

January 5, 2021

Town of Windham
Attn. Tammy Hodgman
8 School Road
Windham, ME 04062

Dear Ms. Hodgman:

Vision Government Solutions is pleased to propose Revaluation services for Real Property to the Town of Windham in response to your RFP. We have been in the Revaluation and Municipal software business for over 35 years and have both the personnel and financial resources to complete your project. Our proposal is fully compliant with Maine certification and IAAO Standards requirements.

In summary, it is our perspective that there is no firm better suited for the delivery of accurate and equitable values, positive taxpayer relations, and service level efficiency and quality than Vision. Here are three specific reasons why:

1. **Experience and Reputation:** There is no firm with more New England revaluation experience than Vision, with more than 200 projects completed in the past 5 years.

So many communities choose Vision because of our service quality, robust training programs, appraisal expertise, and Public Relations campaigns. The best evidence of that is the simple fact that more than 50 percent of our clients have been with Vision for more than 20 years. Firms with less diverse experience introduce the risk of inaccurate values, project timeline delays, and significant database errors that are costly to fix.

2. **Staffing and Reliability:** Unlike smaller firms with only a few staff members, Vision maintains 60 full-time appraisers on staff all the time. The best proof of our staff quality is in our retention rates, with 50% of our team having more than 20 years of experience at Vision. Specifically, we are proposing Steve Whalen as your Project Manager. Steve brings over 30 years of revaluation experience to the project.

3. **The Value of Integration with the Windham CAMA Software:**

Vision's Appraisal Teams exclusively use our *Appraisal Vision*® CAMA software to conduct every revaluation. **There is no other vendor that has the level of experience on *Appraisal Vision*® version 8, then the Vision appraisal team.** This is critical to the



success of the project, as incorrect data entry changes to the CAMA database, inconsistent tables and mass updates can lead to massive data quality errors, causing project timeline delay, costly re-work, and significant public relations issues. In fact, there are many recent examples of communities using untrained mass appraisal vendors, who have incurred additional cost fixing data quality errors on the back-end of the project. At Vision, we put in place quality control procedures to eliminate these costly errors.

Because our appraisal staff are highly trained in using *Appraisal Vision*, we expect to be able to complete the project dramatically faster and more effectively than any other option.

Not only does that mean that Windham is receiving the very best staff in the industry to ensure truly equitable and accurate valuations for the taxpayer community, but it also provides full staffing coverage to complete the project on time, no matter what. Smaller teams introduce significant risk to project timeliness and completion.

We look forward to the opportunity to discuss this project in further detail. We welcome you to contact or visit with the references that we have supplied to you in this proposal and thank you in advance for your consideration.

If we can be of any further assistance, please feel free to call. The Primary Contact for this Proposal is:

Patrick Donovan
Director of Appraisal Sales
T. 800-628-1013 ext. 3644
F. 508-351-3798

This proposal is good for 90 days.

Sincerely,

A handwritten signature in blue ink, appearing to read 'K Bullock'.

Kevin Bullock
Chief Financial Officer

**PROJECT COST
TOWN OF WINDHAM, MAINE
2021 REVALUATION**

2021 Project Total \$77,000 Seventy-Seven Thousand dollars

Additional Services

Field Review of 25% of Residential properties \$10,500

Field Review of all Commercial/Industrial properties \$8,900

Court/Litigation Support of Values \$1,200/day

**Company: Vision Government Solutions, Inc.
Address: 1 Cabot Road, Hudson, MA 01749
Phone: 800-628-1013, Ext. 3693**

Signature: 
Name: Kevin Bullock
Title: Chief Financial Officer

**BID PROPOSAL FORM
TOWN OF WINDHAM, MAINE**

EXCEPTIONS & CLARIFICATIONS

1. **Performance Bond:** We have included a Performance Bond for the revaluation services. Should the Town not require a Performance Bond, there would be a **savings of \$2,200.**
2. **On-Site Inspections:** We have not included any on-site data collection services within our proposal. Should the town need data collection assistance, we can provide at a cost of \$30 per residential property and \$50 per commercial property.
3. **Certified Maine Assessor:** Mike Tarello MAI, Visions Vice President of Appraisal Operations, leads our whole appraisal team and is a Certified Maine Assessor. Also, on our proposed staff, William Downs is also a Certified Maine Assessor. Certificates can be provided upon request.
4. **Software/Hardware:** We have not included any software or hardware within our proposal.
5. **Web Hosting:** We have included our Web Hosting software as part of our Public Relations program throughout the project.
6. **Personal Property:** We have not included any Personal Property/Utility scope of services within our proposal price.
7. **Insurance:** We have provided samples of our insurance coverage. Should we be the selected vendor, we will provide insurance documents with the Town named as an additional insured.
8. **References:** We have provided a list of all our completed projects in addition to contact information for all clients within this proposal.
9. **Retainage:** Vision respectfully takes exception to the 30% retainage noted in the RFP. We have included a Performance Bond as surety that Vision would provide timely completion of the project. We would request an industry standard 10% retainage for the project.
10. **Board of Assessment Review:** The Town will review all Board of Assessment Review requests as a result of the project and will require a Vision Senior Appraiser to support only those requests requiring a value decision. The process will be a combined effort of both the Town and Vision in an endeavor to effectively and expeditiously handle all appeal requests. Both staffs will work together to resolve any outstanding valuation issues. Any assistance by Vision personnel to Board of Assessment is included in our bid cost.
11. **Litigation:** Any Litigation days, litigation preparation or Narrative Appraisal reports will be billed at the rate of One Thousand Two Hundred Dollars (\$1,200) per diem.

**PROPOSED SCHEDULE
TOWN OF WINDHAM, MAINE
2021 REVALUATION UPDATE**

<i>TASK</i>	<i>FROM</i>	<i>TO</i>
Project Startup	02/01/2021	02/15/2021
Field Review of sales properties	03/01/2021	04/01/2021
Land Study and Building Cost Manual	04/01/2021	06/01/2021
Market Data Study	04/07/2021	06/07/2021
(Optional) Field Review	04/15/2021	06/07/2021
Commercial Study of Market Rents, Expenses & Capitalization Factors	04/15/2021	06/07/2021
Deliver Residential & Commercial Values to Assessor	06/08/2021	
Assessor review of values	06/08/2021	06/14/2021
Assessment hearing notices mailed	06/15/2021	
Informal Hearings	06/21/2021	07/09/2021
Hearing Changed Notices and Finalization	07/09/2021	07/15/2021
Project Completion	07/15/2021	

Advantages and Benefits of Vision Government Solutions

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COMPLETED REVALUATION/UPDATES

MASSACHUSETTS

Abington
Acton
Alford
Amesbury
Amherst
Aquinnah
Ashburnham
Athol
Attleboro
Auburn
Avon
Barnstable
Barre
Berkley
Berlin
Blackstone
Blandford
Boxford
Bridgewater
Chelmsford
Chelsea
Clinton
Concord
Dedham
Dighton
Dracut
Dudley
Eastham
Easthampton
Easton
Edgartown
Essex
Foxborough
Gardner
Georgetown
Gloucester
Goshen
Gosnold
Groton
Hadley
Hanover
Harvard
Hingham
Holden
Holland
Hubbardston
Kingston
Lakeville
Leominster
Lexington
Longmeadow
Lowell
Mansfield
Marion
Marlborough

Marshfield
Mashpee
Mattapoisett
Medford
Middleborough
Millbury
Nantucket
Newbury
Newburyport
Norfolk
North Attleborough
North Reading
Northbridge
Norwell
Norwood
Oak Bluffs
Oakham
Otis
Orange
Oxford
Paxton
Pelham
Petersham
Phillipston
Plympton
Quincy
Randolph
Rehoboth
Revere
Rockport
Rowley
Rutland
Sharon
Shutesbury
Somerville
Southbridge
South Hadley
Southwick
Spencer
Sterling
Stockbridge
Sturbridge
Sutton
Swansea
Taunton
Templeton
Tewksbury
Tisbury
Topsfield
Walpole
Wareham
Wayland
West Boylston
West Springfield
West Tisbury
Westminster

Weston
Westwood
Wilbraham
Wilmington
Woburn
Yarmouth

MAINE

Arundel
Augusta
Bar Harbor
Bath
Berwick
Biddeford
Boothbay
Brewer
Camden
Cornish
Cumberland
Eliot
Ellsworth
Freeport
Gardiner
Harpwell
Kennebunk
Kennebunkport
Kittery
Monmouth
Mount Desert
North Yarmouth
Ogunquit
Old Orchard Beach
Raymond
Rockland
Rockport
Sabattus
Sanford
Scarborough
Skowhegan
South Portland
South Thomaston
Standish
Topsham
Waterville
Wells
West Bath
Westbrook
Winslow
Winthrop
York

VERMONT

Bridgewater
Castleton
Colchester
Hartford
Newport
Pittsford
West Rutland
Williston

NEW HAMPSHIRE

Acworth
Amherst
Ashland
Bedford
Belmont
Bethlehem
Bow
Candia
Charlestown
Chester
Chesterfield
Claremont
Concord
Deerfield
Derry
Dover
Dunbarton
Durham
Epping
Exeter
Fitzwilliam
Fremont
Goffstown
Gorham
Greenland
Hampton
Hampton Falls
Henniker
Hinsdale
Hollis
Hooksett
Jaffrey
Kingston
Laconia
Lebanon
Lincoln
Littleton
Lyme
Lyndeborough
Manchester
Meredith
Milford
Moultonborough
Nashua

Newbury
New Durham
New London
New Market
Northampton
Ossipee
Pelham
Pembroke
Portsmouth
Raymond
Rindge
Rye
Salem
Sanbornton
Sandown
Seabrook
Strafford
Sunapee
Swanzey
Tilton
Troy
Warner
Wilton
Wolfeboro

CONNECTICUT

Ansonia
Andover
Ashford
Barkhamsted
Berlin
Bethlehem
Bolton
Branford
Bridgeport
Bridgewater
Bristol
Brookfield
Brooklyn
Burlington
Canaan
Canterbury
Chaplin
Chester
Clinton
Colchester
Colebrook
Columbia
Coventry
Cromwell
Danbury
Deep River
Eastford
East Granby

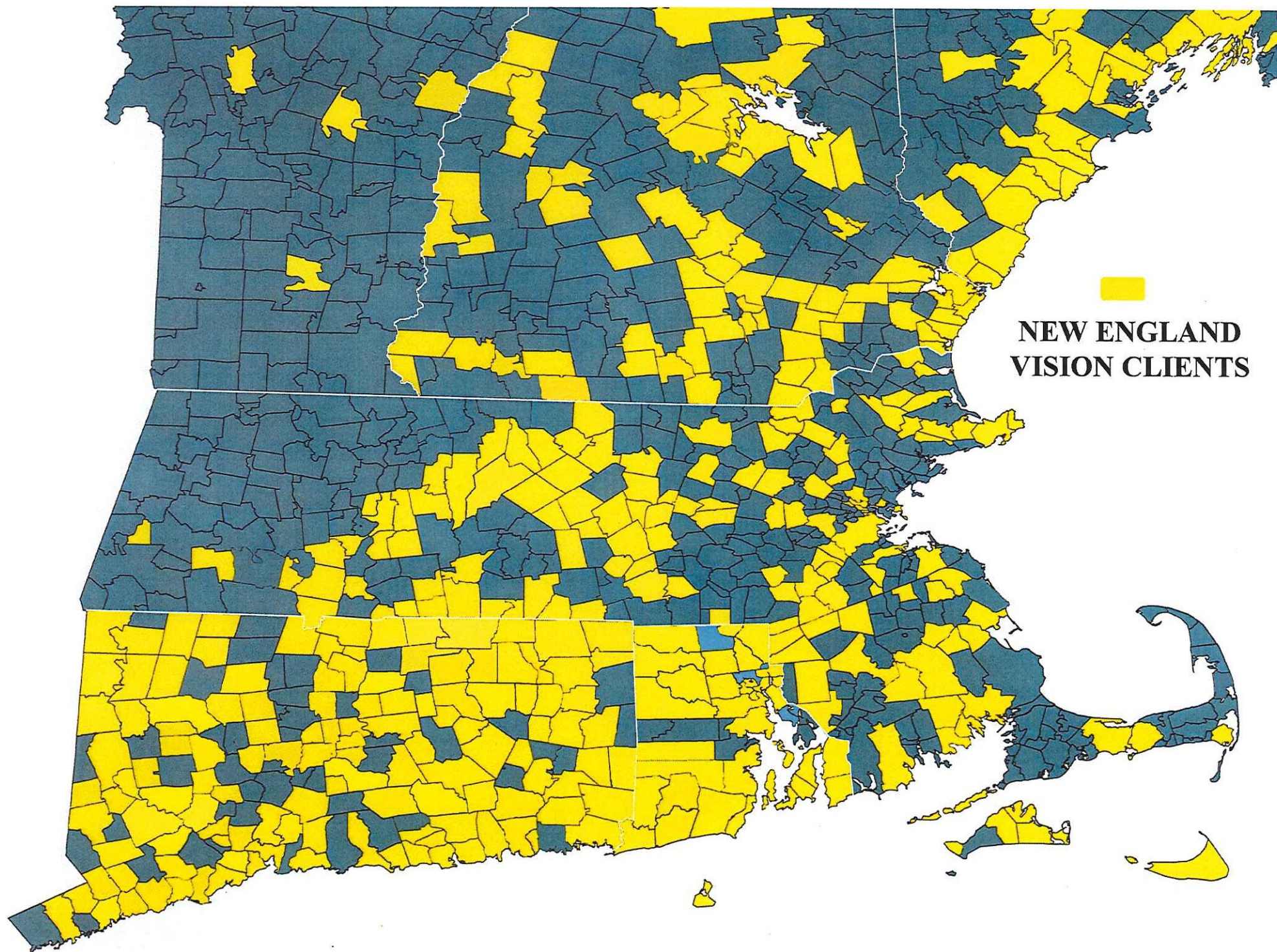
East Haddam
East Lyme
Ellington
Enfield
Essex
Fairfield
Franklin
Glastonbury
Goshen
Granby
Griswold
Groton
Haddam
Hamden
Hampton
Harwington
Kent
Lebanon
Ledyard
Litchfield
Lyme
Madison
Manchester
Mansfield
Marlborough
Middlefield
Middlebury
Milford
Montville
Naugatuck
NECCOG
New Britain
New Canaan
New Fairfield
New Hartford
New Haven
New London
New Milford
Norfolk
North Branford
North Stonington
Norwich
Old Lyme
Old Saybrook
Orange
Oxford
Plainfield
Pomfret
Putnam
Preston
Redding
Roxbury
Salem
Scotland
Seymour

Sharon
Somers
Southbury
Southington
South Windsor
Sprague
Stafford
Stamford
Stonington
Strafford
Stratford
Suffield
Thompson
Tolland
Torrington
Trumbull
Union
Voluntown
Wallingford
Warren
Waterford
Watertown
West Haven
Westbrook
Weston
Westport
Wethersfield
Willington
Wilton
Winchester
Windham
Windsor
Windsor Locks
Wolcott
Woodbridge
Woodstock

North Smithfield
North Providence
Pawtucket
Portsmouth
Providence
Richmond
Smithfield
South Kingstown
Tiverton
Warwick
Westerly
Woonsocket

RHODE ISLAND

Barrington
Burritville
Central Falls
Charlestown
Cranston
East Providence
Exeter
Foster
Jamestown
Johnston
Lincoln
Little Compton
Middletown
Narragansett
Newport
New Shoreham
North Kingstown



***Vision Government Solutions
Public Relations Program***

Over recent years, Vision Government Solutions has witnessed an increased need for a comprehensive Public Relations Program. As federal and state governments cut back on all programs, Municipal Governments struggle to maintain basic services and real estate taxes are scrutinized.

As all assessing professionals know, revaluations and updates are a means of equalizing the tax base by bringing all property to a uniform percentage of current value. To property owners, the word "revaluation" has become synonymous with "tax increase." When a revaluation is announced, the taxpayers are anxious and wary. A solid Public Relations Program educates and informs property owners about a revaluation, how it's implemented and how their property taxes fit into the equation. With educated, informed and active taxpayers, a Public Relations Program is required to create a positive image of the tax assessing process.

Vision Government Solutions Public Relations Program begins when a project is awarded. The Vision Government Solutions Project Manager and the Sales Staff work with the Assessor throughout the project. The Assessor is a key component in that Assessors have knowledge of both the political situation and the potential receptiveness of the property owners. Assessors generally know which special interest groups to target for added attention, have information on current municipal services, and are aware of which local media will enable the best and most exposure.

Vision Government Solutions provides standard information to the client for use in explaining the process. This information includes:

- Company history and experience.
- Initial explanation of the project, its time schedule, breakdown on each phase, and where the property owner can become involved.
- Project update notices on where the project is during each phase (not usually necessary for updates).
- Notification and explanation of the Hearings Process and how homeowners can prepare for them.
- Explanation of the Appeals Process, should property owners still disagree with the new values after hearings.
- Sample letters and articles from other Municipalities positive press experience.

1. **Initial Set-up:**

- Assessing the needs via discussion and negotiation prior to signing a contract.
- Conduct Media Research: What papers, radio stations, etc. are in the area, their circulation, the political climate of each publication, etc.

2. **Media Releases:**

- Hold background meeting with local press by phone or in person.
- Press Release announcing the award of the impending revaluation, follow-up with press.
- Press Release announcing the start of the project, the actual steps and time frame involved, follow-up with press.
- Street listing Press Release every month for the duration of Data Collection Phase of project, follow-up with press.
- Press Release announcement of hearings; what to expect and how to prepare, follow-up with press.
- Press release on the results of the revaluation, follow-up with press.
- Generic Question & Answer Brochures.

3. **Media Status Meetings:**

- Client meetings
- Monitor local press

4. **Group Presentations:**

- Business/Commercial Groups, i.e. Kiwanis, Rotary.
- Political Groups; e.g. Selectmen, Aldermen, Finance Boards, et al.
- Preparation of materials and follow-up debriefing memos.

5. **Specialty Items:** Priced outside of the contract.

- Municipality Specific Question & Answer Brochures
- Municipality Specific Revaluation Slide Show

Public Relations via the Internet

Whether or not the Town decides to publish assessing data on the web, a PR web page can be set up and customized for the Town to help the citizens better understand the revaluation process. Some sample screens are shown below.

Frequently asked questions can be added to address typical taxpayer concerns.

Taxpayer Revaluation Information

Welcome

Welcome to the Vision Appraisal Technology Taxpayer Information Site. We have created this site to help taxpayers better understand the revaluation process and have included lots of information for you to review. As you navigate through the content, you will find a section that helps you understand how your property was assessed as well as a section that will help you to prepare for a hearing if you feel the need to contest your value. We have also included an overview of a typical revaluation project, videos that will familiarize you with the various steps involved in a revaluation as well as useful links to assessing industry sites.

Our goal in educating the taxpaying public is to help us better serve our Municipal clients. Our corporate focus is to assist Cities and Towns with the very important and necessary task of equalizing property values. Municipalities use these values to equitably distribute the tax burden amongst all taxpayers, helping the Municipalities collect much needed revenue that funds many important municipal services. Educating taxpayers can help them to be more understanding of the overall process while also helping their own Municipalities to better fulfill their responsibilities to be fair and equitable to all. We hope that this page allows you to better understand what can appear to be a complicated and confusing process.

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Taxpayer Assistance
[Frequently Asked Questions](#)
[Is my assessment correct?](#)
[Preparing for a Hearing](#)

LINKS
[Vision Home Page](#)
[Online Property Database](#)
[MA Dept of Revenue](#)
[Rhode Island Dept of Tax](#)
[MA Assoc. of Assessing Officers](#)
[CT Assoc. of Assessing Officers](#)
[RI Assoc. of Assessing Officers](#)
[NH Assoc. of Assessing Officers](#)
[ME Assoc. of Assessing Officers](#)
[VT Assessors & Listers Assoc.](#)

Helpful Videos
[Goals of a Revaluation](#)
[Types of Revaluations](#)

The web site can feature a section that helps taxpayers evaluate whether their assessment is correct by bringing them through a series of questions.

Taxpayer Revaluation Information

Is My Assessment Correct?

The following 4 questions and accompanying information can help you to decide if your assessment is correct.

Please note: If you are concerned that your taxes are going to double because your property value has doubled, that is usually not the case. Since everyone else's property value is also rising, the tax rate usually drops somewhat proportionally to the amount of total increase to a City or Town's total value.

1) Can I sell my property for that amount?

The first thing that you should do is ask yourself if you could sell the property for approximately that amount. (Please note that assessments in Connecticut reflect 70% of market value.)

2) Does the Assessing department have the correct information on my property?

You can review the information that the Assessing Department has collected on your property to make sure the data is accurate. Some towns allow access to property information on the internet. You can check if your City or Town makes the information available in the [Vision Appraisal Online Database](#). If the

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Helpful Videos
[Goals of a Revaluation](#)
[Types of Revaluations](#)
[How is Land Valued?](#)
[How are Buildings Valued?](#)
[How does a Property's Condition Affect Value?](#)
[What is the Assessed Value?](#)

An actual representation of previous assessed values to current sales price can be a great way to explain why assessments have risen to their current level.

Danbury, CT Revaluation Information

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Taxpayer Assistance

[Overview of Market Conditions](#)
[Frequently Asked Questions](#)
[Is my assessment correct?](#)
[Preparing for a Hearing](#)

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Helpful Videos

[Goals of a Revaluation](#)

We can even offer videos that explain how a revaluation is performed.

Taxpayer Revaluation Information

Goals of a Revaluation



Launch in external player

Click below to view a copy of the chart referred to in this Video.

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Taxpayer Assistance

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[How does a Property's Condition Affect Value](#)
[How to Appeal a Valuation](#)

We have found that providing explanations via the web helps tremendously with our PR efforts. We have also been able to measure this need. We have tracked more than 2,000,000 unique hits annually to our Taxpayer Revaluation Information Web Site since December 2005.