

My name & qualifications/certifications-

Dawn Gale, Commercial assessor since 1990

I was in charge of the model calibration for the 2019 assessment year so I wanted to give you an overview of the scope of work.

For the 2019 assessment year we completed both a year's long software conversion and an interim market update for residential properties. We have converted to CAMA (computer assisted mass appraisal) system Market Drive. This software program is currently being used by 1084 of the 1916(57%) independent taxing jurisdictions in the State. It is the most widely used CAMA system in Wisconsin & uses costing tables established by the Department of Revenue in The Wisconsin Property Assessment Manual (WPAM) Vol II. These residential costing tables are the recommended costing source to be used statewide according to the DOR. The conversion to our new software involved implementing the updated costing tables. It also involved 3 years of conversion from our existing software, making sure all data converted correctly. Once we had confidence the data converted cleanly, we completed a 2 years sales analysis. This involved an extensive study beginning with the determination of which properties constituted fair market transactions. We had 1444 sales in our residential sales study (11%). It is recommended that a ratio study contain at least a 5% sampling so we feel we had a very good representative sample in order to complete our ratio study. We then calibrated the cost model to the local market. Properties were stratified by many factors including but not limited to location, style, size, use, bedroom count, bathroom count, obi value and many other strati used in determining value. Our last major update to residential values occurred in 2008. Since 2008 we have made residential assessment changes mainly for physical changes to property including building permits, remodels & new construction. State law mandates that the assessment by class be within 10% of full market value at a minimum of once every 5 years. Because the market was relatively flat after the 2007 crash we were able to maintain a ratio above 90% until 2017. Since 2016 the residential market has seen large increase in values as indicated by the ratio of assessment/sale price. We therefore had major assessment changes for the 2019 year. The average increase in residential assessment was 24%. Many neighborhoods saw smaller increases than that and a few neighborhoods saw larger assessment increases. Our new software allows for much more in-depth data collection and analysis than our previous program and we were able to use this tool to make our assessments better in terms of equity between properties. Our goal with the reassessment was to bring our assessment to sales ratio within compliance to state mandates. Because this is mass appraisal, we work on statistical averages. If we are statistically at 100% overall there will be sales that occur on either side of that average. This is one of the main differences between mass appraisal and an individual appraisal. We use 2-3 years of sales in developing our model while an appraiser appraising an individual property is limited to using the more recent "comparable" sales. Depending on the uniqueness of the property being appraised there may not be good "comps" to use. Our analysis is able to balance out things like time of year property is marketed, more/less aggressive list prices etc...