

# RICHLAND CENTER REVALUATION

Statutory Assessor & Assessment Maintenance

November 1, 2024

Submitted By:



**Important Note:**

We agree to complete all needed services for the primary and secondary assessment needs, however we do not have a property lister. If you need assistance contacting the county to complete these services we can help you or offer this service at an additional cost as this is a process outside of the assessors office role.

We also agree to all the detailed requirements as laid out in the RFP.

**Authorized By:**



Scott McFarlane  
Accurate Appraisal, LLC  
Owner and Chief Accountability Officer

**Contact Person:**

Scott McFarlane  
Owner and Chief Accountability Officer

1428 Midway Rd  
Menasha WI 54952

920-842-2287  
scottm@accurateassessor.com

# OPERATIONS MANAGER



## BILL GABER

### Operations Manager - Assessor II & III

billg@accurateassessor.com 920.213.1916

### ABOUT ME

I have a thorough background in business and finance. I also have over 12 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 both at home for my son (20 years old) and 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	Self-Motivation
Organization	Creativity
Team Leadership	Communication
Operations	Development

### CERTIFICATION



# COMPANY OVERVIEW

For over 24 years, Accurate Appraisal has continuously improved the assessment experience through **innovation, education, and technology.**

We firmly believe that every property owner comes first. They should be part of the assessment process and not just an end result. We work hard to make sure **everyone is treated fairly and equitably.**



## 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.*

# PROJECT TEAM

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

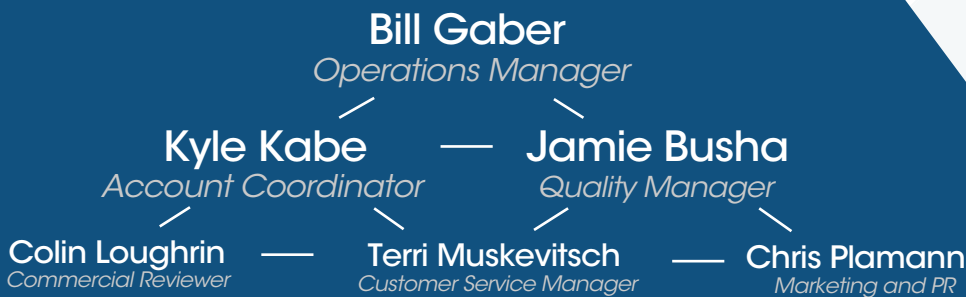
With over 24 years in business our **Assessment Team** coordinates their efforts from accountability officers to our field team and customer service. Throughout the entire assessment process - field work, attending open books and closing boards of review, our services are completed as a team. You will have full access to an account coordinator as your main point of contact throughout the contract.

Our office is located in Mensasha WI.

**31 EMPLOYEES**

26 ASSESSOR I & II

5 ASSESSOR III



**Bill Gaber** has over 12 years of assessing experience. Bill came through the ranks as a field assessor, then account manager and is now the overall operations manager at Accurate. Bill is our most qualified assessor completing hundreds of market updates with a strong background in assessing commercial property. He mentors our assessment team, and works closely with the DOR to enhance assessment practices statewide. Bill is an assessor II and III.

**Kyle Kabe** will be your main point of contact. You will have access to him for tracking the workload, pulling reports, regular meetings and any training you may need. He will work with your statutory assessor on the timeline and sharing of information with you and your community. Kyle is an assessor II and III.

**Jamie Busha** is your quality manager. She leads a team of 3 that reviews all changes made during the assessment process before notices are sent. She is an assessor II with 10 years of experience.

**Colin Loughrin** is our commercial reviewer assessing experience. He will be in charge of checking for commercial permits, field work, and review for the revaluation. Colin is assessor II. and III with 7 years of experience.

**Terri Muskevitsch** is our senior customer service agent. Terri works closely with commercial property owners that call or email our office. She will track correspondence to share with you. Terri is an assessor II, for over 16 years.

**Chris Plamann** will be involved in building an intentional community education plan. He will post education on Facebook weekly, build mailings and social media content to educate property owners.



PROUD PARTNERS WITH:

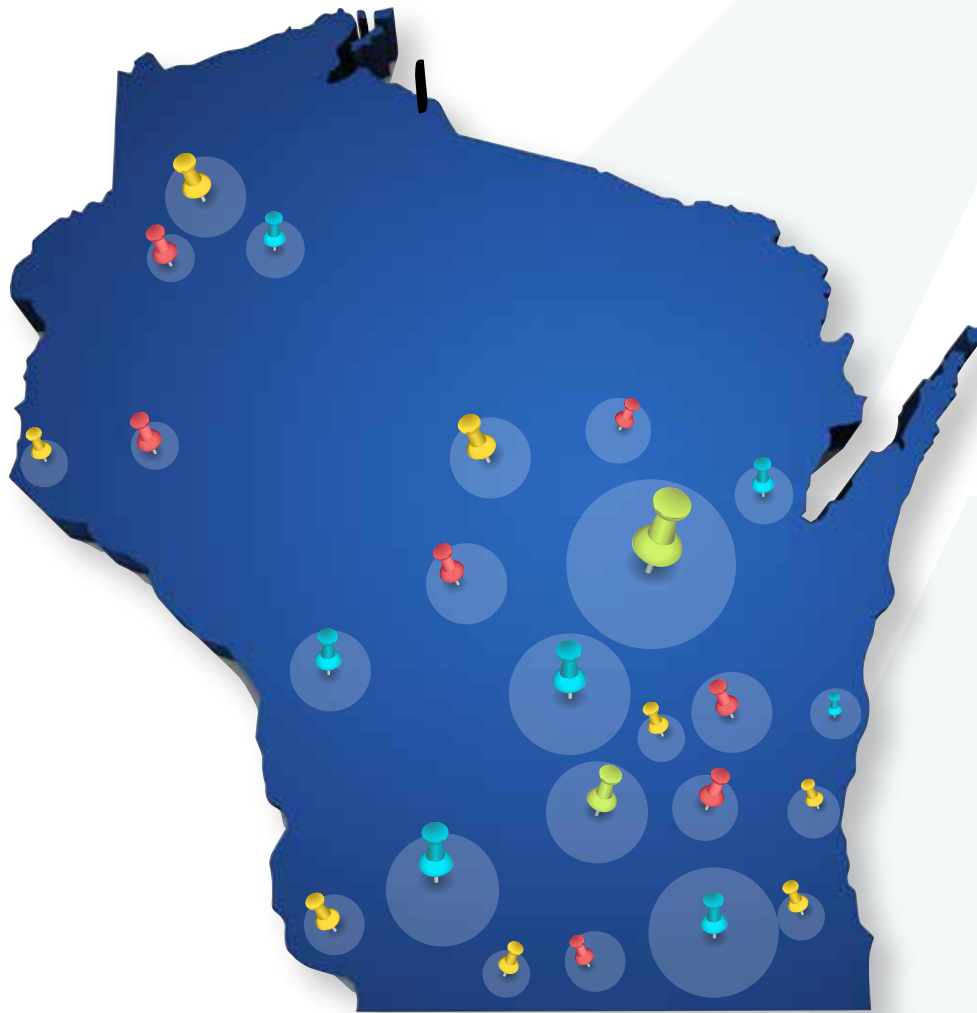


Wisconsin Association of Assessing Officers

# REVALUATION HISTORY

Accurate assesses for **over 100 municipalities across Wisconsin**. Our assessors live in the areas closest to their region which allows us to be more reactive to our customer's needs. Over 80% of our municipalities listed have completed a revaluation since 2019.

Albion, Town of  
Altoona, City of  
Baraboo, City of  
Bayside, Village of  
Beaver Dam, City of  
Beloit, Town of  
Berry, Town of  
Blooming Grove, Town of  
Blue Mounds, Village of  
Boscobel, City of  
Brillion, City of  
Brooklyn, Village of  
Buchanan, Town of  
Burlington, City of  
Caledonia, Town of  
Cambria, Village of  
Cambridge, Village of  
Chilton, City of  
Cleveland, Village of  
Coloma, Village of  
Combined Locks, Village of  
Courtland, Town of  
Cross Plains, Village of  
Cudahy, City of  
Dale, Town of  
Darien, Town of  
Dayton, Town of  
De Pere, City of  
Deerfield, Town of  
Deerfield, Village of  
Dekorra, Town of  
Delavan, Town of  
Edgerton, City of  
Eldorado, Town of  
Elkhorn, City of  
Fontana, Village of  
Footville, Village of  
Fort Winnebago, Town of  
Fox Crossing, Village of  
Fox Lake, Town of  
Friesland, Village of  
Fulton, Town of  
Geneva, Town of  
Glendale, City of  
Grand Chute, Town of  
Green Valley, Town of  
Greenville, Village of  
Harrison, Village of  
Hazel Green, Village of  
Jamestown, Town of  
Jefferson, City of  
Kenosha, City of  
Kewaunee, City of  
Lancaster, City of



Lyons, Town of  
Marathon, Town of  
McFarland, Village of  
Medford, City of  
Menominee, Town of  
Monona, City of  
Monroe, City of  
Mosinee, City of  
Mt Horeb, Village of  
New Glarus, Village of  
New Richmond, City of  
Oakland, Town of  
Oconomowoc, City of  
Oconto Falls, City of  
Onalaska, City of  
Oregon, Town of  
Oregon, Village of  
Pacific, Town of  
Pardeeville, Village of  
Perry, Town of  
Platteville, City of  
Pleasant Springs, Town of  
Portage, City of  
Poynette, Village of  
Prairie du Sac, Village of  
Prescott, City of  
Primrose, Town of  
Randolph, Town of  
Richmond, Town of  
River Falls, City of  
Rose, Town of  
Rothschild, Village of  
Saukville, Village of  
Seymour, City of  
Sheboygan Falls, Town of  
Shorewood, Village of  
Sparta, City of  
Spring Prairie, Town of  
Springdale, Town of  
Stoughton, City of  
Sugar Creek, Town of  
Sullivan, Village of  
Two Rivers, City of  
Union, Town of  
Upham, Town of  
Vernon, Village of  
Walworth, Town of  
Walworth, Village of  
Watertown, City of  
Wescott, Town of  
West Baraboo, Village of  
Whitefish Bay, Village of  
Whitewater, City of  
Williams Bay, Village of  
Windsor, Village of

## New Contracts for 2025

V of Lisbon                      V of Summit  
T of Belleville  
C of Waukesha - Commercial Only

# REFERENCES



## DE PERE

Accurate Appraisal has served as the statutory assessor for the City of De Pere since 2005. In 2018, the City decided to adopt their annual Full Value Maintenance program. This transition has been beneficial to the City, because market trends over the past few years would have otherwise forced another city-wide revaluation. It also makes budget planning easier by supplying consistent information year-to-year. Our account manager at Accurate is extremely knowledgeable, and has always been responsive to our questions and needs. Accurate's proactive public relations campaign, which provides social media posts and additional website content, has been very helpful in communicating with and educating our citizens.

**Carey Danen**  
CLERK/TREASURER

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[cdanen@mail.de-pere.org](mailto:cdanen@mail.de-pere.org)  
(920) 339-4072 ext 1355



## HARRISON

Working with Accurate makes my job as Clerk-Treasurer a lot easier. The Village of Harrison has a range of rural, urban, and lake front property and is one of the fastest growing communities in Wisconsin. Averaging over 300 building and remodeling permits and 100 parcel changes annually, I am very thankful to have an Accurate assessor to work with. Accurate's assessors are very knowledgeable and make me confident we are following all the State guidelines and filing reports correctly. I appreciate having a dedicated assessor and team assigned to our municipality. They are available and always willing to answer questions, both from Village staff and our residents. Our assessor and the Village staff have built a great professional relationship. He knows our community, he knows our history, he knows our weaknesses and strengths, he knows our future goals, and he knows how to be fair, equitable, and accurate.

**Sam Walker**  
WAUKESHA ASSESSOR

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[swalker@waukesha-wi.gov](mailto:swalker@waukesha-wi.gov)  
(262) 524-3510

**Mike Rucinski**  
KENOSHA ASSESSOR

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(262) 914-0997

Mike is now an assessor for the City of Pleasant Prairie. We worked with him in Kenosha.



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.

**Jeffrey S. Sturgell**  
Village Manager

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**Vicki Tessen**  
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## GREENVILLE

We have worked with Accurate over the last three years, who performed a total revaluation of our municipality. Their leadership in the industry is one of the reasons why we chose Accurate as our Assessor. Their friendly, reliable service is why we continue to utilize Accurate. Timely, professional response has been appreciated and we trust them to serve our residents with dependable service and fair assessments.

**Wendy Helgeson**  
CLERK

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