

*Judy*

# **LANDEY**

## **& ASSOCIATES**

Public Relations, Marketing and Promotions

**382 Wimbledon Rd.N.E.**

**Atlanta, GA 30324**

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Mr. Mike Rusenko  
Mike Rusenko, CPA  
381 Greenfield Trace  
Marietta GA 30068

Dear Mike.

After receiving my new 2011 property tax assessment for my condo in Buckhead . I almost fainted. Judging from the comps and in my opinion, the city had totally missed the mark in assessing the value of my property. It was time to appeal the assessment, but how?

Thank you for suggesting that I call Norm Hatke. He had a complete packet of information detailing the steps of a tax appeal. He also provided me with more recent comps for my area. He then suggested that I only argue the value based on four components; the negative effect of the recent hospital expansion, the traffic on the two main streets, the newly-required, street parking permits, and the most recent comps. He also suggested I print a Google map of the area and highlight those components. I handed each of the four panel members a packet of the four mentioned components and then methodically presented my case.

Normally I am not a negotiator, but Norm inspired me and built up my confidence by explaining the entire appeal process, providing me with the needed information, and suggesting how I should present my case. On the day of the appeal, I felt so prepared and so confident. I did exactly as Norm had suggested, and to my complete surprise, they agreed to lower the assessed value from \$142,000 down to \$79,000! One of the assessors later commented, "You had a very impressive presentation!"

Without Norm's tutoring, professionalism and "attention to details," I doubt I would have had the successful outcome and achieve my goal. Thank you Mike for putting me in touch with Norm. His expertise will save me over \$1000 a year!

Most sincerely,

Judy Landey