municipalities and our proven track record of successfully guiding communities through revaluations, market updates, and compliance challenges. We understand the importance of maintaining accurate, equitable assessments while delivering exceptional customer service to both municipal officials and residents.

Our team excels at managing exterior revaluations through a proactive approach that begins well before assessment notices are mailed. We believe informed residents are more confident residents, which is why we invest heavily in communication, education, and outreach throughout the assessment process. Through customized marketing materials, direct communication, online resources, and readily available staff, we work to answer questions and address concerns before notices arrive, reducing confusion and creating a more positive experience for property owners.

Throughout Wisconsin, Accurate Appraisal has helped municipalities improve assessment equity, maintain compliance with Wisconsin Department of Revenue standards, and successfully complete complex assessment projects. We pride ourselves on being responsive, transparent, and accessible partners to the communities we serve. Based on our experience, staffing resources, technology, and commitment to public communication, we are confident that we can successfully meet the Village of Kronenwetter's assessment needs and provide a level of service that exceeds expectations.



John Jacobs

From: Mark A. Brown <mabrown@apraz.com>
Sent: Friday, June 5, 2026 5:29 PM
To: John Jacobs
Subject: [External] Proposal Submission – Assessment Services for the Village of Kronenwetter
Attachments: AAC - 2026-2031 Assessment Services Proposal - Village of Kronenwetter.pdf

Importance: High

John,

On behalf of Associated Appraisal Consultants, Inc., please find attached our proposal for the Village of Kronenwetter's 2026–2027 revaluation and July 2026–December 2031 assessment maintenance services, submitted as a single PDF per the RFP requirements.

We have valued our partnership as the Village's assessor and would welcome the opportunity to continue it — carrying the Village's existing records and history forward without interruption while completing the revaluation needed to return Kronenwetter to full compliance ahead of the October 2027 deadline.

Thank you for your consideration and as always let me know if you have any questions.

Respectfully,

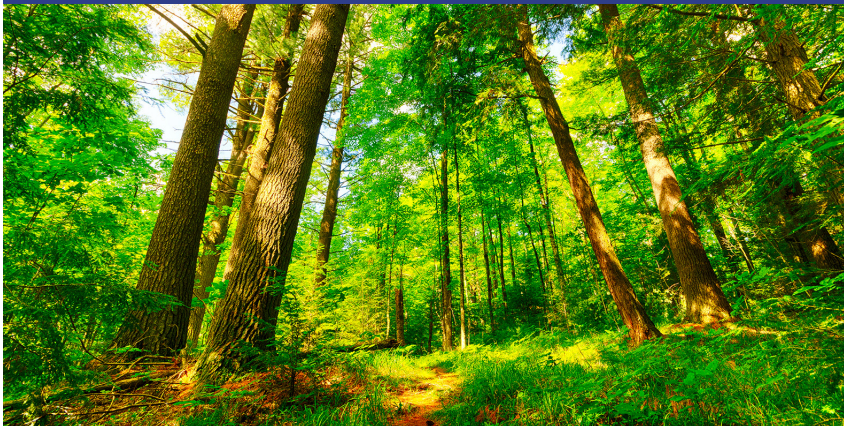


Mark Brown
President
Phone: 920-749-1995 ext. 8802
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W6237 Neubert Road
Appleton, WI 54913
www.apraz.com

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ASSOCIATED
APPRAISAL
CONSULTANTS, INC.



**ASSESSMENT
SERVICES PROPOSAL**
2026–2031
*Qualifications and
supporting documentation*



**PREPARED FOR
VILLAGE OF KRONENWETTER**
June 5, 2026





W62237 Neubert Road
Appleton, WI 54942
p (920) 749-1995
f (920)-731-4158
apraz.com

June 5, 2026

John Jacobs
Village Treasurer
Village of Kronenwetter

Dear Mr. Jacobs:

On behalf of Associated Appraisal Consultants, Inc. (AAC), I am pleased to submit our proposal to continue serving as the statutory assessor for the Village of Kronenwetter. This proposal covers the 2026–2027 revaluation required to return the Village to compliance, together with annual maintenance services for July 2026 through December 2031 (5 1/2 years).

As the Village's current assessor, AAC offers something no competing firm can: complete continuity. Kronenwetter's property records already reside in our GSA CAMA system, our team already knows the Village's parcels, Tax Incremental Districts, and assessment history, and there is no conversion cost, data-migration risk, or interruption of service in retaining us. We are ready to move directly into the revaluation work needed to bring the Village's assessment level back to 100% before the Wisconsin Department of Revenue would order a state-supervised reassessment in 2028.

Associated Appraisal Consultants, Inc. has specialized in mass appraisal since 1959. Our core focus is municipal assessment through both annual maintenance and revaluation programs. We currently serve as the statutory assessor for over 240 Wisconsin municipalities, encompassing a wide range of property types—from the estates of Lake Geneva to the unique attractions of Wisconsin Dells and the communities along Lake Superior.

We are committed to providing exceptional service. While our assessors are in the field, our knowledgeable administrative staff is available Monday through Friday to assist municipal staff, property owners, and businesses. Our team is highly trained and known for prompt, professional responses to phone calls and emails.

We utilize advanced cloud-based computer-assisted mass appraisal (GSA CAMA) software to maintain modern, comprehensive assessment records. We also offer an optional service to host your municipality's assessment records on our website. This user-friendly platform allows property owners to search by various criteria and view detailed land and improvement data, including photos. You can explore this feature at www.apraz.com by clicking on "Property Search."

Our professional image sets us apart. When fieldwork begins, residents can easily identify our team by our clearly marked fleet of vehicles, company-branded clothing, and photo ID badges. Each appraiser also carries a letter of introduction from the Village to ensure transparency and trust during onsite inspections.

This is our business—and our passion. We are proud of the reputation we have built with both our municipal clients and state equalization officials. We approach every project with integrity, professionalism, and a commitment to excellence.

We are enthusiastic about the opportunity to continue our partnership with the Village of Kronenwetter. Thank you for considering our proposal. Please do not hesitate to reach out with any questions or to request additional information.

Respectfully,

A handwritten signature in dark ink, appearing to read 'Mark Brown', with a long, sweeping horizontal line extending to the right.

Mark Brown
President



Our experienced and knowledgeable team is here to serve you and your property owners.

OUR MISSION

To provide our municipal clients the highest standard of assessing services. We do so by following sound assessing methodology, developing municipal equity without bias and providing a professional, courteous staff.



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BY THE NUMBERS

Associated Appraisal serves over **240 municipalities** throughout the state of Wisconsin containing a total inventory of approximately **700,000+** real estate parcels for a total assessed value of over **\$90 billion** making us the **largest mass appraiser** in Wisconsin.

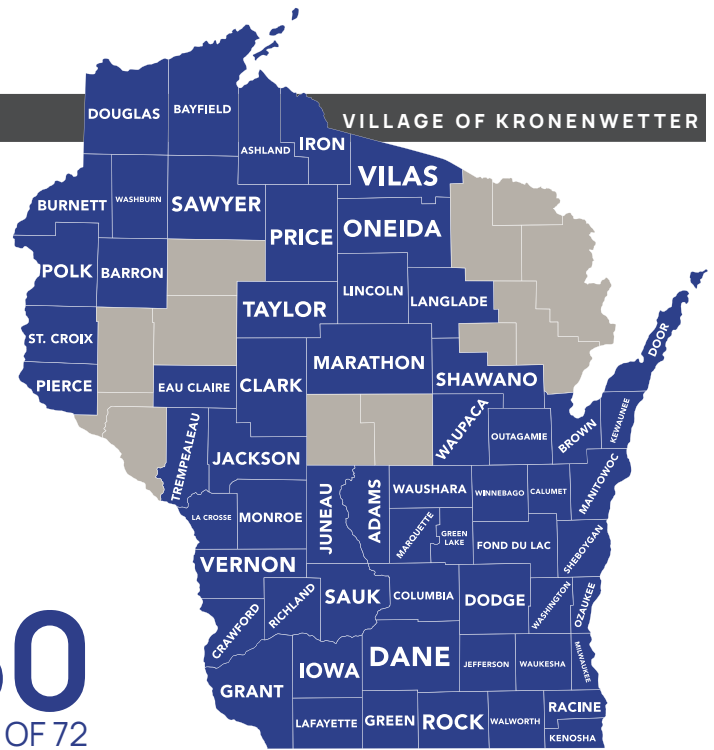
Who we serve

46
CITIES

126
TOWNS

68
VILLAGES

60
OUT OF 72
COUNTIES



168 MOBILE HOME COMMUNITIES in 89 municipalities
with over **10,800 sites** subject to monthly permit fee

302 ACTIVE TIDs
(Tax Incremental Districts)



Why AAC?

Associated Appraisal has been in the mass appraisal business since 1959. Our primary focus is municipal assessment through maintenance and revaluation programs. Our client base is divided between providing services directly to municipalities by acting as their statutory assessor or supporting the local municipal assessor.



Associated Appraisal maintains a professional image in the field, at the Open Book, and Board of Review hearings. For identification in the field, our staff members carry letters of introduction for the municipality, wear company ID tags and apparel, and drive red company vehicles clearly identified as part of the Associated Appraisal fleet.



When you call our office, Monday through Friday, you will be greeted by a friendly voice ready to direct your inquiry to an appropriate team member who will be happy to assist you. Our website offers links to important information and access to property assessment records twenty-four (24) hours per day.

Each municipal client has a primary point of contact, the project technician, providing a consistent relationship with the Associated Appraisal team. Our corporate office is in Appleton with satellite offices in Lake Geneva (Southern) and Hurley (Northern).

WE DO ASSESSMENTS RIGHT

Assessment documentation is what sets Associated Appraisal above the rest. For property owners demanding answers to assessment methodology, we document all aspects of a maintenance or revaluation project.

Our property records include:

- land data
- improvement attributes
- sketch and pictures
- current and historical sales data
- applicable appraisal reports
- property maps
- and any additional documentation needed to defend values

Each year, maintenance and/or revaluation guidebooks are prepared for use during Open Book or Board of Review to aid in understanding the appraisal methodology used and provide the public with data used in our analysis.

Included in these reports:

- current assessment levels
- property sale attributes with recent pictures
- all database data for valuation tables
- a detailed sales analysis
- applicable appraisal reports
- property maps
- any additional reports needed to support values



We're dedicated to your success.

ASSOCIATED APPRAISAL CONSULTANTS, INC.

W62237 Neubert Road
Appleton, WI 54942

Phone: (920) 749-1995
Fax: (920) 731-4158
Website: apraz.com

Mark Brown

President
W62237 Neubert Road
Appleton, WI 54942
Email: mabrown@apraz.com
Direct: (920) 224-8802

Associated Appraisal adheres to the Wisconsin Property Assessment Manual and the annual timelines as developed by the Wisconsin Department of Revenue.

ACCURACY MATTERS

Simply put, Associated Appraisal's property record database management, valuation practices, and assessment documentation sets us above the rest.

A few examples of areas Associated Appraisal outperforms the competition

QUALITY OF WORK

AAC is superior time and time again in assessment equity and uniformity. This can be seen in our assessment-to-sale ratio studies after conducting a revaluation. While our competitors factor values to gain statutory compliance, AAC takes pride in precise CAMA modeling, data collection, and great attention to detail throughout all aspects of the assessment process. This results in a much higher quality of work which will save municipalities money and future headaches/complaints in the long run. Inferior work conducted by our competitors results in homeowner frustration and unfair assessments.

CUSTOMER SERVICE

AAC excels in customer service. While other companies seem to avoid the hard questions from homeowners, AAC responds quickly and respectfully as we have nothing to hide and believe in transparency. We have the most Level II and III assessors in the state. We work together as a team to provide the highest level of customer service.

APPRAISAL TRAINING

AAC has highly trained and competent appraisal staff, which is the foundation for collecting quality data. AAC invests in its appraisal staff with individualized training and utilizes the latest technologies. This results in appraisers who professionally interact with homeowners and gather the most accurate data.

LONG-TERM RELATIONSHIPS

AAC doesn't chase municipalities because they have good assessment data. Many times, when AAC contracts with a new municipality, the data we receive is out of compliance. It is important to be mindful of competitors who "chase after" AAC municipalities because of the high-quality work we perform. We believe in mutually beneficial long-term relationships with municipalities and not short-term profits.

INTEGRITY

Ethical behavior is at the core of AAC's culture... We unwaveringly hold employees accountable to the highest standards. Public trust in our performance is the foundation of our credibility.

ASSESSMENT CYCLE

The following summary of events is not all inclusive but identifies significant primary activities, deadlines and timeframes during a typical annual maintenance year.

All property records are updated to reflect important changes that have occurred since the prior assessment year, such as new construction, building permits, zoning or land use changes, ownership and mailing updates among other things.

All real estate sales from the previous year are reviewed and validated by the assessor. All required property record data is electronically sent to the Wisconsin Department of Revenue (DOR).

A new assessment roll is prepared, including parcel changes from annexations, splits, and merges, as well as ownership changes from sales.

Field inspections are conducted as needed for all parcels impacted by the events listed above along with all previous partial assessments from the prior assessment year.

Open book and Board of Review dates along with general assessment timelines and public relation plans are set with the municipal Clerk.

JANUARY/FEBRUARY



Assessor receives and requests for property tax exemption (form PR-230). These exemption requests are carefully reviewed. Assessor makes a determination either to grant or deny the exemption and responds in writing to the requester.

Assessment-to-sale ratio analysis is conducted to determine an estimated level of assessment (assessment ratio), along with monitoring equity and uniformity of assessments as compared to sales.

Notices of changed assessment are mailed along with informational inserts to help explain the process and direct property owners to helpful information sources such as our website and the DOR publications.



MARCH

Open book meeting(s) is either held in-person or over the phone. Property owners may contact AAC at any time to ask questions or to find out how their assessment was determined.

APRIL



Assessor attends the Board of Review (BOR) meeting(s) to deliver the final assessment roll and to defend assessed values in the event of any appeals. AAC provides reports to the BOR showing such things as net new construction values, estimated level of assessment, and the municipality's compliance status with state requirements.

Final assessment values are balanced with the County along with timely filing of all required reports with the DOR, such as the Municipal Assessment Report (MAR).

MAY/JUNE





OUR EDUCATION OUTREACH PROGRAM

We understand the importance of having a strong, proactive communication and education program to help you engage with your community's property owners. As we have learned from over 60 years of doing this work, being open and transparent with property owners as you begin assessments is critical.

We will partner with you to supply you with content, data, key communication pieces, and a public relations plan that will rectify misconceptions, eliminate inaccuracies, and garner the support of your community as we provide you with the very best, technically sound assessment services – free from errors and defensible from an equity standpoint.

We stake our reputation on it and it's why we've been Wisconsin's preferred assessor for decades. We're in this together!



SOCIAL MEDIA

We provide helpful educational content to share on social media platforms.



TOOLKIT FOR MUNICIPALITIES

We provide an online toolkit for municipalities rich with resources to enhance the communication process.



NOTICES

We mail out notices to inform property owners of upcoming assessment work.



ONLINE RESOURCES

Our website is rich with educational content. We have also created YouTube Videos and Infographics to help make the assessment process more understandable/interesting.



TECHNOLOGY

From digital data collection to our cloud-based solutions, we are modernizing the assessment process end to end.



EXAMPLES OF SOCIAL MEDIA POSTS

FICTION
Assessed values can only change once every five years.

FACT
State law requires updating assessed values as often as annually to maintain fair and equitable property tax distribution.

WHAT'S A MILL RATE?

An increase in assessed value does not equate to an increase in your taxes. With a 25% increase in assessment value, an increase of assessed value could lead to no increased tax.

Assessed Value	Mill Rate	Taxes
\$200,000	.020	\$4,000
\$250,000	.016	\$4,000

2022 2023

YOUR INSPECTION INCLUDES:

- Review notes of the property and the current property conditions in our database.
- Location of property permits in the windows or elsewhere on the property.
- When we arrive, we'll knock or ring the doorbell and explain why we are visiting (remodel, new construction, permit).
- If no one is home, we will leave a door tag.

COMMON INSPECTION TYPES

EXTERIOR Most Common	INTERIOR Least Common	PERMITS	NEW CONSTRUCTION
Verify recent enhancements. Check property data. Take new exterior images.	Verify any recent enhancements. Inspect condition of interior. Review property data. No images taken inside.	Flag for another visit if not complete. Update sketch of property. Take exterior image if complete.	Verify permit complete. Flag for another visit if not complete. Review the construction plans. Create a sketch of the property. Take exterior image.

FACT vs FICTION

About Property Assessments

DID YOU KNOW?

Assessors do not calculate or collect taxes. Assessors are responsible to provide uniform property values so that the property tax burden can be fairly distributed.

What is an Improvement?

All buildings, structures, and features as a whole that have been constructed and remain on the property. Below are some common examples of improvements.

- House
- Garage
- Utility Shed
- Pool

www.apraz.com

WE CREATE MAXIMUM TEAM SUPPORT



Appraising Property, Not People

Our firm considers property, not people, when establishing assessed values. We leave out the affordability factor when setting our values. We review property without the influence of friends, neighbors and enemies. Our only intent is to establish true market values.



Immunity to Pressures

We as the "outside assessor" are independent of local creditors and business influence. We do not run for public office, therefore we are not seeking constituents' votes. We have the freedom to establish values as the market dictates, without a concern for public pressures.



Customer Inquiries

When taxpayers need questions answered, we have a large staff of highly trained technicians ready with the answer. Municipal officials are spared the task of researching and answering the endless stream of technical questions from property owners.



Experience & Training

Our appraisers not only have their own education and experience as a foundation, but also draw upon the collective knowledge of the entire team. Our firm has been in the municipal mass appraisal business for over 60 years. All members of our customer service staff are certified by the Wisconsin Department of Revenue as Assessment Technicians, and all project managers are certified Level II Assessors.



Accepted Standard & Proven Methodology

We utilize industry standard methodology to determine values. We are highly skilled at incorporating the cost approach, market approach and income approach in our valuation models. We abide by the standards set in the Wisconsin Department of Revenue Assessors' Manual Volume 11, and The Marshall and Swift Cost Guides. The market approach is our primary method of valuation when adequate sales data is available.



Customer/ Public Access

Our courteous and professional staff is experienced at handling all types of inquiries from municipalities, taxpayers, realtors and financial institutions. Our records are public, and are easily available through the Internet, e-mail, fax or phone. Our website offers municipalities and property owners access to their information at any time day or night. Our office hours are Monday through Friday, 8:00a.m. - 4:00 p.m.

OUR FIRM'S LEADER



Mark Brown

President

About Mark

Assessor with vast experience performing reviews, inspections and appraisals of property using independent discretion and judgment within the guidelines set forth by statutory requirements, and department policies and procedures. Experienced municipal Assessor, having successfully performed over 250 full-scale municipal revaluations, and successfully served as chief assessor for towns, villages, and cities throughout the state of Wisconsin.

Summary of Qualifications

- 22 years experience in appraisal and assessment.
- Considerable ability to communicate complex information tactfully and effectively, both orally and in writing, with state regulatory agencies, county regulatory agencies, elected officials, municipal staff, and the general public.
- In-depth knowledge of accepted principals, methods and techniques of property appraisal including computerized assessment systems.
- Extensive knowledge of all laws and regulations pertinent to local tax assessments.
- Strong knowledge of real estate property values and land economics.
- Ability to accurately perform mathematical calculations, analyze data, and prepare reports.
- Experience working with a variety of mass appraisal computer systems, including Market Drive, GSA CAMA, Microsolve, GVS, MCost, Vision, Universe, and others.
- Strong project management skills including the ability to prioritize projects and to organize, plan and direct the work of staff.
- Ability to read and interpret a wide variety of legal documents.
- Successful experience in defending valuations at Open Book, Board of Review, Department of Revenue appeals and Circuit Court.

Certifications • WI60828CA

- Assessor III Certification
- Assessor II Certification

Professional Experience

Associated Appraisal Consultants, Inc., Appleton, Wisconsin
2004 – Present

Career Growth @ AAC

Staff Appraiser > Director of Project Management > President

Education

St. Norbert College, Wisconsin Rapids, Wisconsin
Bachelor of Business Administration, 2004

Contact

W62237 Neubert Road, Appleton, WI 54942
Email: mabrown@apraz.com
Direct: (920) 224-8802

YOUR KEY CONTACT



Dean Peters

Vice President of Maintenance Services

About Dean

A skilled and experienced municipal Assessor, having successfully performed over 250 full-scale municipal revaluations, and successfully served as chief assessor for towns, villages, and cities throughout the state of Wisconsin.

Summary of Qualifications

- 27 years experience in appraisal and assessment.
- In-depth knowledge of professionally accepted appraisal practices for residential, commercial, multi-family and agricultural property.
- Full working knowledge of laws and regulations pertaining to local property tax assessment.
- Strong knowledge of real estate property values and land economics.
- Extensive experience with analysis of trends in market value based on real estate sales.
- Familiarity with variations in building construction costs throughout Wisconsin.
- Extensive experience with appraisal of high-value lakefront property.
- Successful experience in defending valuations at Open Book, Board of Review, Department of Revenue appeals and circuit court.
- Experience working with a variety of mass appraisal computer systems, including Market Drive, GSA CAMA, Microsolve, GVS, MCost, and others.
- Ability to effectively communicate complex information with state and local government, elected officials, municipal staff, the media, and general public.
- Involved in managing, training, and educating of assessment staff.

Certifications • WI77308CA

- Assessor III Certification
- Assessor II Certification
- Assessor I Certification
- Property Appraiser

Professional Experience

Associated Appraisal Consultants, Inc., Appleton, Wisconsin
1999 – Present

Career Growth @ AAC

Staff Appraiser > Project Manager > Director of Project Management >
VP of Maintenance Services

Education

University of Wisconsin, Madison
Bachelor of Arts, 1999

Contact

W62237 Neubert Road, Appleton, WI 54942
Email: dpeters@apraz.com
Direct: (920) 224-8803

STAFF ORGANIZATION AND DOR CERTIFICATIONS

Village of Kronenwetter — Project Team Structure

AAC's project team for the Village of Kronenwetter will be structured as follows. All staff are AAC employees based out of our corporate office at W62237 Neubert Road, Appleton, WI 54942. AAC also maintains satellite offices in Lake Geneva (Southern Wisconsin).

Role	Function	WI DOR Certification
Executive Oversight Mark Brown (President)	Contract execution, escalation, executive sponsor	Assessor III
Project Supervisor Dean Peters (VP, Maintenance Services)	Project management oversight, quality control, deliverable review	Assessor III
Nick Laird Project Manager (Lead Assessor)	Day-to-day City contact, Open Book and Board of Review representative, public spokesperson, signs the annual assessment affidavit	Assessor II minimum
Project Technician	Administrative point of contact, public inquiries, record maintenance	WI DOR Certified Assessment Technician
Staff Appraisers (2-3)	Field inspection, measurement, photographs, sketches, data collection	Assessor I or Property Appraiser
Property Specialist	Mobile home valuation per Wis. Stat. § 66.0435	Assessor II

Every AAC staff member assigned to the Village of Kronenwetter holds a current Wisconsin Department of Revenue certification at or above the level required for their assigned role. Continuing education requirements are tracked and maintained internally; current certifications can be verified at any time through the WI DOR's online Certified Assessor and Assessment Personnel database.

Due to the competitive sensitivity of our individual staff assignments, AAC respectfully requests that the named roster — including specific certification numbers, years of experience, and individual project histories — be provided to the Village during the interview / short-list phase of the selection process rather than in this publicly-circulated proposal document. The full team roster is available to the evaluation committee at any time on request, including under a non-disclosure agreement if preferred by the Village.



**2025 AAC MUNICIPALITIES
OVER \$1 BILLION IN EQUALIZED VALUE**

*Municipality	Population	2025 Equalized Value	Total Parcel Count	Type of Assessment Services
City of Oshkosh	66,816	\$6,592,596,800	21,262	Maintenance (2025 Revaluation)
City of Middleton	21,050	\$5,805,056,500	7,460	Maintenance (2026 Revaluation)
City of Verona	12,737	\$4,693,079,100	5,405	Maintenance (2022 Revaluation)
Village of Germantown	20,686	\$4,424,654,900	8,672	Maintenance (2024 Revaluation)
City of Oconomowoc	20,000	\$4,394,385,000	7,484	Full Value Maintenance
City of De Pere	25,453	\$3,839,271,900	8,823	Full Value Maintenance
Town of Linn	2,459	\$3,811,769,600	3,183	Maintenance (2024 Revaluation)
Village of Whitefish Bay	14,951	\$3,726,927,500	4,995	Maintenance (2027 Revaluation)
City of Manitowoc	34,570	\$3,717,017,900	13,738	Maintenance (2025 Revaluation)
Village of Waunakee	14,399	\$3,618,999,700	5,247	Maintenance (2025 Revaluation)
City of Neenah	26,333	\$3,606,794,700	10,387	Maintenance (2023 Revaluation)
Village of Richfield	11,948	\$2,923,921,600	5,872	Maintenance (2026 Revaluation)
City of Lake Geneva	8,504	\$2,528,575,000	5,051	Maintenance (2023 Revaluation)
Village of Sussex	11,373	\$2,357,042,500	4,200	Full Value Maintenance
Village of Lake Delton	2,900	\$2,275,451,200	4,175	Maintenance (2024 Revaluation)
Village of Deforest	10,624	\$2,272,058,000	4,212	Full Value Maintenance
City of Hartford	15,870	\$2,176,307,900	6,011	Maintenance (2026 Revaluation)
Village of Grafton	11,989	\$2,170,902,400	4,167	Maintenance (2025 Revaluation)
City of Menasha	17,468	\$1,827,432,700	5,259	Full Value Maintenance
City of Port Washington	11,954	\$1,720,339,200	4,621	Maintenance (2025 Revaluation)
Town of Liberty Grove	1,786	\$1,714,108,600	4,627	Full Value Maintenance
Village of Fox Point	6,826	\$1,675,976,100	2,664	Maintenance (2026 Revaluation)
Village of Williams Bay	2,614	\$1,643,729,500	2,507	Maintenance (2022 Revaluation)
Village of Mukwonago	8,126	\$1,616,595,700	3,138	Maintenance (2024 Revaluation)
City of Sturgeon Bay	9,542	\$1,605,849,800	4,619	Maintenance (2025 Revaluation)
Village of Little Chute	11,947	\$1,592,020,500	3,907	Maintenance (2024 Revaluation)
Town of Mukwonago	7,979	\$1,573,545,000	3,381	Maintenance (2024 Revaluation)

*Complete client list available upon request.

REFERENCES



Village of Kronenwetter

Josh Jacobs
Village Treasurer
1582 Kronenwetter Drive
Kronenwetter, WI 54455
715-693-4200 Ext. #1726
jjacobs@kronenwetter.gov



City of Verona

Brian Lamers
Finance Director / City Treasurer
111 Lincoln Street
Verona, WI 53593
608-848-9949
brian.lamers@ci.verona.wi.us



City of Middleton

Bill Burns
Finance Director
7426 Hubbard Ave.
Middleton, WI 53562
608-821-8356
bburns@cityofmiddleton.us



City of Neenah

Brad Schmidt
Deputy Director of Community Development
211 Walnut St.
Neenah, WI 54956
920-886-6126
BSchmidt@neenahwi.gov



City of Manitowoc

Adam Tegen
Community Development Director
900 Quay Street
Manitowoc, WI 54220
920-686-6930
ategen@manitowoc.org



UNDERSTANDING & APPROACH (SATISFIES F.3.A, F.3.B, F.3.C)

Understanding of Services Required (F.3.a)

AAC fully understands the scope, responsibilities, and performance expectations in the Village's Request for Proposals, and we affirm our ability to deliver every required service at the highest professional standard. We understand the Village has two distinct, related needs:

1. An **exterior revaluation of all Village properties, completed by October 15, 2027**, with exterior inspections of all parcels, to return the Village's assessment level to 100% and into compliance with State Statute 70.05 — before the Department of Revenue would order a state-supervised reassessment in 2028.
2. **Statutory assessor and annual maintenance services from July 1, 2026 through December 2031**, performed accurately and cost-effectively, with revaluation anticipated every 5–7 years thereafter.

We acknowledge that all work will be performed in accordance with Wisconsin law and DOR rules; that the contract will be managed by the Finance Director/ Treasurer or designee; that we will be available to attend Village Board and committee meetings on reasonable notice; and that we will provide a dedicated email address and a local or toll-free phone number for Village officials and the public during regular business hours.

As the Village's incumbent assessor, AAC begins this engagement with no conversion, no start-up data entry, and no service gap — the Village's records are already maintained in our GSA CAMA system.

Approach to the Scope of Work (F.3.b)

AAC's approach addresses every element of Section D of the RFP:

- **Statutory assessment & compliance** — Assess all taxable real property in full compliance with Wisconsin Statutes and DOR rules; serve as the Village's statutory assessor under the direction of the Finance Director/ Treasurer.

UNDERSTANDING OF SERVICES REQUIRED *continued*

- **New & partial construction; remodels** — Field review and assess all properties under partial construction as of January 1 of the prior year and all new construction as of January 1 of the current year; perform interior inspections on newly constructed and partially constructed homes and on permitted interior remodels (kitchen, bath, basement, additions) where allowable.
- **Permits & field review** — Field-visit and measure all properties with exterior-remodel, detached-building, deck, and miscellaneous permits, importing the Village's building-permit spreadsheets directly into our CAMA system; field-review sale properties and no-permit properties as deemed necessary; account for all destroyed or demolished buildings.
- **Mobile homes** — Determine the fair market value of mobile-home units subject to the monthly municipal permit fee under State Statute 66.0435.
- **Agricultural use value** — Apply use-value assessment to agricultural lands per DOR specifications.
- **TID administration** — Maintain and report values for the Village's active Tax Incremental Districts (#1, #2, #4), reflecting the February 2026 closure of TID #3, and provide TIF-district assessments to DOR by the prescribed deadlines.
- **Notices, Open Book & Board of Review** — Create, print, and mail State-approved Notices of Changed Assessment; conduct Open Book sessions and provide written Open Book notice at least 30 days prior during the revaluation year and 15 days during a maintenance year; prepare for and attend the Board of Review, providing digital photographs and comparable-property data in advance; follow up on appeals, incorporate approved modifications, and be available for any resulting Circuit Court proceedings.
- **County, DOR & data delivery** — Provide all assessment data to Marathon County and ensure the County roll balances to our records; furnish a printed assessment roll to the Village; provide DOR with preliminary and final valuation reports after the Board of Review.
- **Public data access** — AAC already hosts detailed property records with images and full parcel information online with free public and Village access via the Village's resources or our software and AAC website. Information is updated at least annually, with an annual export of one PDF property card per parcel ID (or suitable alternative) as needed, and we can provide unlocked, freely accessible databases upon request.
- **Projected values & coordination** — Informally provide projected assessed values for potential development projects, TID developments or land transactions on request, and coordinate an annual meeting with Village staff to review the prior year's development and permit data as needed.
- **No subcontracting** — AAC will not assign, subcontract, or transfer the assessment work without prior written approval of the Village Board.

UNDERSTANDING OF SERVICES REQUIRED *continued*



Assessment Software

AAC utilizes **GSA CAMA**, a fully hosted, cloud-based computer-aided mass appraisal system used by over 245 Wisconsin municipalities — and already in place for the Village of Kronenwetter. Because the Village's records are already maintained in GSA CAMA, retaining AAC means **no data conversion, no migration risk, and no start-up cost** — a one-time conversion and implementation fees a competing firm may have to charge you simply do not apply.

GSA CAMA meets or exceeds every requirement in Section D.1.w:

- Comparative sales reports that support individual assessments, with adjustments derived from regression analysis. (i)
- Flexible, market-specific cost and depreciation tables, plus a system-generated income approach to value for commercial property. (ii)
- Direct electronic export of the completed assessment roll to Marathon County in the required format, eliminating any manual data entry. (iii)
- Import of "start-up" data from existing databases, and import of the Village's building-permit records via CSV or MS Excel. (iv, v)
- A separate sales-listing file that records sale data as of the date of sale, with full ownership history. (vi, vii)
- A broad report library, including the Assessment Roll, Assessor's Final Report, and neighborhood attribute and value reports. (viii)
- Built-in Query Builder to locate specific data on demand. (ix)
- An electronic sketch and photographs for every property. (x)
- A standard, Microsoft SQL Server-managed database that can be read or easily converted for use by other software packages. (xi)
- Data structured for upload to the Village's GIS system. (xii)

Additional capabilities included at no extra cost to the Village:

- Fully hosted SaaS platform — no hardware beyond staff workstations; AAC manages hosting, system and database administration, operational support, and all software releases.
- 15+ valuation models covering all property types.
- Interactive ESRI GIS map integration and public GIS map display.
- Appeals and litigation tracking with an Appeals Dashboard to support Open Book and Board of Review.
- GSA Field Application with admin dashboard for efficient, accurate in-field data collection.
- Workflow management and Business Intelligence dashboards for project tracking and quality control.
- Document management with attachments tied to each parcel.
- Automatic maintenance and legislative-compliance updates as Wisconsin statutes change.

A viewer version of GSA CAMA is available to Village staff at no additional cost, and a full demonstration or detailed specification list is available on request.

UNDERSTANDING OF SERVICES REQUIRED *continued*

Value-Added Services (F.3.c)

- **Zero-cost continuity** — As the incumbent, AAC eliminates the conversion fees, data-migration risk, and service interruption a new firm would impose.
- **A direct line to the Department of Revenue, working for the Village** — Mark Brown, President, serves on the Wisconsin Department of Revenue's State & Local Finance (SLF) roundtable. For Kronenwetter, that means AAC sees DOR policy, statutory, and equalization changes early and can build them into the Village's revaluation and maintenance work before they take effect.
- **Profession-level training leadership** — Dean Peters, VP of Maintenance Services, serves on the education committee of the Wisconsin Association of Assessing Officers (WAAO), helping shape training standards for assessors across the state.
- **In-house, full-time programming staff** — AAC employs full-time software developers, so GSA CAMA enhancements, custom reports, data integrations, and legislative-compliance updates are built and supported internally rather than outsourced — ensuring fast turnaround, reliability, and responsiveness to the Village's needs.
- **Full-spectrum Wisconsin property expertise** — Decades of experience valuing every property class present in Kronenwetter: residential, commercial, manufacturing, agricultural and forest land, mobile-home communities subject to the State Statute 66.0435 permit fee, and multiple active Tax Incremental Districts.
- **Education Outreach Program** — A complete suite of property-owner communication materials (Section 5), included at no additional cost.
- **Online public access / web hosting** of assessment records with photos and full parcel data.
- **Personal Property Specialist** support for monthly parking permits and TID administration experience across 168 active districts statewide.
- **Projected-value consulting** for development and land-transaction scenarios on request.

Legal Responsibility (F.7.b)

(b) Legal action within the past five (5) years. No. Associated Appraisal Consultants, Inc. is not currently, and has not been within the past five (5) years, involved in any legal action related to any of its projects. Accordingly, there are no judgments to report.

(c) Default / non-conformance / suspension. There have been no declarations of default, non-conformance notices, or terminations for cause against Associated Appraisal Consultants, Inc. with respect to its services. Furthermore, neither the firm nor any sub-consulting firm has been suspended from bidding on, or entering into, any government contract during the past five (5) years.



ANNUAL MAINTENANCE

For over 60 years, AAC has been a trusted partner to Wisconsin municipalities, delivering expert general assessment and revaluation services. Our team brings extensive experience with all property types across the state, from residential and commercial to agricultural and special-use properties.

AAC's annual maintenance assessment services are designed to meet or exceed the expectations of the Village of Kronenwetter. We are committed to transparency, accuracy, and collaboration. The final scope of work will be reviewed and clearly outlined in coordination with Village staff prior to finalizing contract commitments.

The figures provided below represent our proposed fees for the assessment years 2027 through 2031, with services beginning immediately after contract signatures without any additional costs for 2026.

Assessment Services

	2027	2028	2029	2030	3031	TOTAL
Total Annual Compensation Rate	\$33,000	\$34,000	\$35,000	\$36,000	\$37,000	\$175,000
Optional Annualized Amount	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$175,000
Maintenance Services	Included	Included	Included	Included	Included	Included
Monthly Municipal Permit Fee	Included	Included	Included	Included	Included	Included
CAMA Software & Conversion	Included	Included	Included	Included	Included	Included
Web Hosting of Assessment Data	Included	Included	Included	Included	Included	Included
Educational Outreach Program	Included	Included	Included	Included	Included	Included
Postage & Mailing Services	Included	Included	Included	Included	Included	Included
Open Book & Board of Review	Included	Included	Included	Included	Included	Included
*TOTAL	\$33,000	\$34,000	\$35,000	\$36,000	\$37,000	\$175,000

*The above fee(s) for each year of this proposed contract are in not-to exceed sums including all labor, materials, transportation costs, meals, lodging, Open Book and Board of Review expenses. There would be separate charges for those services identified as not included and or optional as applicable each assessment year.

OPTION 1 - COMBINED MAINTENANCE & REVALUATION

For over 60 years, AAC has been a trusted partner to Wisconsin municipalities, delivering expert general maintenance assessment and revaluation services. Our team brings extensive experience with all property types across the state, from residential and commercial to agricultural and special-use properties.

AAC's annual maintenance assessment services paired with a scheduled revaluation are designed to meet or exceed the expectations of the Village of Kronenwetter. We are committed to transparency, accuracy, and collaboration. The final scope of work will be reviewed and clearly outlined in coordination with Village staff prior to finalizing contract commitments.

The figures provided below represent our proposed fees for assessment years 2027 through 2031. Services will begin immediately upon contract execution, with no additional charges incurred for 2026. This option is all-inclusive, with no separate fees for postage or mailing, and is structured to allow the Village to distribute costs evenly over the five-year term.

Assessment Services

	2027*	2028	2029	2030	2031	TOTAL
Total Annual Compensation Rate	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$375,000
Maintenance Services	Included	Included	Included	Included	Included	Included
Exterior Revaluation*	Included	<i>Not Included</i>	<i>Not Included</i>	<i>Not Included</i>	<i>Not Included</i>	Included
Monthly Municipal Permit Fee	Included	Included	Included	Included	Included	Included
CAMA Software & Conversion	Included	Included	Included	Included	Included	Included
Web Hosting of Assessment Data	Included	Included	Included	Included	Included	Included
Educational Outreach Program	Included	Included	Included	Included	Included	Included
Postage & Mailing Services	Included	Included	Included	Included	Included	Included
Open Book & Board of Review	Included	Included	Included	Included	Included	Included
*TOTAL	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$375,000

*The above fee(s) for each year of this proposed contract are in not-to exceed sums including all labor, materials, transportation costs, meals, lodging, Open Book and Board of Review expenses. There would be separate charges for those services identified as not included and or optional as applicable each assessment year.

OPTIONAL REVALUATION SERVICES

Our revaluation assessment services will meet or exceed all requirements described in the Wisconsin Property Assessment Manual. Optional add-on assessment services for a revaluation would be in addition to the price of annual maintenance (see page 17). Revaluation costs can be spread out over multiple years of the contract as approved by AAC.

The figures below are for conducting a revaluation during one of the 2027-2030 assessment years.

Optional Revaluation Assessment Service

	Cost of Services
Interim Market Update Revaluation	Optional after onsite revaluation is conducted
Exterior Only Inspection Revaluation	\$180,000
Full Interior and Exterior Revaluation	\$220,000

Annual Maintenance Assessment Services	<i>Not Included (see page 17)</i>
Monthly Municipal Permit Fee	Included
Assessment CAMA Software	Included
Web Hosting of Assessment Data	Included
Educational Outreach Program	Included
Postage & Mailing Services	<i>Not Included</i>
Open Book & Board of Review	Included

Full & Exterior Onsite Revaluations

AAC would physically inspect 100% of the taxable improved properties in one year and update assessment records. All taxable parcels would be updated to reflect recent market value sales utilizing mass appraisal methods. A full inspection revaluation would include both interior walkthrough and exterior inspections. The exterior only revaluation option would only include onsite exterior inspections.

Interim Market Update Revaluations

All taxable parcels would be updated to reflect recent market value sales using mass appraisal methods. On-site inspections would be limited to parcels requiring visits for "maintenance" purposes. This approach is most effective when property record card data is considered reliable and a full or exterior-only revaluation has been conducted within the past five years. It is particularly appropriate when certain neighborhoods, property types, or classes exhibit unacceptable levels of assessment variance.

This option is ideal for municipalities that have completed an on-site inspection revaluation within the past five to ten years. Otherwise, property record card information and building photographs may be outdated, reducing the accuracy and reliability of the assessment process. This is not an option for the Village due to the last onsite revaluation was over 15 years ago and therefore the current property records must be verified onsite.

ADDENDUM

A I Accuracy in Assessment Work Comparison	A1
B I Certificate of Insurance	B1

Demonstration of Accuracy in Assessment Work

A major objective of assessment/sales ratio studies is to determine the degree of assessment uniformity. This measure of assessment performance is gauged by looking at the level of assessment and the degree to which individual assessments differ from that level. The below ratio studies only include transactions of valid or arm's-length sales in accordance with the Wisconsin Property Assessment Manual. Sales data and statistics correspond to the calendar year of the sale as recorded via the Real Estate Transfer Return provided to the Assessors office. A series of ratios by itself does not tell much about assessment performance. A basic understanding of statistics is needed to successfully interpret the following ratios as published by the Wisconsin Department of Revenue each year.

Associated Appraisal Consultants, Inc.						
	Village of DeForest	Village of Sussex	City of Hartford	City of Verona	City of Middleton	WPAM & IAAO Standards
Equalized Value	\$1,828,925,000	\$1,921,321,200	\$1,844,911,200	\$3,629,798,500	\$4,775,023,600	
Scope of Work	Full Value	Full Value	Exterior Revaluation	IMU Revaluation	IMU Revaluation	
# of Residential Sales	156	141	225	176	264	
Aggregate Ratio	90.21	81.45	95.18	87.58	87.77	100.00
Mean Ratio	89.64	82.95	96.01	88.08	88.69	100.00
Median Ratio	88.48	82.96	95.91	87.95	88.72	100.00
Coefficient of dispersion	8.56	10.32	6.15	6.69	8.94	5 - 10
Coefficient of concentration	83.3	80.9	92.4	92.1	79.9	80 - 100
Price Related Differential	0.99	1.02	1.01	1.01	1.01	0.98 - 1.03
Level of Assessment	96.45	93.23	101.63	94.97	95.21	90 - 110
Forward Appraisal and Accurate Appraisal						
	City of Wisconsin Rapids	City of De Pere	City of Watertown	Village of Fox Crossing	City of Onalaska	WPAM & IAAO Standards
Equalized Value	\$1,615,666,800	\$3,315,310,100	\$1,958,383,300	\$2,284,883,200	\$2,616,780,700	
Scope of Work	Full Value	Full Value	Exterior Revaluation	Full Value	Full Value	
# of Residential Sales	298	292	331	259	234	
Aggregate Ratio	80.62	90.11	87.97	88.77	87.46	100.00
Mean Ratio	83.96	100.26	92.32	91.20	94.43	100.00
Median Ratio	79.23	91.59	87.93	88.80	89.62	100.00
Coefficient of dispersion	18.35	22.68	20.15	17.50	16.99	5 - 10
Coefficient of concentration	58.4	66.1	58.9	64.9	64.1	80 - 100
Price Related Differential	1.04	1.11	1.05	1.03	1.08	0.98 - 1.03
Level of Assessment	94.34	97.49	100.68	100.21	97.87	90 - 110

Aggregate ratio—As applied to real estate, the ratio of the total assessed value to the total selling price. Advantage is that it takes dollar values into account. Disadvantage is that it is sensitive to extreme ratios.

Mean ratio—A measure of central tendency equal to the sum of the values divided by the number. Also referred to as arithmetic average or arithmetic mean. Advantage is that it is easily calculated and understood. Disadvantage is that it is sensitive to extreme ratios.

Median ratio—A measure of central tendency equal to that point in a distribution above which 50% of the values fall and below which 50% of the values fall. The 50th percentile is the 2nd quartile. The median is the ratio in the middle. Advantage is that it is not sensitive to extreme ratios.

Coefficient of dispersion—As applied to an assessment-to-sale ratio distribution, is the average distance in percentage terms that individual ratios lie from the median ratio. A reasonable dispersion is 10% - 15%; good is under 10%. **Big is bad.**

Coefficient of Concentration—A single statistic expressed in percentage terms which tells how many ratios are within +/- 15% of the median ratio.

Price-related differential—As applied to real estate, an analytical measure of the vertical uniformity of values in a given distribution calculated by dividing the mean ratio by the aggregate ratio; a ratio of more than one being generally indicative of the relative undervaluation of high priced properties as compared to the less valuable properties, whereas a ratio of less than 1 would indicate the converse relationship. Price-related differentials above 1.03 tend to indicate assessment regressivity; price-related differentials below .98 tend to indicate assessment progressivity.



CERTIFICATE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

ASSOC02

OP ID: JS

DATE (MM/DD/YYYY)
07/11/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER ADEMINO & ASSOCIATES 1001 TRUMAN P O BOX 99 KIMBERLY, WI 54136-0099 DAVID VAN BOOGARD	920-734-3110	CONTACT NAME: DAVID VAN BOOGARD PHONE (A/C, No, Ext): 920-734-3110 FAX (A/C, No): 920-734-6027 E-MAIL ADDRESS: dvanboogard@ademino.com																					
INSURED ASSOCIATED APPRAISAL CONSULTANTS INC & GP ACQUISITION INC PO BOX 291 GREENVILLE, WI 54942		<table><tr><th colspan="2">INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A:</td><td>WEST BEND MUTUAL INS</td><td>15350</td></tr><tr><td>INSURER B:</td><td>ACCELERANT SPECIALTY INSURANCE</td><td>16890</td></tr><tr><td>INSURER C:</td><td></td><td></td></tr><tr><td>INSURER D:</td><td></td><td></td></tr><tr><td>INSURER E:</td><td></td><td></td></tr><tr><td>INSURER F:</td><td></td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A:	WEST BEND MUTUAL INS	15350	INSURER B:	ACCELERANT SPECIALTY INSURANCE	16890	INSURER C:			INSURER D:			INSURER E:			INSURER F:		
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INSURER F:																							

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☐ PROJECT ☐ LOC OTHER:			A323069	08/16/2022	08/16/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	☒ AUTOMOBILE LIABILITY ☒ ANY AUTO OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY			A323069	08/16/2022	08/16/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	☒ UMBRELLA LIAB ☒ OCCUR ☐ EXCESS LIAB ☐ CLAIMS-MADE DED ☒ RETENTION \$ WAIVED			A323069	08/16/2022	08/16/2023	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	N/A	A339201	08/16/2022	08/16/2023	☒ PER STATUTE ☐ OTHER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
B	ERRORS & OMISSIONS			S0004PL00101401	08/16/2022	08/16/2023	\$10000DED 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

SAMPLE-1 SAMPLE CERTIFICATE	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
--	---

ACORD 25 (2016/03)

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John Jacobs

From: Ryan Kernosky <ryan@municipalgroup.org>
Sent: Thursday, June 4, 2026 3:00 PM
To: John Jacobs
Subject: [External] Assessment Proposal
Attachments: Assessment Proposal Kronenwetter.pdf

Hi John,

See attached. Please verify that you have received this proposal.

Ryan

--

Ryan J. Kernosky, MPA
Municipal Consultant | WI Assessor II
715-204-4563
ryan@municipalgroup.org
www.municipalgroup.org



PROPOSAL FOR
Professional Appraisal Assessment Services

Village of Kronenwetter, Wisconsin



SUBMITTED BY

municipalgroup.org

Community Development & Municipal Tax Assessment Consultants

Ryan Kernosky, MPA — Owner & Principal Assessor

ryan@municipalgroup.org | 715-204-4563

PO BOX 705, Stevens Point, WI 54481

May 13, 2026

AUTHORIZED REPRESENTATIVE SIGNATURE

A handwritten signature in black ink, appearing to be "R. Kernosky", written over a horizontal line.

Ryan Kernosky, MPA — Owner

COVER LETTER

Ryan Kernosky, MPA

Owner & Principal Assessor

ryan@municipalgroup.org | 715-204-4563

PO BOX 705, Stevens Point, WI 54481

March 30, 2026

Director Jacobs:

Municipal Group, LLC is pleased to offer this Proposal for Professional Appraisal Assessment Services for the Village of Kronenwetter, Wisconsin.

Since 2016, our firm has supported communities across Wisconsin and Minnesota with redevelopment initiatives, comprehensive planning, tax increment financing analysis, and a full range of urban planning consulting services. In 2023, we expanded our offerings to include professional property tax assessment services for Wisconsin municipalities. As of 2026, we proudly serve as the statutory assessor for 18 Wisconsin communities.

Our firm is intentionally smaller than many assessment firms in Wisconsin, allowing us to focus on strong community relationships and exceptional customer service. When residents or business owners contact us with questions about their assessment, they speak directly with one of our licensed assessors who will know the Kronenwetter community and its unique characteristics. No 800 numbers, no automated agents — just real people who are committed to helping.

One of our core goals in every conversation is to listen, understand, and provide clear guidance. We take the time to educate those who reach out so they can feel confident in their understanding of the assessment process.

We look forward to serving your community. Please reach out to Ryan Kernosky with any questions at 715-204-4563 or ryan@municipalgroup.org.

Sincerely,



Ryan Kernosky
Owner & Principal Assessor
Municipal Group, LLC

PROJECT UNDERSTANDING & APPROACH | WORK PLAN & TIMELINE

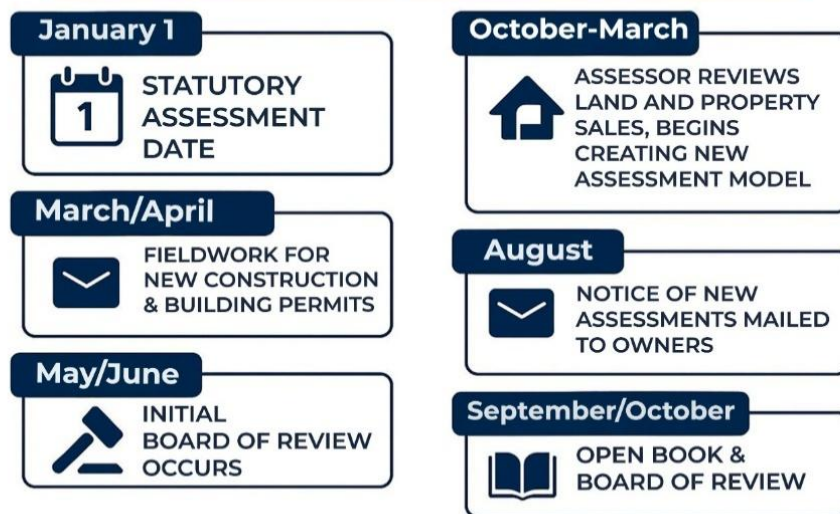
Software Overview

Kronenwetter' current assessor utilizes GSA Computer-Aided Mass Appraisal (CAMA) software. Municipal Group, LLC utilizes MarketDrive CAMA software. A conversion from GSA to MarketDrive would be necessary, and would likely take 90 days to complete through an outside vendor. **Municipal Group has done this conversion previously.**

Assessment Year 2027 — Village-Wide Revaluation

Municipal Group proposes a comprehensive Village-wide reassessment as either an Interim Market Update or Exterior Revaluation for Assessment Year 2027:

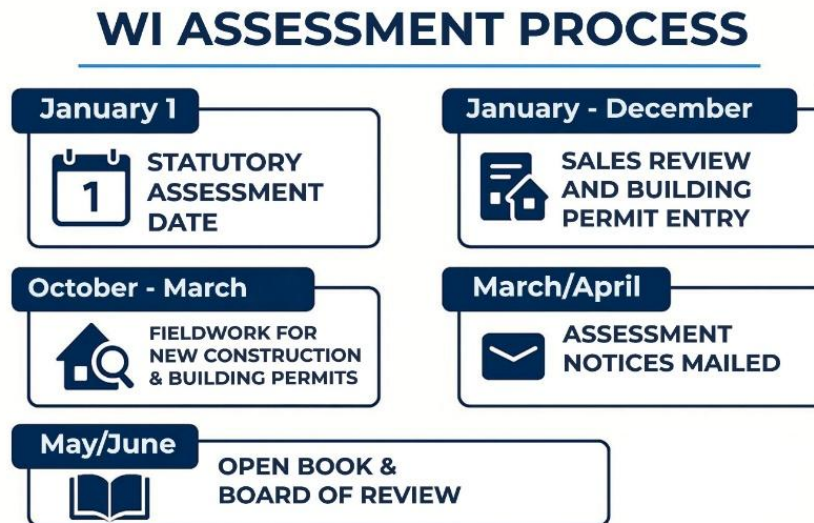
REVALUATION PROCESS



As part of the revaluation process, an FAQ is mailed to all property owners explaining the process, timeline, appeals, and what to expect. An example FAQ is available at municipalgroup.org.

Annual Assessment Maintenance — Years 2028 to 2031

The following diagram illustrates Municipal Group's standard annual assessment maintenance process:



Statutory Compliance & Operational Commitments

- All work is conducted in accordance with WI Stats. §70 and the Wisconsin Property Assessment Manual, Volumes I & II.
- Our firm works directly with Building Inspection staff to review monthly permits.
- Our firm prepares notices of change of assessment, all state-required publications, and the Board of Review Agenda.

QUALIFICATIONS & EXPERIENCE — PROPOSED TEAM

Ryan Kernosky — Proposed Statutory Assessor

Owner & Principal Assessor | Assessor II License — State of Wisconsin

Ryan Kernosky is the principal assessor and owner of Municipal Group. He holds a Master of Public Administration and a Bachelor of Science in Public Administration and Public Policy with a minor in Small Village Analysis from the University of Illinois and UW-Stevens Point, respectively. He has served as Village Planner and Zoning Administrator for Sturgeon Bay, WI (pop. 9,500), Director of Community Development for the Village of Isanti, MN (pop. 6,500), Director of Community Development for the Village of Plover, WI (pop. 13,000), and Director of Community Development & Executive Director for the Redevelopment Authority for Stevens Point, WI (pop. 27,000).

Education & Credentials

University of Illinois at Springfield — 2018

Master of Public Administration | Emphasis: Community & Economic Development

University of Wisconsin – Stevens Point — 2015

Bachelor of Science | Majors: Public Administration & Public Policy | Minor: Small Village Analysis

WI Department of Revenue — Certified Assessor II

Certification #: WI30101CA

Certification Period: October 1, 2023 – September 30, 2028

Matthew Rueth — Proposed Assistant Assessor

Assistant Assessor | Assessor II License — State of Wisconsin

Matt Rueth joined Municipal Group in 2024. He brings over a decade of experience in customer service and conflict resolution management, most notably with Best Buy Corporate in Minneapolis, MN. Matt lives in Plover, WI and enjoys playing trumpet in several area orchestras and local churches.

Education & Credentials

University of Wisconsin – Stevens Point — 2016

Bachelor of Science | Major: Political Science | Minor: Music

WI Department of Revenue — Certified Assessor II

Certification #: WI93217CA

Certification Period: October 1, 2024 – September 30, 2029

Olivia Dewitt — Proposed Data Assistant

Data Assistant | Property Appraiser License — State of Wisconsin

Olivia Dewitt joined Municipal Group in 2025. Prior to joining Municipal Group, she worked as a personal trainer, teaching courses for adults to stay active in retirement. Olivia's primary focus is permit and sales entry for client communities.

Education & Credentials

Stevens Point Area High School — 2022

High School Diploma

WI Department of Revenue — Certified Property Appraiser

Certification #: WI33340CA

Certification Period: February 1, 2026 – January 31, 2031

CURRENT CLIENT COMMUNITIES — COMPARED WITH VILLAGE OF KRONENWETTER

The following table illustrates the communities Municipal Group, LLC currently serves, alongside the Village of Kronenwetter for reference. Kronenwetter is highlighted, demonstrating that our firm has extensive experience serving communities of similar and larger equalized value.

County	Municipality	Parcel Count	2025 Equalized Value
Adams County	Town of New Chester	2,358	\$194,367,900
Dodge County	Town of Emmet	1,688	\$245,835,000
Forest County	Town of Nashville	2,389	\$400,870,400
Green Lake County	Town of Green Lake	3,155	\$862,209,700
Green Lake County	Town of Manchester	2,038	\$115,049,300
Green Lake County	Town of Marquette	1,614	\$142,169,700
Iron County	Town of Mercer	3,652	\$834,251,900
Langlade County	Village of White Lake	294	\$33,119,000
Richland County	Village of Lone Rock	401	\$67,789,900
Sauk County	Village of Merrimac	406	\$143,049,000
Vilas County	Town of Boulder Junction	2,013	\$873,375,800
Vilas County	Town of Lac du Flambeau	4,022	\$1,617,163,700
Vilas County	Town of Manitowish Waters	1,901	\$1,079,511,400
Vilas County	Town of Presque Isle	2,735	\$892,957,200
Vilas County	Town of St. Germain	4,046	\$1,168,709,700
Vilas County	Town of Winchester	1,840	\$552,812,100
Walworth County	Town of Whitewater	1,684	\$543,592,700
Manitowoc County	Village of Two Rivers*	5,074	\$1,068,807,000
Marathon County	Village of Kronenwetter	4,433	\$ 1,081,333,900

*2027-2031 Contract

COST PROPOSAL

Municipal Group, LLC proposes the following annual costs, billed monthly to the Village of Kronenwetter beginning July 1, 2026:

Assessment Year 2027 — Maintenance & Revaluation

Revaluation Option	Annual Fee
Interim Market Update July 1, 2026 – October 31, 2027	\$113,400.00
Exterior Revaluation July 1, 2026 – October 31, 2027	\$218,400.00

Base Years — Assessment Maintenance

Contract Period	Annual Fee
Assessment Year 2028 Proposed Maintenance Year	\$38,400.00
Assessment Year 2029 Proposed Maintenance Year	\$38,400.00
Assessment Year 2030 Proposed Maintenance Year	\$38,400.00
Assessment Year 2031 Proposed Maintenance Year	\$38,400.00

Total Contract Summary

Contract Total	Amount
Total Contract Price — Alternative #1 (Interim Market Update Revaluation)	\$267,000.00
Total Contract Price — Alternative #2 (Exterior Revaluation)	\$372,000.00

Note: All fees are billed on a monthly basis. Municipal Group, LLC is committed to transparent and straightforward pricing with no hidden costs.

REFERENCES

The following references can speak to Municipal Group's performance, professionalism, and community relationships:

Town of Lac du Flambeau

Clerk Susan Schooner

📞 715-588-3358

✉ clerk@tn.lacduflambeau.wi.gov

Town of St. Germain

Treasurer Jenn Jones

📞 715-542-8024 x 2

✉ jenn.jones@stgermainwi.gov

Town of Whitewater

Clerk Jorja Boiley

📞 262-473-4639

✉ clerk.treas@townofwhitewaterwi.gov

INSURANCE

Commercial Liability Insurance

Municipal Group, LLC, utilized Hiscox, Inc for Commercial Liability Insurance.

Hiscox Inc

5 Concourse Parkway

Atlanta, GA 30328

LITIGATION DISCLOSURE & CONFLICT OF INTEREST

No Pending or Prior Litigation

Municipal Group, LLC, along with its owner, assessors, and non-assessment employees, has not been involved in any litigation with residents or with any community it has served. Nor does it have any open or pending litigation.

No Known Conflict of Interest

Municipal Group, LLC, along with its owner, assessors, and non-assessment employees are aware of any known conflicts of interest with the Village of Kronenwetter.