

VALUEAPPEAL IS NOT ASSOCIATED WITH ANY GOVERNMENT AGENCY. IF YOU DISAGREE WITH THE ASSESSED VALUE OF YOUR PROPERTY, YOU HAVE THE RIGHT TO AN INFORMAL ASSESSMENT REVIEW, AT NO COST, BY CONTACTING THE ASSESSOR'S OFFICE DIRECTLY. IF YOU AND THE ASSESSOR CANNOT AGREE TO THE VALUE OF THE PROPERTY OR IF YOU DO NOT WISH TO CONTACT THE ASSESSOR YOU CAN OBTAIN AND FILE AN APPLICATION FOR CHANGED ASSESSMENT WITH THE COUNTY BOARD OF EQUALIZATION OR ASSESSMENT APPEALS BOARD ON YOUR OWN BEHALF. AN APPEALS BOARD HAS THE AUTHORITY TO RAISE PROPERTY VALUES (BUT IN NO CASE HIGHER THAN THE PROPOSITION 13 PROTECTED VALUE) AS WELL AS TO LOWER PROPERTY VALUES.

ValueAppeal is a private company which provides property owners the tools they need to create a property tax appeal.

Property Tax Assessment Analysis

Property Address [REDACTED] ✓	Area Los Angeles County	Los Angeles County Assessment \$498,423
		ValueAppeal Estimate \$400,732
		Discrepancy Amount \$97,691
		Estimated Property Tax Overpayment \$1,120
		Respond By September 15, 2012
		<small>Additional information: This estimate is based on sales of comparable homes in your neighborhood. ValueAppeal does not provide appraisals. Please see enclosed information for instructions on how to correct this assessment discrepancy.</small>

EXCA2-6955201

Dear [REDACTED]

We believe that your property may be significantly overassessed, and you may be able to potentially lower your property taxes by as much as \$1,120.

You have the right to appeal your assessment, but filing an appeal on your own can be daunting, time-consuming and, if you hire an attorney, expensive. But at ValueAppeal, we've concentrated our expertise and built a company with one goal:

To help you lower your property's assessed value and save on property taxes.

Here's how it works:

- Our analysis technology collects relevant data from your area, including similar properties, local tax laws, and other factors.
- You verify and complete the analysis online in 10 minutes and receive a thorough Appeal Evidence Report.
- Simply submit your appeal to your local assessor's office.

With ValueAppeal's tools behind them, **our customers have seen an 80% success rate and saved an average of \$1,346** last year on their property taxes. That's double the success rate of people who file appeals on their own!

We're here to help. And we make the process easy, quick and affordable.

What's more, creating an Appeal Evidence Report with our tools costs only \$99, with no hidden fees or charges. And you're backed by our **100% money-back guarantee**: If your appeal is denied due to the quality of your report, we'll refund your money.

Don't let this problem go unsolved. Call ValueAppeal today at 1-855-237-6109 for a no-obligation consultation with an expert.

Cut Through the Red Tape

Is your property assessment fair?

Many property assessments lag behind market changes. As a result, we believe your assessment may now be too high.

What can you do about it?

It's your right to appeal. Our goal is to make it painless and give you the best chance of success.

ValueAppeal experts make it easy.

For only \$99 we help you produce your Appeal Evidence Report.

Results speak for themselves.

Customers saved an average of \$1,346 last year on property taxes and have double the success rate of those who try to do it on their own.

No hidden fees and no-risk guarantee.

ValueAppeal stands behind our Appeal Evidence Report with a full 100% money back guarantee.*

Don't fall victim to an inaccurate assessment.

Property taxes are expensive, and with the fall in housing prices across the nation, your property is more likely than ever to have been overassessed. That can add up to hundreds or thousands of dollars in **overpayment** each year.

ValueAppeal has performed a preliminary analysis of your property using publicly available data, comparable property sales and other criteria. If you have received this notice, it's because we believe your property may be significantly overassessed, and that we can help you build the Appeal Evidence Report **you need to win** a property tax appeal.

IT IS YOUR RIGHT TO APPEAL YOUR ASSESSMENT. Do not set this notice aside and continue to pay more than you should, potentially for years to come. Take action today to appeal your property tax assessment and keep your hard-earned money where it belongs—in your pocket!

ValueAppeal makes filing an appeal quick, easy and affordable.

It used to be difficult, confusing and expensive to generate the evidence to file an appeal with your local tax authority. Not anymore! ValueAppeal makes it simple. You can appeal your property tax assessment and potentially lower your taxes in as little as 10 minutes.

1

Identify possible savings

We analyze your property by comparing it to many other homes in your area and reviewing your area's property tax rules. If you are overassessed, we can help you through a quick and easy process to prepare your appeal.

2

Select comparable home sales

Comparable home sales (comps) are the basis for an appeal and show why you are overassessed. There are many rules that dictate which comps may be allowed. We do the hard work for you and help you select the comps we believe create the strongest case. [You make the final comp selections.](#)

3

Describe your property condition

We ask you additional questions about the condition of your house to bolster your case. Factors not included in the assessor's property records, such as a leaky roof, cracked foundation or busy street, can impact the assessment.

4

Print, Sign and Send

We complete as many of the necessary forms as possible for you. All you need to do is print and sign the report and then send it in to your assessor's office before the appeal deadline. We also provide you with instructions and a checklist to help.

You have a limited window of time to file an appeal, so call 1-855-237-6109
or go to www.ValueAppeal.com to get started today!

Para Español 1-888-502-8769

"I saved over \$1,200 this year with ValueAppeal's service, and I am thrilled! My assessment was reduced by over \$100,000. It was \$99 very well spent. How could I lose with ValueAppeal's 100 percent money back guarantee? I have already recommended ValueAppeal to several of my friends and family!"

— Jeff A.
Canoga Park, CA

"We were so glad that we tried ValueAppeal. The program worked! The assessment is going to be adjusted and the \$99 fee paid off. Thank you so much. We're already telling our friends about ValueAppeal and the proven results."

— Guenever P.
Bayonne, NJ



ValueAppeal™

Results are **GUARANTEED***