



**TWO  
RIVERS**  
WISCONSIN

## City of Two Rivers

Finance Department  
1717 East Park Street  
P.O. Box 87  
Two Rivers, WI 54241

### MEMO

November 15, 2022

To: City Council

From: David Buss, Finance/Administrative Services Director  
City of Two Rivers

#### **Regarding: Assessing Services Contract**

Sally Brunner announced on August 31, 2022, that she would not be renewing her contract to serve as our City Assessor for 2023. The current contract terminates on December 31, 2022. Sally has served the City well for 12 years and we are grateful for her service to the City.

City staff researched our options for Assessing Services and concluded that the best choice is Accurate Assessor, an assessing firm located in Menasha. Not only were they one firm that we were aware of from their professional reputation and communications, but they were the one firm that Sally Brunner suggested that we look at when asked for some avenues for us to pursue.

The City Manager, City Clerk, Finance Director, and Assessing Clerk met with representatives from Accurate Assessor on October 21<sup>st</sup> and we all came away with the feeling that they would be a good fit with the City. They had done their due diligence prior to the meeting, knowing much about the City, its valuations, and the status of us nearing a required full city revaluation.

Attached is a packet of information from Accurate Assessing providing information about the company, their experience, references, as well as the various proposals for their services. In the Two Rivers area, Accurate Assessing currently serves the Villages of Cleveland and St. Nazianz, as well as the Cities of Manitowoc and Brillion.

**It is the recommendation of the City Manager, City Clerk, and Finance Director that we move forward on the 4-year Blend Option of this proposal, \$64,200 per year for 4 years. which will cover the on-going Assessing services as well as the State required Market Revaluation.**

If done on its own, the revaluation was estimated to have a price tag of up to \$200,000.

A contact of another Assessing firm went unanswered.



# ASSESSMENT SERVICES PROPOSAL

PREPARED FOR:



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Accurate is an independent assessment firm and will never outsource our assessing services to an outside contractor.

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### 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!



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# INTRODUCTION

We appreciate the opportunity to serve the City of Two Rivers!

For over 22 years, Accurate Appraisal has continuously improved the assessment experience through **innovation, education, and technology**. We understand that Two Rivers is a unique community, therefore we provide solutions tailored to fit your specific needs.



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.*

# ASSESSMENT TEAM

Your assessment team has access to over **195 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 1 account manager as your main point of contact which will be determined during the transition process.

**33 EMPLOYEES**

27 ASSESSOR I & II

2 ASSESSOR III

4 SOFTWARE/IT



**Bill Gaber** is our overall **operations manager**. He is an assessor II with over 11 years of experience. Bill mentors all of our assessors and plans the overall assessment schedule. He works closely with each coordinator to ensure every team member completes their tasks.

**Amanda Meade** is our customer experience manager. Her role is to guide and select your account manager. She leads all account managers ensuring they meet your needs.

**Account Manager** your account manager will be selected during the transition period. The person selected will be your #1 main point of contact for city employees and will work with the statutory assessor.

**Jamie Busha** will be reviewing all data for quality & accuracy. This important measure ensures every step of our assessment process is checked for errors before notices are sent. She also manages the personal property department. Jamie is an assessor II.

**Amy Baji** will be collecting blotters, both printed and digital. She will verify personal property accounts and post the assessment roll online. Her #1 goal is to minimize dooimages. She is an assessor II.

**Terri Muskevitsch** will be managing our assessor certified customer service agents. Terri is in charge of tracking all correspondence to share with your team. Terri is an assessor II.

**Chris Plamann** will be involved in building an intentional community education plan. He will build creative videos, mailings and social media content to educate property owners. He is an assessor II.



PROUD PARTNERS WITH:



Wisconsin Association of Assessing Officers

# OPERATIONS MANAGER



## BILL GABER

### Operations Manager - Assessor II

billg@accurateassessor.com 920.213.1916

### ABOUT ME

I have a thorough background in business and finance. I also have over 10 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 (19 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
- 8+ 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

### EDUCATION

University of Wisconsin - Oshkosh 1996  
Business

### COMMUNITY INVOLVEMENT

Little League coach for 7 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



# EXPERIENCE MANAGER

## AMANDA MEADE

Customer Experience Manager - Assessor II

amandam@accurateassessor.com 608.438.4476



### ABOUT ME

I am an optimistic and outgoing person that loves to try new things. I love to travel! Around the US, the world and especially within Wisconsin! I am highly organized and dedicated with great problem-solving skills. I love to work with a great team and develop new ideas. In my free time I love to spend time with my big family. I really enjoy spending time with my family on the water and having adventures at our cabin up north! I am so excited about working with many different people toward common goals.

"If you can be anything in the world, be kind"

### EXPERIENCE

- Determine values using the three approaches: Market, Income, Cost
- Closing Boards of Review
- New Construction Field Work
- Management of Property Record Data
- Property Sketching
- Statistically analyze market trends
- Land valuation review
- Review of Assessment Data
- Open Book and Roll Work
- GIS mapping

### WORK HISTORY

**Executive Director**  
Non Profit - 7 years

**Executive Director**  
Preschool- 10 years

### STRENGTHS/SKILLS

Problem Solver	Organized
Professional	Communication
Building Relationships	Empathetic
Personable	Consistent

### CERTIFICATION



"The only way to do great work is to love what you do."

# CUSTOMER SERVICE TEAM

## 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 live chat on our website. 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 II**

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

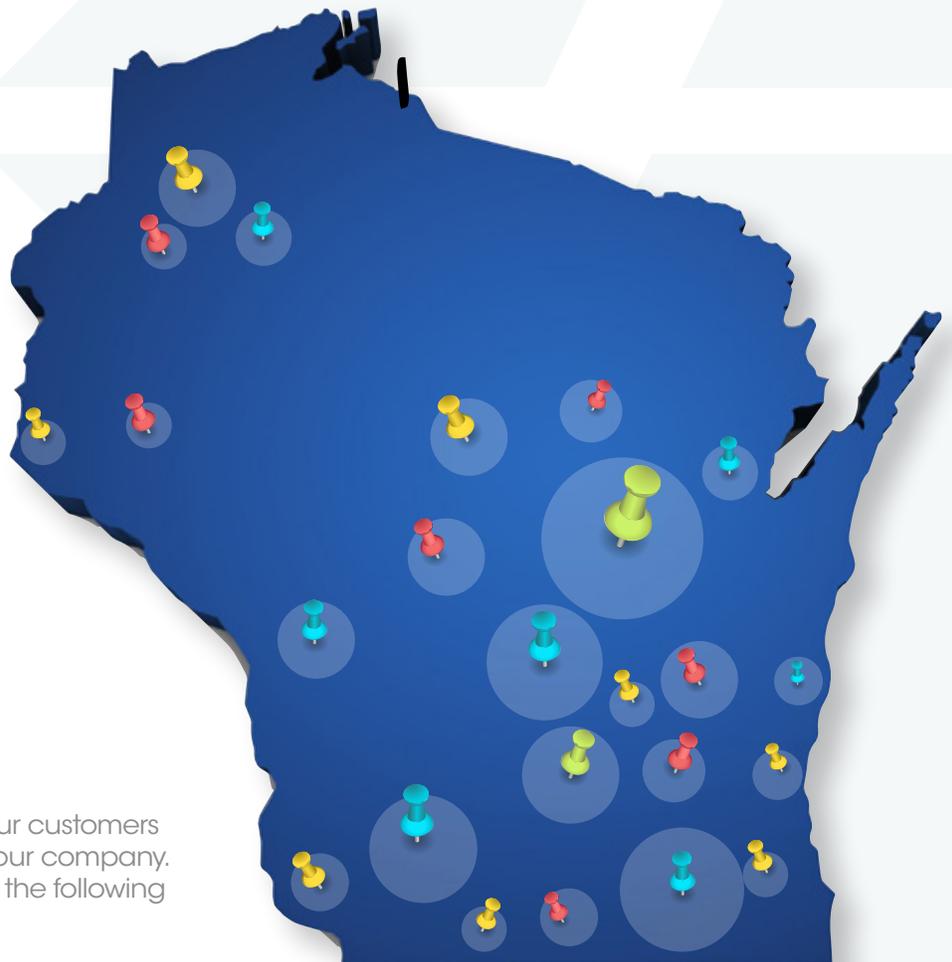


# WHO WE SERVE

ALL - PROPERTY OWNERS  
ALL - EMPLOYEES  
111 - 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 all municipal clients we serve is on the following page of this proposal.

225,842 - IMPROVEMENTS



# MUNICIPAL CLIENT LIST

MUNICIPALITY	TYPE	POPULATION	EQ VALUE	PARCELS	SERVICE
Franklin	City	35,451	3,608,867,300	11,971	FULL VALUE
Manitowoc	City	32,936	1,392,199,900	12,374	BLEND
De Pere	City	24,893	1,618,168,000	7,664	FULL VALUE
Watertown	City	22,926	1,203,821,500	7,351	BLEND
Fox Crossing	Village	18,892	1,198,650,600	6,246	FULL VALUE
Onalaska	City	18,712	1,405,385,500	5,895	BLEND
Cudahy	City	18,200	904,066,900	5,877	FULL VALUE
Oconomowoc	City	16,847	1,898,997,800	6,160	FULL VALUE
Beaver Dam	City	16,476	740,557,500	5,545	FULL VALUE
River Falls	City	15,800	934,801,400	1,368	BLEND
Whitewater	City	14,517	433,367,500	2,607	FULL VALUE
Shorewood	Village	13,338	1,418,231,600	3,848	BLEND
Stoughton	City	13,134	937,153,400	4,427	FULL VALUE
Glendale	City	12,779	1,065,226,500	5,030	BLEND
Baraboo	City	12,556	664,887,100	4,116	MAINTENANCE
Platteville	City	12,537	411,313,800	2,831	BLEND
Brown Deer	Village	11,964	674,445,400	4,264	BLEND
Greenville	Town	11,874	1,218,445,000	4,445	FULL VALUE
Harrison	Village	11,532	1,128,775,500	4,307	BLEND
Burlington	City	10,668	670,648,100	3,435	FULL VALUE
Monroe	City	10,661	559,462,700	4,055	BLEND
Oregon	Village	10,390	1,121,101,700	3,634	FULL VALUE
Portage	City	10,365	408,028,900	3,181	FULL VALUE
Elkhorn	City	9,853	556,333,700	3,163	FULL VALUE
Sparta	City	9,522	400,746,900	3,157	FULL VALUE
New Richmond	City	8,966	700,313,500	3,483	FULL VALUE
Altoona	City	8,929	510,581,300	2,666	BLEND
McFarland	Village	8,449	916,289,300	3,072	FULL VALUE
Delavan	Town	8,385	1,027,819,100	3,609	BLEND
Monona	City	8,179	985,590,300	2,944	FULL VALUE
Windsor	Village	7,795	901,574,900	2,836	BLEND
Sheboygan Falls	Town	7,435	154,644,400	772	BLEND
Mount Horeb	Village	7,421	676,653,100	2,484	BLEND
Vernon	Village	7,227	1,054,853,500	2,947	BLEND
Buchanan	Town	7,082	584,171,400	2,407	FULL VALUE
Beloit	Town	7,038	462,018,800	3,288	BLEND
Madison	Town	6,881	184,263,900	1,306	FULL VALUE
Twin Lakes	Village	6,064	875,373,400	3,087	BLEND
Prairie du Chien	City	5,718	224,486,400	2,202	FULL VALUE
Edgerton	City	5,552	364,170,300	2,140	FULL VALUE
Rothschild	Village	5,325	333,417,900	2,132	BLEND
Saukville	Village	4,419	300,885,500	1,449	BLEND
Prairie du Sac	Village	4,378	363,372,900	1,581	BLEND
Bayside	Village	4,377	595,016,700	1,622	FULL VALUE
Prescott	City	4,229	312,132,400	1,471	BLEND
Cross Plains	Town	4,148	249,319,100	663	MAINTENANCE
Geneva	Town	4,099	912,896,900	3,755	BLEND
Mosinee	City	4,063	212,596,800	1,726	BLEND
Sugar Creek	Town	3,973	382,156,500	1,953	BLEND
Chilton	City	3,828	177,642,000	1,493	BLEND
Lancaster	City	3,760	192,492,400	1,591	BLEND

MUNICIPALITY	TYPE	POPULATION	EQ VALUE	PARCELS	SERVICE
Combined Locks	Village	3,588	314,834,700	1,369	BLEND
Burke	Town	3,450	353,006,100	1,371	BLEND
Seymour	City	3,443	74,979,700	1,252	MAINTENANCE
Lyons	Town	3,440	388,811,700	1,782	BLEND
Menominee	Town	3,422	346,963,000	1,525	BLEND
Pleasant Springs	Town	3,387	481,121,500	1,435	FULL VALUE
Boscobel	City	3,231	103,974,100	1,176	BLEND
Fulton	Town	3,158	413,981,200	2,216	FULL VALUE
Wescott	Town	3,135	386,545,700	2,554	BLEND
Brillion	City	3,127	151,267,700	1,127	BLEND
Lodi	Town	3,059	504,898,900	1,646	BLEND
Dale	Town	2,842	252,326,200	1,151	BLEND
Walworth	Town	2,842	195,945,900	685	BLEND
Walworth	Village	2,824	164,495,100	955	BLEND
Union	Town	2,776	178,423,300	732	MAINTENANCE
Fox Lake	Town	2,709	203,679,900	938	BLEND
Dayton	Town	2,703	384,094,600	1,723	MAINTENANCE
Deerfield	Town	2,524	173,654,500	650	BLEND
Poynette	Village	2,494	170,308,900	880	BLEND
Caledonia	Town	2,491	180,754,800	974	BLEND
Fennimore	City	2,482	104,168,200	979	BLEND
Dekorra	Town	2,350	351,865,400	1,448	BLEND
Deerfield	Village	2,319	228,122,300	981	BLEND
Jefferson	City	2,231	400,186,600	2,747	FULL VALUE
Spring Prairie	Town	2,197	261,805,500	894	BLEND
New Glarus	Village	2,172	168,495,500	808	MAINTENANCE
Albion	Town	2,103	188,271,100	1,058	BLEND
Jamesstown	Town	2,077	174,781,600	1,023	BLEND
Pardeeville	Village	2,067	126,196,300	849	BLEND
Blooming Grove	Town	1,911	137,158,700	683	BLEND
Richmond	Town	1,835	228,604,700	1,039	BLEND
Randolph	Town	1,767	38,841,400	331	BLEND
Fontana	Village	1,713	1,303,832,100	2,712	BLEND
Darien	Town	1,588	126,297,100	565	MAINTENANCE
Springdale	Town	1,530	311,257,100	855	BLEND
Cambridge	Village	1,518	137,183,600	665	BLEND
Cleveland	Village	1,477	95,219,800	587	BLEND
<b>Brooklyn</b>	<b>Village</b>	<b>1,466</b>	<b>115,985,800</b>	<b>495</b>	<b>BLEND</b>
Eldorado	Town	1,443	99,975,300	618	BLEND
West Baraboo	Village	1,428	60,537,900	464	BLEND
Hazel Green	Village	1,200	60,805,000	398	MAINTENANCE
Berry	Town	1,188	176,335,000	544	MAINTENANCE
Bovina	Town	1,151	88,799,600	539	MAINTENANCE
Green Valley	Town	1,072	54,147,900	501	MAINTENANCE
Oregon	Town	1,053	432,821,500	1,258	BLEND
Marathon	Town	1,048	76,147,200	489	BLEND
Blue Mounds	Village	971	71,354,300	297	BLEND
Iron Ridge	Village	899	43,410,300	300	BLEND
Footville	Village	810	38,412,500	338	BLEND
Primrose	Town	774	67,890,400	341	BLEND
Saint Nazianz	Village	755	28,024,800	272	BLEND
Cambria	Village	753	29,585,400	326	BLEND
Perry	Town	737	59,221,900	353	BLEND
Sullivan	Village	669	37,904,600	232	BLEND
Upham	Town	647	169,759,000	942	BLEND
Rose	Town	595	59,950,200	488	BLEND
Courtland	Town	510	20,890,400	241	BLEND
Coloma	Village	456	17,531,000	252	BLEND
Friesland	Village	356	13,642,600	160	MAINTENANCE

## BLEND

Years of maintenance with a market revaluation at least one year of the contract.

## MAINTENANCE

Review of permits, new construction, splits, etc.

## FULL VALUE

Annual Revaluations. A market revaluation performed every year.



# OUR HISTORY

Accurate was **founded 22 years ago** on **complete Transparency and Communication.**

For many years it was common practice for assessment firms to suppress information from the public. This resulted in a lack of understanding and mistrust within the community. The founders of Accurate recognized these shortcomings and began pioneering **new innovative assessment standards.** Over the years we have developed web-based digital property record cards, created web based scheduling options, and built our own CAMA to update data digitally in the field. With a combined experience of **over 180 years** Accurate has continuously improved the assessment experience through **innovation, education, and technology.**

## 2000 - 2005

20 municipalities  
Building digital data online  
New Website  
Full Value Service Options  
Blend Options - more affordable and budget friendly

## 2010 - 2015

90 Municipalities  
Started building proprietary CAMA  
Still growing - added more employees

## 2005 - 2010

75 municipalities  
Online scheduling available  
Moved to new location on Midway Rd.  
Growing - added new employees

## 2015 - PRESENT

100+ municipalities  
Digital assessments in the field  
CAMA software Prolorem launches  
Live assessor certified customer service  
Intentional community education plan

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  
All of Menominee County  
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

## ALL INCLUSIVE SERVICES

- ✓ **FREE** Web Data Access
- ✓ **CUSTOM** Community Education
- ✓ **LIVE** Customer Service
- ✓ **CLOUD** Based Assessment Software

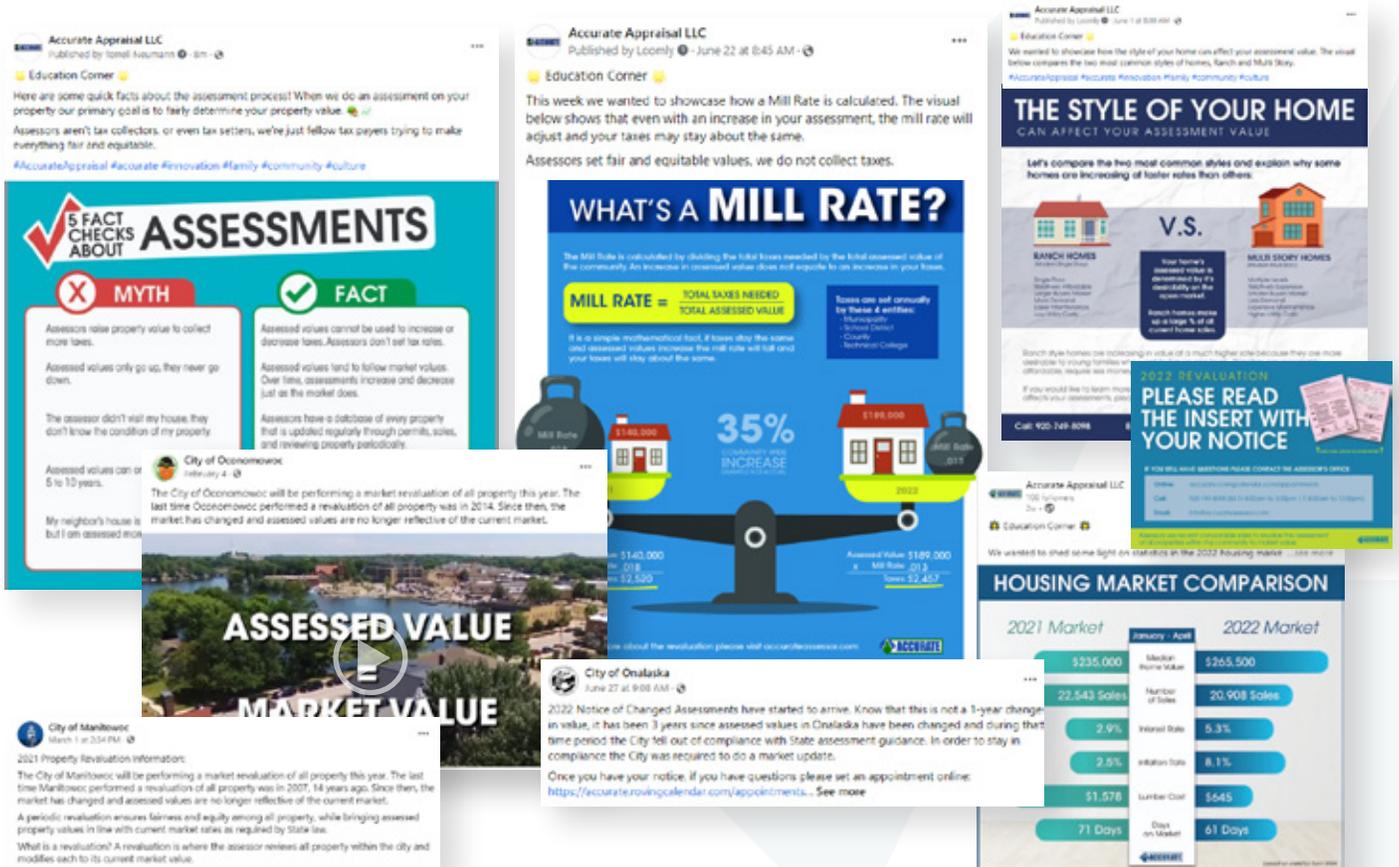
- Access to a dedicated assessor certified Account Manager
- Online appointment scheduler
- Telephone and Virtual Open Book appointments
- Customized videos and educational materials
- Active live chat function available on our website
- Dedicated quality management
- Virtual walk-through options
- Maintenance inspections



# POSITIVE INTERACTION

Through **Social Media** we build a positive and informative **two-way communication** with your community.

We instantly connect with thousands of property owners to **quell the stigma of taxes and assessed values**. When you don't involve your community they feel left out and discouraged about the assessment process. **Our transparency ensures property owners are engaged** so they don't feel like they're just another un-informed taxpayer.



**Accurate builds relationships with your community!** For example our Personal Property department created an instructional video on our website showing how to fill out PP statements.

"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."

Primrose Resident - Duane Wagner



# EDUCATION PLAN

**Our education plan puts your community first.** We utilize your channels of communication to educate your community. Together we will create a **two-way channel of communication** through social media, council meetings, newsletters, post card mailings, custom videos, and much more!

Our competitors do not use educational channels to notify property owners. The first time owners find out about a revaluation is about **30 days** before the board of review.

**This one-way channel of communication is not transparent** and leaves property owners scrambling to figure out what is going on. Often times this creates a rift between property owners, the municipality and the assessor.

## 6 STEPS TO EDUCATION:

### 1. WEEKLY SOCIAL MEDIA

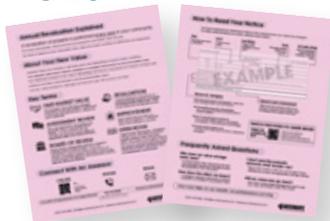


Every week we share content on social media for you to share with your community. We mix this with a schedule of postings over the coming year to let property owners know what to expect and the status of the current market. Involving the community ensures we have two-way communication through the assessment process.

### 3. NEWSLETTER/MAILING

We have custom newsletter content that explains assessments, what to expect, and the schedule of social media postings to keep your community engaged. We will help you enhance the connection you have with your property owners.

### 5. NOTICES



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



### 2. COUNCIL MEETINGS



Your community will inevitably have questions about the how assessments work. We will attend board meetings to educate your members arming them with the knowledge they need to explain the assessment process with property owners.

### 4. WEBSITE



Updating your website with a custom video helps explain what a revaluation is and what to expect. We will build links to property record info and educational FAQ's for the revaluation. The community utilizes your website as a resource, we serve them best by keeping them up to date.

### 6. OPEN BOOK & BOR

Our Open Book process starts as soon as your property owners get their notices and ends a few days before board of review. Appointments can be set online or they can call at their convenience. Rolls are posted online and we help prepare clerks for any cases before Board of Review.



# EDUCATION EXAMPLES

We update our Facebook and Linked in pages weekly with education and information on how the assessment process works. You can review our posts by clicking the social media icons or by the links below.



[www.facebook.com/accurateappraisalllc](http://www.facebook.com/accurateappraisalllc)



[www.linkedin.com/company/accurate-appraisal-llc](http://www.linkedin.com/company/accurate-appraisal-llc)

## 5 FACT CHECKS ABOUT ASSESSMENTS

### MYTH

Assessors raise property value to collect more taxes.

Assessed values only go up, they never go down.

The assessor didn't visit my house, they don't know the condition of my property.

Assessed values can only be changed every 5 to 10 years.

### FACT

Assessed values cannot be used to increase or decrease taxes. Assessors don't set tax rates.

Assessed values tend to follow market values. Over time, assessments increase and decrease just as the market does.

Assessors have a database of every property that is updated regularly through permits, sales, and reviewing property periodically.

Each community is unique. Some are assessed annually while others go years without re-assessment.

## 2022 NEW CONSTRUCTION PROGRESS CHECKS

Accurate Appraisal will be in the area to check new construction progress. They will not be going into houses but you will see them driving around.

**WHEN:** Mid to late January, 2022  
**WHY:** To check on New Construction

Vehicles will be well marked with ACCURATE on the side.

If you have questions please call the assessor's office 920-749-8098 or email [info@accurateassessor.com](mailto:info@accurateassessor.com)

## WATERTOWN HOUSING MARKET

10 years since the last re-assessment

### Why are property values going up?

A high demand in the housing market has caused home values to increase. The increase you are seeing is over a 10 year period. (approx 5.5% annually)

Assessors will use comparable sales up to January 1, 2022 to set fair market values for all properties in Watertown.

Watertown will be performing another evaluation in 2024. Should market values fall over the next 2 years, your value will fall to be in line with fair market value.

As assessed values increase the mill rate falls. We will cover the mill rate in another post very soon!

**\$225,000 IN 2012**

**\$402,000 IN 2022**

Median property values have been increasing year after year. The average increase per year in Watertown is 5.5% annually since 2012, the last revaluation.

MEDIAN PROPERTY ANNUAL INCREASE

# 55%

FROM 2012 to 2022

**WRA**  
WATER TOWN REVENUE AUTHORITY

Presented by: Accurate Appraisal

## HOUSING MARKET COMPARISON

2022 Jan-April	2021 Quarterly averages	2022 May-Aug
\$265,500	Median Home Value \$235,000	\$276,200
20,908 Sales	Number of Sales 27,172	32,293 Sales
4.9%	Interest Rate 2.9%	6.2%
8.1%	Inflation Rate 2.5%	8.6%
\$645	Lumber Cost \$1,578	\$452
61 Days	Days on Market 71	82 Days

based on statistics from WRA

## OPEN BOOK

**AUGUST 25th 12:00PM to 2:00PM**

A printed roll back and assessor will be in the office. Please set your appointment and an assessor will call you at your appointed time. We are offering phone appointments daily.

**SET YOUR CALL BACK PHONE APPOINTMENT**

Online: [accuratelivingcalendar.com/appointments](http://accuratelivingcalendar.com/appointments)  
 Call: 920-749-8098 (M-F 9:00am to 5:30pm | F 9:00am to 12:00pm)  
 Email: [info@accurateassessor.com](mailto:info@accurateassessor.com)

## WHAT'S A MILL RATE?

The Mill Rate is calculated by dividing the total taxes needed by the total assessed value of the community. An increase in assessed value does not equate to an increase in your taxes.

**MILL RATE = TOTAL TAXES NEEDED / TOTAL ASSESSED VALUE**

Taxes are set annually by these 4 entities:  
 - Municipality  
 - School District  
 - County  
 - Technical College

It is a simple mathematical fact, if taxes stay the same and assessed values increase the mill rate will fall and your taxes will stay about the same.

**35% COMMUNITY WIDE INCREASE** (Estimated Tax Increase)

<p>2021</p> <p>Assessed Value: \$140,000                  x Mill Rate: .018                  Taxes: \$2,520</p>	<p>2022</p> <p>Assessed Value: \$189,000                  x Mill Rate: .013                  Taxes: \$2,457</p>
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ACCURATE

To learn more about the revaluation please visit [accurateassessor.com](http://accurateassessor.com)

# ASSESSMENT TIMELINE

Before January of each year we will send you 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 standard outline of what happens throughout the assessment timeline.

## JANUARY

We start every year by visiting new construction to verify the % completion of new property. Tresspass 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 accordingly and flag the parcel/s for a final visit to measure and list the property as complete.



Personal Property post cards are mailed with digital submission options available.



This timeline may change depending on the agreed upon dates for Open Book and Board of Review.

## FEB-MAR

New construction field checks are reviewed and verified by our office. Sales, permits, exemptions and any other assessment related data is updated in our records.

Initial DOR equalized values are reviewed. Personal Property is collected. Every PP record is saved digitally.

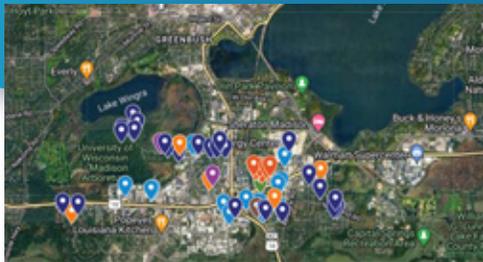
During a revaluation year education is implemented through social media, newsletters, and custom content.



## APRIL

Properties are sorted and mapped for field inspections based on permits, sales, inspection requests, etc. Assessors update data on premise with their laptops.

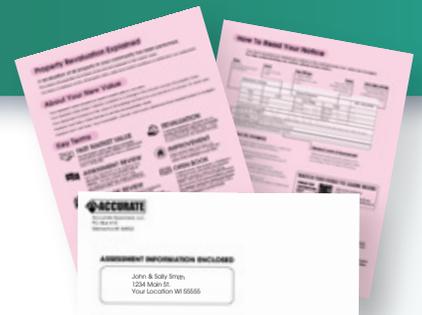
Initial market statistics from recent sales are calculated. Properties are segmented into neighborhoods to compare market values of like/similar property.



## MAY-JUNE

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.

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



## JULY-AUG

The assessment review period starts. Property owners can contact Accurate by phone, email, or online appointment. The open book period begins the day they receive their notice to the time board of review begins.

Final rolls are verified with the county and prepared for Board of Review. The assessor signs the final roll.



# SOFTWARE

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

There are no costs for our software and no cost to convert your current data. We will post your property information on our website **FREE** to you and your community **24/7**. Each parcel shows detailed **images and information** and offers a digital option for sales questionnaires and personal property.



Our assessors are trained to **value and update properties on premise** eliminating errors from re-entering data. Property data is immediately updated as soon as a change is made. **PROLOREM** is the only software that updates online property record information in real time.

Your employees and property owners will be able to access the assessment data from any computer or mobile device. **PROLOREM** integrates multiple platforms such as: GIS, Apex Sketching Tool, iWorQ, etc. We will never charge to access or convert your data and you will never be charged to update or license our software.

## 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.



# SERVICE OPTIONS

The service options below are reflective of our complete services minus the office hours which would be billed as needed. Office hours would be an additional \$400 per day. The quoted costs may be adjusted based on the work completed by your current assessment staff.

## 4-YEAR BLEND

1 Market Revaluation, 3 Years of Maintenance

Option 1		2023	2024	2025	2026	Total
	Software Data Conversion	Included	Included	Included	Included	Included
	Community Education	Included	Included	Included	Included	Included
	Assessor Services	Maintenance	Market Revaluation	Maintenance	Maintenance	Blend
<b>Total</b>		<b>\$64,200</b>	<b>\$64,200</b>	<b>\$64,200</b>	<b>\$64,200</b>	<b>\$256,800</b>

**+ EXTERIOR INSPECTIONS  
\$180,000**

4-Year Blend - \$109,200  
5-Year Blend - \$106,500  
6-Year Alternating - \$110,300

January 1, 2023 - Dec 31, 2026

## 5-YEAR BLEND

2 Market Revaluation, 3 Years of Maintenance

Option 2		2023	2024	2025	2026	2027	Total
	Software Data Conversion	Included	Included	Included	Included	Included	Included
	Community Education	Included	Included	Included	Included	Included	Included
	Assessor Services	Maintenance	Market Revaluation	Maintenance	Maintenance	Market Revaluation	Blend
<b>Total</b>		<b>\$70,500</b>	<b>\$70,500</b>	<b>\$70,500</b>	<b>\$70,500</b>	<b>\$70,500</b>	<b>\$352,500</b>

**RECOMMENDED**

January 1, 2023 - Dec 31, 2027

## 6-YEAR ALTERNATING BLEND

3 Market Revaluations, 3 Years of Maintenance

Option 3		2023	2024	2025	2026	2027	2028	Total
	Software Data Conversion	Included	Included	Included	Included	Included	Included	Included
	Community Education	Included	Included	Included	Included	Included	Included	Included
	Assessor Services	Maintenance	Market Revaluation	Maintenance	Market Revaluation	Maintenance	Market Revaluation	Alternating
<b>Total</b>		<b>\$80,300</b>	<b>\$80,300</b>	<b>\$80,300</b>	<b>\$80,300</b>	<b>\$80,300</b>	<b>\$80,300</b>	<b>\$481,800</b>

January 1, 2023 - Dec 31, 2028

### Maintenance:

We will inspect all permits, new construction and any demolitions. Every sale will be entered and reviewed. If there are changes to condition or missing information we will update the data to reflect. Any request for inspection from your community will also be visited during a maintenance year.

### Market Revaluation:

During a market revaluation we will complete all of our inspections, check permits, and review sales just as in a maintenance year. We break down each property by neighborhood, style, age, location etc. Each will be evaluated and re-assessed to its new fair market value. A notice of new value will be mailed to the property owner. It is important that we start our education by the fall of the previous year, to ensure everyone knows about the revaluation before it happens.

### Personal Property Removal

Should personal property taxes ever be removed the contract would be adjusted accordingly. A removal of \$4,000 annual cost would take effect. This will be laid out in the contract.



# 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

[www.deperewi.gov](http://www.deperewi.gov)  
[cdanen@mail.de-pere.org](mailto:cdanen@mail.de-pere.org)  
(920) 339-4072 ext 1355

**Project/Service:** Annual Revaluations  
**Statutory Assessor:** Kyle Kabe



## 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.



**Amy White**  
CLERK

[www.rfcity.org](http://www.rfcity.org)  
[awhite@rfcity.org](mailto:awhite@rfcity.org)  
715.426.3408

**Project/Service:** Maintenance and Market Revals  
**Statutory Assessor:** Allana Williams



**Michelle Scanlin**  
CLERK

[www.newrichmondwi.gov](http://www.newrichmondwi.gov)  
[mscanlan@newrichmondwi.gov](mailto:mscanlan@newrichmondwi.gov)  
(715) 246-4268

**Project/Service:** Annual Revaluations  
**Statutory Assessor:** Paul Reynebeau



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.



## 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.



**Jeffrey S. Sturgell**  
Village Manager

[www.fccommunity.com](http://www.fccommunity.com)  
[JSturgell@foxcrossingwi.gov](mailto:JSturgell@foxcrossingwi.gov)  
(920) 720-7101

**Project/Service:** Annual Revaluations  
**Statutory Assessor:** Kyle Kabe



**Wendy Helgeson**  
CLERK

[www.townofgreenville.com](http://www.townofgreenville.com)  
[whelgeson@greenvillewi.gov](mailto:whelgeson@greenvillewi.gov)  
(920) 757-5151 ext 1100

**Project/Service:** Annual Revaluations  
**Statutory Assessor:** Kyle Kabe



# SUMMARY

Thank you for taking the time to look over our proposal. Our philosophy of Transparency as well as our core values help guide our company and ensures that we are treating property owners fairly and equitably. We follow a rigorous review process to minimize assessment errors.

Your team will have access to **one main point of contact in your account manager**. They will answer municipal employee's questions, provide assessment information, and help whenever you need them. You will also have the option to add in office hours as needed.

We have listened to feedback from our municipalities and made changes to provide the best customer service in the assessing industry. Our **three LIVE assessor certified customer service representatives** answer questions quickly and, if needed, make adjustments on the spot over the phone. We track every interaction with your community throughout the assessment process and share this information at the board of review.

Implementing a progressive **education plan** and positive interactions within your community is paramount. No other assessment firm provides weekly educational content such as social media posts, educational videos, newsletter content and much more!

Our website offers a 24/7 online appointment calendar and hosts a chat feature. We also offer a **proactive education plan with social media posts, website updates, custom videos**, etc. The more your community knows about the assessment process the less they will fear how the process works.

Through innovation and technology we offer the most accessible CAMA system in the assessment world. All of your data is saved digitally online so you and your community can find property information quickly and easily. **The best part is, it's FREE to both you and the community.**

Our **Core Values** express who we are as a company. **We Are Family** - doesn't just mean our employees are family. **We embrace you and your community as our family.** We also believe in sharing the assessment process with everyone. Trust is important to us! **Transparency** between the property owners, the City of Two Rivers and the assessor is paramount in building a successful assessment program.

