Approved	On:				

Minutes of the House Committee on Assessment and Taxation. The meeting was called to order by E. C. Rolfs, Chairman, at 9:00 a.m. on February 25, 1986 in room 519 South at the Capitol of the State of Kansas.

The following members were absent (excused):

Representatives Lowther

Committee staff present:

Tom Severn, Legislative Research Melinda Hanson, Legislative Research Don Hayward, Reviser of Statutes Millie Foose, Committee Secretary

The first bill considered was HB-2901, an act concerning enterprise zones; providing for their designation in certain counties. Representative Moomah gave a comprehensive report on the rural sales ratio problem that affect many counties and especially as it affects Reno County with regard to their receipt of state aid. (Attachment 1) He said notification was sent to the county clerk rather than to the school boards, and never allowed enough time to reply within the 15-day limit.

Chip Whelan, representing Pete McGill & Associates, also testified as a proponent of HB-2901. (Attachment 2) He also advocated the creation of enterprise zones which would assist county government for purposes of enticing new industry to locate in rural areas and expand the property tax base.

Beverly Bradley, Legislative Coordinator for Kansas Association of Counties, appeared in support of HB-2901. She believes this procedure would help the economy of smaller counties by providing information on how they may provide incentives and reduce barriers to economic development. (Attachment 3) This concluded the public hearing on HB-2901.

Representative Wunsch gave an overview of HB-2994, an act relating to the taxation of property; concerning the assessment sales ratio study. He submitted a report of the Real Estate Assessment Ratio Study as it applies to Allen County. (Attachment 4) He suggested that the word "may" in line 61 of this bill be changed to "shall". He then answered questions from the committee.

Vic Miller, Director Division of Property Valuation, submitted copy of the quarterly report that is sent to all counties. (Attachment 5)

Mr. Jamie Schwartz spoke briefly and stressed the administration's support of HB-2901.

The minutes of the February 21 and February 24 meetings were approved.

There being no further business, the chairman adjourned the meeting.

Ed C. Rolfs, Chairman

by the instrument; (3) the value of such tract or piece of real estate as reflected by the certificate of value; (4) the amount of any mortgage on said tract or piece of real estate assumed by the purchaser, including any purchase money mortgage, executed by the purchaser; (5) the assessed valuation of said tract or piece of real estate as of the date the instrument was executed as shown by the county assessment roll; (6) the classification and subclassification, if any, of the property sold, transferred or contracted for sale; and (7) such other information as the director deems necessary to carry out the purposes of this act. The director and his or her agents shall have the right of access to the assessment rolls and other records in the offices of the county clerks, county assessors and registers of deeds for the purpose of securing information required by this act. (L. 1974, ch. 428, sec. 1; July 1, 1974.)

79-1436a. Same, classification of property by director; county assessor or county clerk to report classification of property sold. The director of property valuation in carrying out his or her duties under the provisions of this act and the act of which this act is amendatory shall provide for classification of properties which are sold, transferred, or contracted to be sold or transferred within the classification prescribed by K.S.A. 79-503 and amendments thereto. The director of property valuation shall require the county assessor or county clerk acting in the capacity of county assessor to show on forms provided therefor, the classification and subclassification, if any, of the property sold and the classification and subclassification, if any, after the transfer is effected. (L. 1972, ch. 362, sec. 3; Jan. 1, 1973.)

79-1436b. In taxable years commencing after December 31, 1980, whenever the director of property valuation shall determine that the coefficient of deviation for any one classification or subclassification of property in a county, as shown from the ratio studies for such year, is greater than 20, the director is hereby authorized to order all property within the classification or subclassification within such county to be reappraised. (L. 1978, ch. 396, sec. 2; May 12, 1978.)

Upon securing information of real estate from the counties, the director shall determine, as nearly as possible, the sale price of each tract or piece of real estate and the ratio of the assessed valuation to the sale price. The director shall determine the average ratio of sales of urban real estate and rural real estate and for each classification of property and for all classes combined in each county and unified school district for the twelvemonth period ending on the thirty-first day of August of such year. The director shall quarterly notify the board of county commissioners of each county and the school board of each unified school district of the ratios determined for such county or school district for the preceding quarter. In addition, the director shall determine the average ratio of all sales in all counties and unified school districts of the state for such twelve-month period. In determining the ratio of sales as required in this section, the director of property valuation shall, in all sales of property in which there is to be a change in the classification or subclassification of the property place such sale in the proper classification, or subclassification, and such sale resulting in a change of classification shall not be used in determining the ratio of the prior classification. Ratios for each twelve-month period shall be published annually by the director not later than the first day of December next following the close of such period, in convenient form for the use and information of the legislature, taxpayers and other interested parties and public officers. The annual report of the director of property valuation published as required by this section, shall include reports of county and unified school district ratios of urban real estate and rural real estate, ratios for the classifications of property established by K.S.A. 79-503 and amendments thereto and ratios for a combination of all classes of property within each county and unified school district. In addition thereto, such report shall include reports of state-wide average ratios of sales of urban real estate, sales of rural real estate and of all sales in all counties and unified school districts of the state for the period herein before prescribed. (L. 1982, ch. 397, sec. 2, July 1, 1982.)

79-1437a. Same; exchange of information by registers of deeds and county assessors. Registers of deeds and county assessors shall exchange such information as may be deemed necessary and advisable to properly carry out the intent and purposes of this act. (L. 1967, ch. 489, sec. 5; July 1.)

79-1437b. Assessment ratio studies not admissible as evidence in actions involving assessment of certain property. Real estate assessment ratio studies prepared and published by the director of property valuation under the provisions of K.S.A. 79-1437 shall be inadmissible as evidence in actions involving the assessment of property, sales of which are not required to be reported by county assessors to the director of property valuation under the provisions of K.S.A. 79-1436. (L. 1971, ch. 298, sec. 1; July 1.)

79-1441a. Each year, when the ratios are determined, the director shall notify the board of county commissioners of each county of the ratios determined for such county. If the board of county commissioners disagrees with the ratios determined for such county, the board may, within fifteen (15) days after receipt of such notice, appeal such determination to the state board of tax appeals. Any such appeal shall be commenced by written notice thereof served by certified mail on the board of tax appeals and the director of property valuation, which notice shall clearly and specifically state the basis for the disagreement. The board of tax appeals shall hear the board of county commissioners and the director of property valuation and shall make a finding on or before November 15 as to whether, in determining the ratios for the county, sales from the prior year should have been used to supplement sales from the current year as provided in 79-1443, and amendments thereto, whether appraisals should have been made as provided in K.S.A. 79-1443, and amendments thereto, whether the law has been complied with and whether such other procedures as may be provided by law or regulations were followed properly. If the board of tax appeals finds that the prescribed procedures were not followed it shall issue a written order as provided in K.S.A. 74-2426 directing the director of property valuation to correct any deficiency and report back to the board prior to publication of the ratio study. (L. 1974, ch. 428, sec. 5, July 1, 1974.)

79-1442. Assessment-sales ratio study; use of questionnaires. The director shall prepare and utilize questionnaires to grantors, grantees and contracting parties in determining and verifying data to be used in the assessment-sales ratio study. (L. 1972, ch. 362, sec. 5; Jan. 1, 1973.)

79-1443. Sales from the twelve-month period ending on the thirty-first day of August of the prior year may be used to supplement sales of the current period by the director if in his or her opinion the sales in the current period are insufficient to determine the assessment-sales ratio of any county. The director may also, when in his or her opinion the same is necessary, obtain appraisals for the purpose of supplementing, verifying or correcting sales-assessment ratios for the current period. (L. 1974, ch. 428, sec. 6, July 1, 1974.)

79-1444. There is hereby established a technical advisory committee on the assessment-sales ratio study. The committee shall consist of three (3) members, appointed by and serving at the pleasure of the secretary of revenue. Members of the committee shall have such education and training as may be necessary to advise the director in the methodology of conducting studies of the type required under the provisions of this act. Members of the advisory committee on assessment-sales ratio study attending meetings of such committee, or attending a subcommittee meeting thereof authorized by such committee, shall be paid amounts provided in subsection (e) of K.S.A. 75-3223 and amendments thereto. The same shall be paid from appropriations to the secretary of revenue upon warrants of the director of accounts and reports issued pursuant to vouchers approved by the secretary of revenue or a person or persons designated by him or her.

It shall be the duty of the committee to advise and consult with and assist the director in the review and evaluation of the procedures used by the director of property valuation in making the assessment-sales ratio study and to make recommendations for any changes deemed necessary. It shall be the duty of the board of regents and the administration of each of the state institutions thereunder to authorize any staff members so selected to participate as members in the activities of such committee. The secretary of revenue may appoint an additional advisory committee of not to exceed seven (7) members to serve at his or her pleasure. (L. 1976, ch. 416, sec. 27; July 1.)



## KANSAS DEPARTMENT OF REVENUE Division of Property Valuation State Office Building · Topeka, Kansas 66612-1585

#### NOTICE

TO:

School District Superintendents

DATE:

January 8, 1986

RE:

Assessment/Sales Ratio Study

Enclosed please find a copy of the urban, rural and total ratio for your particular school district.

These ratios are for informational purposes only. These are <u>not</u> the county ratios nor are they the ratios used by the Department of Education for the "School Foundation Formula", but, only an indication of your individual district's ratio.

NB:jd

JAN 13 1986



## KANSAS DEPARTMENT OF REVENUE Division of Property Valuation State Office Building · Topeka, Kansas 66612-1585

#### $\underline{N} \ \underline{O} \ \underline{T} \ \underline{I} \ \underline{C} \ \underline{E}$

TO:

School Superintendents

FROM:

Janice Marcum, Supervisor, Personal Property

Division of Property Valuation

RE:

Assessment/Sales Ratio Study

DATE:

February 12, 1986

Enclosed please find a copy of the urban, rural, and total assessment/sales ratios for your school district for the first quarter of the 1986 study year.

These ratios are for informational purposes only. These are <u>not</u> the county ratios nor are they the ratios used by the Department of Education for the "School Foundation Formula". They are provided only as an indication of your individual district's ratios at the first quarter's end.

JSM:jd Enc.

PROCESSED ON 02/11/86

FVSTAT-1

THRU SEPT 85-NOV 85

			The state of the s	radio-value selde datas raspo datas della sella sella radio-value dalla della sella telah telah dalah
SCHOOL DISTRICT 310 TRANSFERS 7	MEDIAN	13-20	TOTAL URBAN  AVERAGE DEVIATION 7.40 COEFFICIENT 56.06 FOTAL SALES \$53.00	TOTAL TRANSFERS USED  ASSESSED \$5.640
SCHOOL DISTRICT 310 TRANSFERS 3	MEDIAN	11-14	TOTAL RURAL  AVERAGE DEVIATION 43.00 COEFFICIENT 385.85 TOTAL SALES \$140.1	TOTAL TRANSFERS USED
SCHOOL DISTRICT 310 TRANSFERS 10	MEDIAN	13-20	TOTAL FOR DISTRICT  AVERAGE DEVIATION 18-29 COEFFICIENT 138-56 TOTAL SALES \$193,10	

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The subclassifications prescribed by the director appear on the Ratio Study Card (Figure 1) and in the body of this Study.

Field representatives of the Property Valuation Division visit each county to collect the ratio cards and to provide whatever assistance is necessary for the accurate completion of each card. This includes a review of each card to determine whether or not all the required information has been provided; whether the property has been properly classified and sublcassified; and the examination of specific sales to determine if in fact they should be included in the Study as valid arms length transactions. When the field representatives complete this review, all cards are forwarded to the Property Valuation Division.

After three quarters of data are accumulated, edited, and processed, projections are made to determine whether the the number of usable sales is sufficient or if sales will be supplemented with appraisals and/or prior year sales.

#### SCREENING AND EDITING

The Ratio Study Cards received each month by the Division of Property Valuation are further screened to exclude transactions other than valid sales. The assessment/sales ratio study must be based upon the latest assessed valuation as related to the purchase price of all real estate sold during the study period. A list of the possible reasons for exclusion are as follows:

- (K.S.A. 58-2223c) No Certificate of Value required for these items:
  - Sales recorded prior to July 1, 1967.
  - Sales to the United States, the State of Kansas or any of the instrumentalities, agencies, or political subdivisions thereof;
  - Sales made solely for the purpose of securing or releasing security for a debt or other obligation; 3.
  - Sales made for the purpose of confirming, correcting, modifying or supplementing a deed previous-4. ly recorded, and without additional consideration;
  - Sales made by way of gift; 5.
  - Sales for delinquent taxes or assessment; 6.
  - Sales of cemetery lots; 7.
  - Sales made by leases and transfers of severed mineral interest.
- Transfer of deeds given in fulfillment of previously recorded long term contracts. B.
- Sales between members of the immediate family (husband, wife, mother, father, sons, daughters, grandparents to grandchildren) where favoritism can be shown, with the names of the parties and their C. relationship to each other.
- Sales by a sheriff pursuant to any order of any court of record. D.
- Sales in bankruptcy settlements; other sales where it can be directly established that it is a forced or distressed sale.
- Sales by judicial order which would include those executed by a guardian or executor, administration and partition sales where a degree of distress can be established by direct evidence.
- Sales where the grantee is a religious, charitable, benevolent or fraternal organization, a school or an G. education association.
- Sales that are forfeitures of a contract or foreclosures of a mortgage. Н.
- Sales of clearly identified undivided interest in real estate (usually post-probate type sales, where the 1. heirs are setting the estate).
- Sales where an exchange of properties can be definitely established. J.

- K. Sales where the grantor and grantee are one and the same; or transfers of convenience to character of title from tenancy in common to joint tenancy.
- L. Sales where it can be definitely established that grantor and grantee are corporate affiliates belonging to the same parent company.
- M. Sales where specific evidence of unrecorded notes or mortgages is available and would materially change the amount of the total consideration.
- N. Sales where the price shown on the certificate of value included the purchase of some items of personal property, such as farm machinery, motor vehicles, furniture, etc.
- O. Sales where the price shown on the certificate of value includes consideration for leasing other land, purchase or leasing of property in other counties, states, etc.
- P. Sales where the improvements on the land are different at the time of sale than on January 1 of the current year.
- Q. Sales where the assessed value includes more or less real property than the real property described in the recorded transaction.
- R. Date of sale is prior to current study year.

Items B through R may require further investigation to determine the validity or invalidity of a sale.

#### COMPUTATION PROCEDURES

After screening, reviewing and verifying, the cards are transmitted to the department's data processing services where the information for each county is entered into the computer files and the statistical computations are produced for the assessment/sales ratio study. Cumulative quarterly tabulations are produced and forwarded to county commissioners and unified school district boards of education.

The purpose of these statistical computations is to provide the basis for an analysis of: (1) the relative levels of assessment for counties and the various classes of property, and (2) the uniformity of assessments among classes of property.

A convenient way of describing a group of individual assessment/sales ratios for a county or a class of property is by the use of averages. Three types of averages can be utilized in the assessment/sales ratio study: the mean, median and the aggregate. For this study the median and aggregate are utilized. These measures of central tendency provide a simple numerical value that describes how closely a group of individual ratios approach the prescribed statutory level. However, they provide no information on equalization within an area or among the several sub-classes of property. To obtain a better picture of how the individual ratios are spread apart or comported together in relation to the average, a measure of variation or deviation is required. The method of variation to be utilized in this study as prescribed by Kansas law is the "coefficient of deviation."

The coefficient of deviation for a set of ratios is small if individual ratios are clustered closely around the median, and large if they are spread considerable distances from the median. That is, given identical class medians in two different counties, the county with the least class deviation would have more assessment uniformity between and among properties of a given class or sub-class.

An illustration and explanation of these statistical techniques and related measures is presented in the section on the Statistics of Assessment/Sales Ratio Studies.

TABLE 1
MEDIAN RATIOS AND FREQUENCY DISTRIBUTIONS OF SALES
BY COUNTIES - URBAN AND RURAL, 1985

The study shows the median ratio (column 2), the number of sales in relation to the ratio of sale price to assessed value by ratio ranges (columns 3-27) and the total sales used in this study (column 28).

													F	REQU	ENCY	DISTE	RIBUTI	ONS										
	RAT		Under	2	4	6	8	10	12	14	16 18	18 20	20 22	22 24	24 26	26 28	28 30	30 32	32 34	34 36	36 38	38 40	40 42	42 44	44 46	46 48	<b>48</b> +	Tota Sales
COUNTY	Aggregate	Median	2	4	6	8	10	12	14	16	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)
(1)		(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(13)	- '''	,,,,		• • • • •									125
SBORNE	7.93									_			6	2	7	1	1	1	_	2	_	5	_	-	1	3	9	105
Urban		14.45	1	3	6	7	6	12	14 2	8	3	6		_		1	_	_	_		_		_			_		20
Rural		6.90	1	1	6	6	2			1																		181
OTTAWA	9.33										_	-		5		2	Δ	3	1	1		2		1	-	-	-	125
Urban		11.78	4	4	8	13	13	24	9	11 2	8	5	6	5	-	_	_	_	-	-		-	_	_		_		56
Rural		8.90		4	7	12	13	14	3																			136
PAWNEE	8.26									_					1	_	1	1	_		_	_			_	_	2	103
Urban		8.56		5	14	24	22	18	2	5	4	3	_	_	,	_	<u>.</u>	_	_		_		-					34
Rural		8.13	_		7	9	11	6																				14
PHILLIPS	9.05								_	_		•			1	3		2	1		_	3	1	-	_	_	6	10
Urban		10,90		5	2	13	16	21 7	8	5	6	3	1		_		3	_		1		_	_	_		_		4
Rural		8,39	_		8	10	11						<del></del> -															24
POTTAWATOMIE	7.27								_		•		•	1	1	_	1	1	_	1	_	-	_	-		_		14
Urban		7.28	5	15	32	33	38	11 7	3	1	3	2	1	1	,	_	_	_	_	_	_	_	_	_	_	_	1	9
Rural		7.26	5	14	20	19	23																					25
PRATT	8.54								_	_	_		-		2	1	_		_		_	3	1	_		_	2	20
Urban		8.86	1	3	23	48	57	. 38	8	6	5	_	5	1	_	-	_	_		_	_	_	_	_	-		_	4
Rural		8.33	2	2	8	10	14	5	2	1																		6
RAWLINS	6.97	,													2			2		1		1		_		_	_	3
Urban		10.28	2	1	2	7	4	5	4	1	1 '	1	_		2	_	_	_	_		_	_	_	_	_	_		3
Rural		6.60	-		10	14	4	1	2																			118
RENO	8.31													40	,	3		5	Δ	. 2		3	3	_	2	1	11	86
Urban	-	10.10	16	31	35	111	223	203	90	52	29	10 2	12 3	10	4	2	4	2	_	_	_		1	1		_	3	31
Rural	•	6.46	37	45	64	43	38	33	24	5	3																	15
REPUBLIC	8.37															_		2		1	_	3	1	_	1		14	•
Urban	0.01	14.12		1.	3	11	8	16	7	6	5	5	3	1	4	2		_	_	_	_	_			_	_		!
Rural		7.48		1	7	17	9	4	8	1		2	1															1:
RICE	10,18													_		•		3	2	2	_	. 2	1	3	_		3	1
Urban	10.10	12.95	_	4	6	15	23	18	21	20	9	` 3	4	3	4	3	3		_						_			
Rural		9,22		. 1	3	12	8	5	4	2	4	2	_	1														

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#### RENO COUNTY

		Urban			Rural		Total				
	Median Ratio	Coefficient of Deviation	Number of Sales	Median Ratio	Coefficient of Deviation	Number of Sales	Median Ratio	Coefficient of Deviation	Number of Sales		
Residential	10.05	43.15	812	7.45	68.51	228	9.78	47.12	1,040		
Single Family	10.22	34.33	706	9.47	35.79	137	10.11	34.60	843		
Multi-Family	13.22	38.71	34			0	13.22	38.71	34		
Condo	10.95	.00	1	***		0	10.95	.00	1		
Vacant Lot	4.00	215.50	71	2.80	175.71	91	3.27	201.22	162		
Commercial	13.71	56.37	54	17.18	84.80	9	13.49	64.11	63		
Commercial	14.66	47.52	45	19.44	86.60	6	14.66	55.43	51		
Industrial	26.13	30.91	2	20.86	.00	11	20.86	25.78	3		
Vacant Lot	1.69	303.01	7	4.00	73.40	2	1.05	431.94	9		
Agricultural	12.06	.00	1	5.64	42.17	75	5.64	43.03	76		
Improved w/Residence	12.06	.00	1	8.18	71.02	14	8.35	67.90	15		
Improved No/Residence			0	5.23	21.98	12	5.23	21.98	12		
Unimproved			0	5.62	26.31	49	5.62	26,31	49		
State Appr. & Public Service			0	1.33	.00	1	1.33	.00	1		
County Total	10.10	45.34	867	6.46	74.88	313	9.67	50.03	1,180		

		Urban			Rural			Total	
	Median Ratio	Coefficient of Deviation	Number of Sales	Median Ratio	Coefficient of Deviation	Number of Sales	Median Ratio	Coefficient of Deviation	Number of Sales
Residential	14.44	118.94	79	6.30	44.28	17	11.92	129.46	96
Single Family	15.69	112.92	69	7.20	36.52	99	13.98	117.59	78
Multi-Family			0			0			0
Condo			0			0			0
Vacant Lot	12.40	106.20	10	4.40	54.09	88	7.70	129.87	18
Commercial	12.07	114.99	17	1.66	.00	1	12.03	113.75	18
Commercial	12.07	114.99	17			0	12.07	114.99	17
Industrial			0			0			0
Vacant Lot			0	1.66	.00	1	1.66	.00	1
Agricultural			0	8.34	38.71	36	8.34	38.71	36
Improved w/Residence			0	8.89	45.31	9	8.89	45.31	9
Improved No/Residence			0	13.47	23.60	3	13.47	23.60	3
Unimproved			0	7.48	34.33	24	7.48	34.33	24
State Appr. & Public Service			0			0			0
County Total	14.12	117.90	96	7.48	43.55	54	11.18	111.46	150

REPUBLIC COUNTY

<sup>\*\*</sup>Sales Supplemented



February 20, 1986

Representative Bob Wunch State Capitol Building Topeka, Kansas 66612

Dear Mr. Wunch:

This letter is in reference to the rural sales ratio problem that has become an unneeded concern for the Reno County School Districts with regard to their receipt of state aid.

It is my understanding that the point in question is the relationship between the assessed valuation and the sales price received from un-improved lots outside the city of Hutchinson. I will address the issue as it involves Lakewood Country Club.

I am certain the State's Property Valuation Department (PVD) is interested in the most fair and equitable computation of the sales ratio in Reno County. After reviewing the following facts associated with the sales of vacant lots at Lakewood, I am sure the PVD will find it unquestionably appropriate to delete these sales from the sales ratio computation.

The assessed valuation of the un-improved vacant lots has been technically correct. The confusing large dollar difference between valuation and sales price exists only because the value was created by offering an overall combination package of valuable benefits - only part of which is the land. This package of valuable benefits cannot be associated with the overall accuracy of assessed valuation of vacant, um-improved lots all across Reno County. For example, the value difference is created by including a deed to a time-share week at SilverCreek, Colorado. Also, a lifetime initiation to the Country Club is given absolutely free to each person who purchases a lot. In addition, the possibility exists for a purchaser to trade his or her lot towards the purchase of an Executive Golf Suite located on the premises.

P.O. BOX 1460, HUTCHINSON, KS. 67504-1460 ADMINISTRATION: (316) 663-8396 PRO SHOP: (316) 663-5301 In each of the above examples, the sales price of the lot is justified with value created by the overall package of valuable benefits and not just the vacant lot itself.

The SilverCreek time-shares are valued at \$7,000 - \$15,000 depending upon the popularity of the use week.

The lifetime initiation is valued up to \$1,500 depending upon the classification of membership chosen.

The Executive Golf Suite, (if traded for), provides for exchange privileges through Resort Condominiums International. A specific dollar amount of value is difficult to place on that privilege. However, Resort Condominiums International allows a purchaser in Reno County to trade the use of his property here with an owner of property almost anywhere in the United States or abroad.

Furthermore, these value-creating benefits can be sold independently from the real estate. A separate deed is given for the time-share in Colorado and it can be sold without the purchaser losing ownership in the real property at Lakewood in Reno County. Likewise, the initiation fee to the Country Club can be sold by the purchaser without loss of ownership in the real property.

These extraordinary benefits associated with sales clearly have substantial value in and of themselves, without regard to the Reno County real property. The fact that these benefits have value and can be sold independently, clearly indicates that these sales at Lakewood are extraordinary to Reno County and should appropriately be deleted from the sales ratio computation. I'm sure the Reno County Commissioners would agree.

If I can be of further assistance, please feel free to contact me.

Very truly yours,

Jerry C. Ney

Project Director

Lakewood Country Club & Lakewood Realty Inc.

## Reno County Offices

#### 206 WEST FIRST ST.

#### HUTCHINSON, KANSAS 67501

OFFICE OF: APPRAISER

February 19, 1986

Robert S. Wunsch Representative, 101st. District Room 175-W, State Capitol Topeka, Kansas 66612

Re: Rural Sales/Assessment

Dear Sir:

As you are aware, Reno County has a problem with the relationship between the assessed valuation and the sales of un-improved lots located in additions outside the City of Hutchinson. More particularly, these additions are located to the North-east, North and North-west of the city limits of Hutchinson.

With the consent of the Board of County Commissioners I am re-evaluating these sub-division lots in an effort to make their assessment ratio more equal with other rural properties in Reno County.

The equalization will be completed and the taxpayer's notified on or before the statute date of April 1.

Sincerely,

alice Bragg

ALICE BRAGG, CKA Reno County Appraiser



#### Kansas Legislative Policy Group

301 Capitol Tower, 400 West Eighth, Topeka, Kansas 66603, 913-233-2227
TIMOTHY N. HAGEMANN, Executive Director

February 25, 1986

TESTIMONY

to

HOUSE COMMITTEE

was respon

ASSESSMENT and TAXATION
House Bill 2901

Mr. Chairman and members of the Committee, I am Chip Wheelen of Pete McGill and Associates. We represent the Kansas Legislative Policy Group which is an organization of county commissioners from primarily rural areas of the State. We appear today in support of the provisions of HB 2901.

Some of you may already know that most of our member counties are located in mineral producing regions of Kansas. You may also be aware of the market conditions that have adversely affected the oil industry.

Because mineral properties are appraised using the income approach, we anticipate additional losses in assessed valuations attributable to oil production. Since enactment of the severance tax, local taxing jurisdictions statewide have already lost 8.6 percent of the valuations from minerals (1982 vs 1985). We expect this trend to continue, at least in the near future.

When we lose our minerals tax base, our commissioners are compelled to do one of two things. They can either raise mill levies or curtail expenditures for important public services. Neither option is desireable.

Another option, which is currently not available to Boards of County Commissioners, would be the creation of enterprise zones. This might assist county government for purposes of enticing new industry to locate in rural areas and thus expand the property tax base.

2-25-86

Attachment 2

Hs. A&T

Some of our counties are already experiencing the "general economic distress" referred to in Section 3 of the bill. This has been brought on by the recession in our agri-business sector coupled with the more recent problems experienced by the oil industry.

We believe that it is only fair to grant county commissioners the same privilege that city officials enjoy as pertains to creation of enterprise zones. For these reasons, we respectfully urge you to recommend HB 2901 for passage.

### Kansas Association of Counties

Serving Kansas Counties

Suite D, 112 West Seventh Street, Topeka, Kansas 66603

Phone 913 233-2271

February 25, 1986

To: Representative Ed Rolfs, Chairman

Members of the House Assessment & Taxation Committee

From: Beverly Bradley, Legislative Coordinator

Kansas Association of Counties

Re: HB-2901

Good Morning. I am Beverly Bradley from the Kansas Association of Counties. I appear today in support of HB-2901. A great deal has been said concerning economic development during this session. We support HB-2901 because it gives boards of commissioners in small counties, less than 10,000 population, an opportunity to submit to the secretary of the department of economic development a resolution with a request that a certain area be approved as an enterprise zone along with a complete plan showing the intentions for the area.

There are criteria set out in section B1 & B2 which spell out specific reasons for requesting the enterprise zone.

If this procedure can help the economy in the small counties by providing information on how they may provide incentives and reduce barriers to economic development it is indeed worthwhile.

We urge your support of HB-2901. Thank you for the opportunity of appearing today.

2-25-86 Hs. A&T PVSTAT-1

#### REPORT OF REAL ESTATE ASSESSMENT RATIO STUDY STATE OF KANSAS

THRU SEP 85-NOV 85

PROCESSED ON 02/10/86

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12	289902	0001	. 9	I	10-21-85	10-85	6.05	\$97,500	\$5,900	0	0			
13	289940	0001	. 28	I	09-21-85	11-85	6.33	\$13,500	\$855	0	0			
14	289853	0001	1	I	09-05-85	09-85	7.48	\$49,675	\$3,720	0	0			
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32	289896	0001			09-25-85	10-85	11.57	\$14,078	\$1,630	0	0			II
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38	289930 289924	000	The second second second		11-15-85	11-85	13.64	\$35,000	\$4,775	0	0			
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PVSTAT-1

## REPORT OF REAL ESTATE ASSESSMENT RATIC STUDY STATE OF KANSAS

THRU SEP 85-NOV 85 PROCESSED ON 02/10/86

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10		I 04-02-84 10-85 19.23 \$9,200 \$1,770 0 0 R I 09-01-85 11-85 27.30 \$2,600 \$710 0 0 R	
19		1 03 04 07 13 03 616 30 363 000	
20	TRANSFERS 10	MEDIAN 9.31 AVERAGE DEVIATION 5.79 COEFFICIENT 62.17 TOTAL SALES \$155,800	ASSESSED \$14,580
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23	ALLEN COUNTY	URBAN RESIDENTIAL SINGLE FAMILY	TOTAL TRANSFERS
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25	TRANSFERS 51	MEDIAN 9.91 AVERAGE DEVIATION 4.13 COEFFICIENT 41.64 TOTAL SALES \$1,135,003	ASSESSED \$105,320
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28	ALLEN COUNTY	URBAN RESIDENTIAL MULTI FAMILY	TRANSFERS USED
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31	PRE-PRT E/N R/N I 289939 0001 27	/U SALE-DATE D-DATE PATIO SALE-PRICE ASSESSED CD # ACRES REJECT I 11-07-85 11-85 11-33 \$15,000 \$1,700 0 0	
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	THRU SEP 85-NOV 85	PROCESSED ON 02/10/86					
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289909 0001 13	I 10-28-85 10-85 13.33 \$1.500 \$200	0 0					
TRANSFERS 5	MEDIAN 3.33 AVERAGE DEVIATION 4.33 COEFFICIENT	129.91 TOTAL SALES \$9,631	ASSESSED \$400				
ALLEN COUNTY	URBAN RESIDENTIAL VACAN	IT LOT	TRANSFERS NOT USED				
289910 0037 71	I/U SALE-DATE D-DATE RATIO SALE-PRICE ASSESSED I 07-15-85 10-85 6.85 \$3,500 \$240 I 06-16-81 12-85 9.75 \$205 \$20	0 0 R					
TRANSFERS 2	MEDIAN 9.30 AVERAGE DEVIATION 1.44 COEFFICIENT	17.33 TOTAL SALES \$3,705	ASSESSED \$260				
ALLEN COUNTY	URBAN RESIDENTIAL VACAN	NT LOT	TOTAL TRANSFERS				
TRANSFERS 7	MEDIAN 6.85 AVERAGE DEVIATION 4.01 COEFFICIENT	58.48 TOTAL SALES \$13,336	ASSESSED \$660				
ALLEN COUNTY	URBAN AGRICULTURAL IMPA	/RE SIDENCE	TRANSFERS USED				
TRANSFERS 0	MEDIAN .OO AVERAGE DEVIATION .OO COEFFICIENT	COO TOTAL SALES SO	ASSESSED 30				
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PVSTAT-1

THRU SEP 85-NOV 85 PROCESSED ON 02/10/86 ALLEN COUNTY URBAN AGRICULTURAL IMPYNO RES TRANSFERS NOT USED TRANSFERS 0 MEDIAN .OO AVERAGE DEVIATION .OO COEFFICIENT .OO TOTAL SALES SO ASSESSED \$0 ALLEN COUNTY URBAN AGRICULTURAL IMP/NO RES TOTAL TRANSFERS TRANSFERS O MEDIAN .00 AVERAGE DEVIATION .00 COEFFICIENT .00 TOTAL SALES \$0 ASSESSED \$0 TRANSFERS USED ALLEN COUNTY URBAN AGRICULTURAL UNIMPROVED TRANSFERS 0 MEDIAN .00 AVERAGE DEVIATION .00 COEFFICIENT .00 TOTAL SALES \$0 ASSESSED \$0 ALLEN COUNTY URBAN AGRICULTURAL UNIMPROVED TRANSFERS NOT USED MEDIAN .00 AVERAGE DEVIATION .00 COEFFICIENT .00 TOTAL SALES \$0 TRANSFERS O ASSESSED \$0 ALLEN COUNTY URBAN AGPICULTURAL UNIMPROVED TOTAL TRANSFERS TRANSFERS O MEDIAN .OO AVERAGE DEVIATION .OO COEFFICIENT .OO TOTAL SALES \$0 ASSESSED \$0 TRANSFERS USED ALLEN COUNTY URBAN COMMERCIAL COMMERCIAL PRE-PRT B/N R/N I/U SALE-DATE D-DATE RATIO SALE-PRICE ASSESSED CD # ACRES REJECT 289876 0001 1 I 09-17-85 09-85 2.85 \$350 \$10 0 0 289946 0001 32 I 11-22-85 11-85 3.30 \$23,000 289943 0001 29 I 11-22-85 11-85 4.44 \$450 \$760 0 \$19440 0 \$19800 0 \$20 O 289943 0001 29 1 11-22-39 11-79 7-77 289869 0001 9 1 09-23-85 09-85 6-40 \$22,500 289903 0001 24 1 09-09-85 10-85 11-87 \$32,000 289866 0001 8 1 09-20-85 09-85 13-75 \$4,000 289944 0001 30 1 11-22-85 11-85 18-26 \$5,200 289858 0001 3 1 09-12-85 09-85 22-37 \$2,682 \$ 550 0 \$950 0 \$600 0 MEDIAN 9.13 AVERAGE DEVIATION 6.15 COEFFICIENT 67.30 TOTAL SALES \$90,182 ASSESSED \$8,130 TRANSFERS 8 ALLEN COUNTY URBAN COMMERCIAL COMMERCIAL TRANSFERS NOT USED TPANSFERS O MEDIAN . OO AVERAGE DEVIATION .OO COEFFICIENT .OO TOTAL SALES \$0 ASSESSED \$0 URBAN COMMERCIAL COMMERCIAL TOTAL TRANSFERS ALLEN COUNTY TRANSFERS 8 MEDIAN 9.13 AVERAGE DEVIATION 6.15 COEFFICIENT 67.30 TOTAL SALES \$90.182 ASSESSED \$8,130

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THRU SE	P 85-NOV 85 PROCESS	SED DN 02/10/86
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ALLEN COUNTY	URBAN PUBLIC SERVICE	TOTAL TRANSFERS
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TRANSFERS 57 MED	AN 10.76 AVERAGE DEVIATION 4.14 COEFFICIENT 38.46 TOTAL SALES	\$1,104,816 ASSESSED \$102,550
ALLEN COUNTY	TOTAL URBAN	TRANSFERS NOT USED  S \$159,505 ASSESSED \$14,840
TRANSFERS 12 MED	IAN 9.31 AVERAGE DEVIATION 5.06 COEFFICIENT 54.33 TOTAL SALES	
ALLEN COUNTY	TOTAL URBAN	TOTAL TRANSFERS
TRANSFERS 69 MED	IAN 9.90 AVERAGE DEVIATION 4.34 COEFFICIENT 43.81 TOTAL SALES	
ALLEN COUNTY	RURAL RESIDENTIAL SINGLE FAMILY	
289929 0001 18 I J	ALE-DATE D-DATE RATIO SALE-PRICE ASSESSED CD # ACRES REJECTION 11-85 8.36 \$50,000 \$4,180 0 1	
TRANSFERS I MET	IAN 3.36 AVERAGE DEVIATION .00 COEFFICIENT .00 TOTAL SALE	S \$50,000 ASSESSED \$4,180
ALLEN COUNTY	RURAL RESIDENTIAL SINGLE FAMILY	TRANSFERS NOT USED
289905 0037 77 I	SALE-DATE D-DATE RATIO SALE-PRICE ASSESSED CD # ACRES REJE 07-26-85 10-85 2.27 \$65,000 \$1,480 0 3 R 08-30-85 10-85 39,83 \$12,000 \$4,780 0 74 R	CT
289881 0037 63 I TRANSFERS 2 ME	DIAN 21.05 AVERAGE DEVIATION 18.77 COEFFICIENT 89.14 TOTAL SALE	S \$77,000 ASSESSED \$6,260

THRU SEP 85-NOV	85	PROCESSED ON 02/10/86							
	RURAL	RESIDENTIAL SINGLE FAMILY 12.51 CDEFFICIENT 149.64		e					
ALLEN COUNTY	RURAL	RESIDENTIAL MULTI FAMILY		TRANSFERS USED					
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ALLEN COUNTY  TRANSFERS O MEDIAN •				TOTAL TRANSFERS ASSESSED %0					
ALLEN COUNTY	PURAL	RESIDENTIAL CONDOMINIUM		TRANSFERS USED					
TPANSFERS O MEDIAN •	OO AVERAGE BEVIATION	.00 CORFFICIENT .00	FOTAL SALES \$0	ASSESSED \$0					
ALLEN COUNTY  TRANSFERS O MEDIAN		RESIDENTIAL CONDUMINIUM	As 22 kg lator	TRANSFERS NOT USED					
		RESIDENTIAL CONDOMINIUM							
TRANSFERS O MEDIAN .		.00 COEFFICIENT .00		ASSESSED \$0					
ALLEN COUNTY		Residential vacant let		TRANSFERS USED					
PRE-PRT 8/N R/N I/U SALE-DATE 289937 0001 25 I 11-19-85	11-85 RATIO SALE-	-PRICE ASSESSED CD # A \$500 \$150 0	CRES REJECT						
TRANSFERS 1 MEDIAM 30.	OO AVERAGE DEVIATION	.00 COEFFICIENT .00		ASSESSED \$150					
ALLEN COUNTY	RURA	AGRICULTURAL VACANT LOT		TRANSFERS NOT USED					
TRANSFERS O MEDIAN .	00. AVERAGE DEVIATION	.00 COEFFICIENT	TOTAL SALES \$0	ASSESSED \$0					

THRU SEP 85-NOV 85 PROCESSED ON 02/10/86	PROCESSED ON 02/10/86								
Residential  ALLEN COUNTY  RURAL AGRICULTURAL VACANT LOT	***************************************								
TRANSFERS 1 MEDIAN 30.00 AVERAGE DEVIATION OF CONTRACTOR	ASSESSED \$150								
ALLEN COUNTY RURAL AGRICULTURAL IMP/RESI	TRANSFERS USED								
PRE-PRT 8/N R/N I/U SALE-DATE D-DATE RATIO SALE-PRICE ASSESSED CD # ACRES REJECT 289945 0001 31 I 11-23-35 11-85 7.08 \$12,500 \$885 0 5 289915 0001 6 I 11-01-85 11-85 18.17 \$80,000 \$14,540 0 435									
TRANSFERS 2 MEDIAN 12.62 AVERAGE DEVIATION 5.54 COEFFICIENT 43.87 TOTAL SALES \$92.500	ASSESSED \$15,425								
ALLEN COUNTY RURAL AGRICULTURAL IMP/RESI	TRANSFERS NOT USED								
PRE-PRT B/N R/N I/U SALE-DATE D-DATE PATID SALE-PRICE ASSESSED CD # ACRES REJECT 289889 0037 64 I 05-02-35 10-85 7.51 \$45,000 \$3,380 0 80 R 289906 0037 70 I 02-13-75 10-85 9.35 \$150,750 \$14,100 0 402 R 289803 0037 76 I 12-22-77 07-85 17.48 \$32,000 \$5,595 0 160 R TRANSFERS 3 MEDIAN 9.35 AVERAGE DEVIATION 3.32 COEFFICIENT 35.49 TOTAL SALES \$227,750	455-55-5								
ALLEN COUNTY RURAL AGRICULTURAL IMP/RESI									
TRANSFERS 5 MEDIAN 9.35 AVERAGE DEVIATION 4.21 COEFFICIENT AS 01 TOTAL SALES ASOL	ASSESSED \$38,500								
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PRE-PRT B/N R/N I/U SALE-DATE D-DATE RATIO SALE-PRICE ASSESSED CD # ACRES REJECT 289931 0001 20 I 10-28-85 11-85 5.09 \$11,000 \$560 0 40 289908 0001 12 I 10-15-85 10-85 7.35 \$20,000 \$1,470 0 38 289932 0001 21 I 10-31-85 11-85 7.48 \$31.000 \$2,320 0 77 289948 0001 34 I 11-27-85 11-85 8.94 \$4,250 \$380 0 12 289885 0001 2 I 10-03-05 10-85 9.00 \$32,000 \$2,880 0 80 289864 0001 6 I 09-18-85 09-85 10-28 \$28,000 \$2,880 0 80 289921 0001 11 I 10-25-85 11-85 11.91 \$8,000 \$945 0 40									
TRANSFERS 7 MEDIAN 8.94 AVERAGE DEVIATION 1.59 COEFFICIENT 17.78 TOTAL SALES \$134,250	ASSESSED \$11,435								
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## REPORT OF REAL ESTATE ASSESSMENT RATIO STUDY STATE OF KANSAS

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## REAL ESTATE ASSESSMENT RATIO STUDY

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ALLEN COUNTY	RURAL COMMERCIAL INDUSTRIAL	TOTAL TRANSFERS				
TRANSFERS 2	MEDIAN 7.20 AVERAGE DEVIATION 4.29 COFFFICIENT 59.56 TOTAL SALES \$202,000	ASSESSED \$6,040				
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289741 0037 81 TRANSFERS 1	\$220 0 2	and the second s				
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er –	MEDIAN .OO AVERAGE DEVIATION .OO COEFFICIENT	ASSESSED \$0				

PVSTAT-1

#### PEPCRT OF REAL ESTATE ASSESSMENT RATIO STUDY STATE OF KANSAS

THRU SEP 85-NDV 85 PROCESSED ON 02/10/86

ALLEN COUNTY			RURAL	PUBLIC SERVICE		and the second s	and the state of t		TRANSFERS NOT USED
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TPANSFEFS 14	MEDIAN	7.92	AVERAGE DEVIATION	4.21 CCEFFICIENT	53.14	TOTAL	SALES	\$521,425	ASSESSED \$39,575
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TRANSFERS 7	MEDIAN	11.50	AVERAGE DEVIATION	11.73 CCEFFICIENT	102.00	T OT AL	SAL ES	\$307,250	ASSESSED \$29,785
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TPANSFERS 22	MEDIAN	8.94	AVERAGE DEVIATION	6.93 CDEFFICIENT	77.50	TOTAL	SALES	\$828,675	ASSESSED \$69,260
ALLEN COUNTY				TOTAL COUNTY					TRANSFERS USED
TRANSFERS 71	MEDIAN	9.29	AVERAGE DEVIATION	4.27 COEFFICIENT	43.14	TETAL	SALES	\$1,626,241	ASSESSED \$142,165
ALLEN COUNTY		to de la companya de		TOTAL COUNTY			-		TRANSFERS NOT USED
TRANSFERS 19	MEDIAN	9.36	AVERAGE DEVIATION	7.63 COEFFICIENT	81.48	TOTAL	SALES	\$466,755	ASSESSED \$44,625
ALLEN COUNTY				TOTAL COUNTY					TOTAL TRANSFERS
TRANSFERS 90	MEDIAN	9.74	AVERAGE DEVIATION	4.98 COEFFICIENT	51.11	TUTAL	SALES	3690769770	ASSESSED \$186,790

#### Complete items 1, 2, 3 and 4. s in the "RETURN TO" space on the ailure to do this will prevent this card from being aturned to you. The return receipt fee will provide you the name of the person delivered to and the date of delivery. For additional fees the following services are available. Consult postmaster for fees and check box(es) for service(s) requested. 1. Show to whom, date and address of delivery. 2. Restricted Delivery. County Commissioner Reno County County Courthouse Hutchinson, KS 67501 Article Number 4. Type of Service: 123 Registered Certified Express Meil ☐ Insured ☐ COD Always obtain signature of addressee or agent and DATE DELIVERED. 5. Signature - Addresses 6. Signature - Agent 7. Date of Delivery 8. Addressee's Address (ONLY if requested and fee paid,

AMENDED

KANSAS DEPARTMENT OF REVENUE

Division of Property Valuation

State Office Building · Topeka, Kansas 66612-1585

December 13, 1985

NOTICE

nissioners of Reno County

ws of the State of Kansas you are hereby used in the 1985 assessment-sales ratio

AMENDED

County Ratio - 8.31

Rural - - - 6.46

Urban - - - -10.10

Respectfully,

Victor W. Miller, Director Division of Property Valuation

to at millerial

VWM: bkh



## KANSAS DEPARTMENT OF REVENUE Division of Property Valuation

State Office Building · Topeka, Kansas 66612-1585

TO:

Vic Miller

FROM:

Lyle Clark

RE:

Ratio study questions

DATE:

February 20, 1986

Gene Sells, Superintendent of schools - Colby called to talk about making changes to the ratio study. He wanted to know if you could change any prior year ratios since he had discovered that some sales of land included pivot irrigation equipment.

I told him that we could find no authority for making changes once the appeal period had expired. He said that he could understand that but could those sales be eliminated or corrected for the 1986 Study. I told him that the 86 study is reviewable until the appeal period is over.

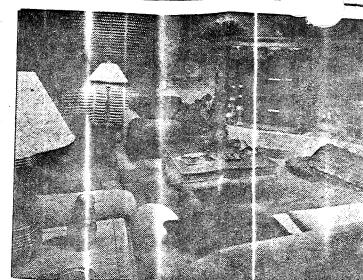
I am concerned only to the extent that current discussions of need for verification tend to be leaning toward less emphasis. I believe that we are to be even more vulnerable on just such topics if, in fact, we dont't insist on closer verification than that currently in practice. Questions such as this and those of Rep. Wunsch should have been reviewed and a policy established prior to it becoming a challenge after the fact. It does not set well to answer those questions by a shrudge of the shoulder so to say "that's the way it is ""it is someone else's fault."

Perhaps this could be discussed at staff meeting?

LC:jd

# FILLING A NICHE

# Developers resort to fractional ownership



By M. John Fayhee cial to The Denver Post

ive years ago, traditional one- and two-week time-sharing packages were all the rage in the vacation industry, and everyone seemed happy.

Developers and resort-management companies could reap the comfortable profits that came from being able to "sell" one con-dominium unit 50 times and buyers could reap the benefits of having their very own vacation villa on the beach or in the mountains.

#### **Time-share limitations**

But, while these benefits still exist, many people have begun realizing the inherent limitations of one-week time-sharing packages. And this realization has given rise in the past two years to what resort managers are enthu-siastically calling "the wave of the future:" the fractional owner-

ship phenomenon.
"While most of the reasons for the existence of the traditional one-week time-sharing packages still exist, we began seeing a need that the resort industry clearly was not meeting," said David Hoffman, president of the Hoffman Group in North Myrtle Beach, S.C. "We needed to fill the niche between the one-week package and whole ownership.'

Fractional ownership allows a buyer to purchase a quarter, eighth or twelfth share of a unit.

Hoffman recently purchased 10 three-bedroom living units in a brand-new 10-story beachfront building with the intention of selling four-week fractional owner-

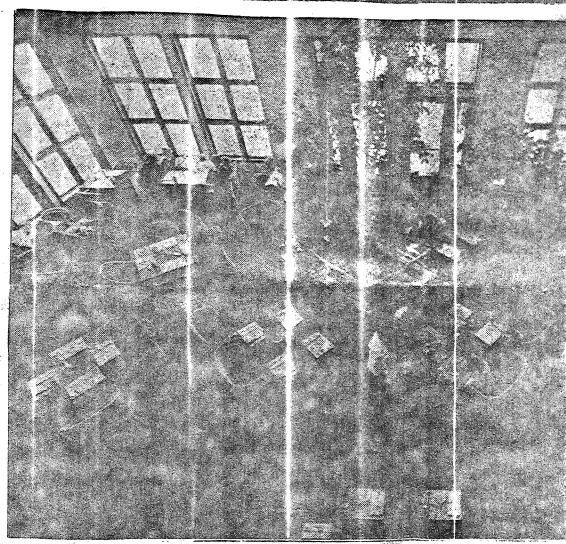
ship packages.
"We have been able to learn a lot in the last five years from the time-sharing industry," Hoffman continued. "From a developer's point of view, we learned that our marketing costs were astronomical and, as a result, clearly undermined our profit percentage. We also learned that we weren't meeting all the needs of would-be

#### Catering to the buyer

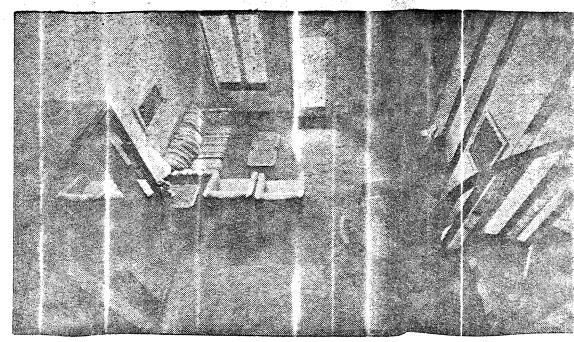
"There are a lot of people out there who want a vacation home on the beach, yet can't really afford to buy a \$250,000 whole-ownership unit. And we're talking about people in the \$80,000-100,000a-year income bracket."

Ross Bowker, vice president of resort operations at Beaver Creek in Avon, Colo., agrees.

'In the past, we've really been



Restaurants, plus cozy units, are part of the fractional ownership package at The Inn at SilverCree

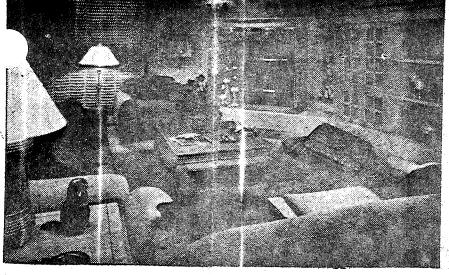


letting the potential middle-in-come buyer — and by this I mean between \$75,000 and \$100,000 — slip through our fungers," he said. "While we still put a lot of our

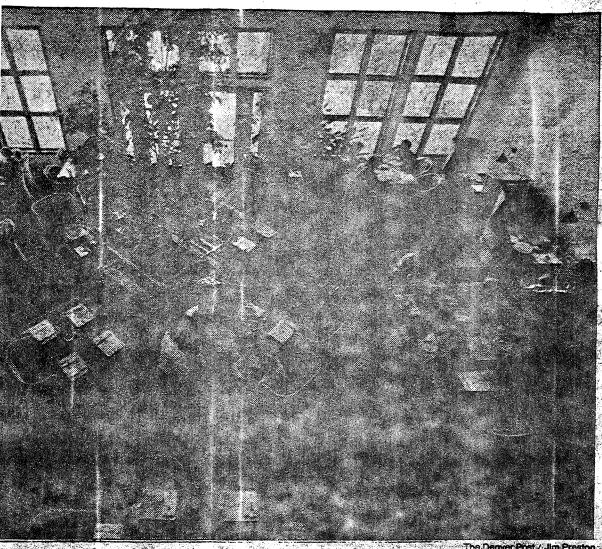
financial stock in the one- and two-week time-share sales, we mountain home." realize that sort of thing doesn't necessarily appeal to the rising young lawyer from Denver who

wants to feel that he owns

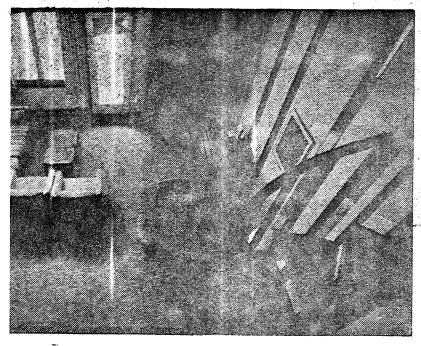
Bowker oversees the ope tions of Park Plaza, which compasses 36 1,800-square-f



Five-week ownership packages are offered at Park Plaza's plushly appointed 1,800-square foot condominiums, left, at the base of the Beaver Creek Ski Area, Buyers get two weeks of occupancy during ski season and bid on their remaining 21 days during the off-season.



art of the fractional ownership package at The Inn at SilverCreek, near Winter Park.



financial stock in the one- and two-week time-share sales, we realize that sort of thing doesn't necessarily appeal to the rising young lawyer from Denver who wants to feel that he owns a mountain home.'

Bowker oversees the operations of Park Plaza, which encompasses 36 1,800-square-foot condominiums at the base of the Beaver Creek Ski Area, Park Pla-

za was completed last December.
"We determined over the determined over the course of several years' worth of intense market studies that the average family that owns a whole condominium unit at a resort is likely to only use it between four and five weeks a year. The rest of the time, they are relying on rental management companies and that makes many people feel uneasy. So, we decided to test market a few five-week packages and fantastic, response was Bowker said.

Park Plaza offers only fiveweek ownership packages, where buyers get two weeks of occupancy during ski season and bid on their remaining 21 days during

the off-season.
"We've had \$8 million in sales since Dec. 21," Bowker said.

Bob Jacobs, executive president of Oceanique, also in North Myrtle Beach, thinks the

Please see TIME-SHARE on 4-E

# heats

.Awards in 33 cat

Denver area hor signing up their ne-and residential c compete in the 8th awards competitio industry's pageant keting excellence.

The competition urday evening, Ma gala awards banqu Hyatt Regency Ho ver Tech Center.

This year's com volve home builde professionals, inter graphic artists, adv sentatives, and but suppliers. Competi place in 33 individu gories, the largest recognized in the M tion, according to 1986 MAME chairm

Variety of awards

Individual award best attached hor tached home" and design" for specifi for the year 1985. will recognize the sional marketing die "most professional and "most profess sales person.

Advertising and n have submitted the entries competing f tising campaign, as vidual awards rec print and radio ad rochure, best outd e<mark>st new h</mark>ome **co**mr

The climax of awards ceremony M the announcement Award winner, pre new home communithe most individual lected categories. Grand Award was pr ecutive Builders for Club" new home con MAME stands

Achievement in Mere cellence" and is the Sales and Marketing Home Builders Associ ropolitan Denver.

Independent judges

Judging is carried pendent panel of mar sionals who are s other cities to judg event

Judges will annou ists for each award weeks in advance ( awards banquet.

The Home Builde of Metropolitan Den fessional association Denver residential their subcontractors. formation, contact th

## s advised to shoot for micromarke

## Fractional ownership stepped up

TIME-SHARE from Page 1-E

key to successful fractional owner-

ship sales is two-fold.
"When you sell five-week or 10week fractional ownership packages," he said, "you're moving up into a completely different level of customer than when you're selling one-week time-shares. The frac-tional customer is more discriminating. They're not going to fall for a unit that's nothing more than a 700-square-foot remodeled motel

"So, the first thing we developers need to do is identify very specifically that upgraded target customer," he said. "Then, secondly, we have to build a facility that will appeal to them. And when we're marketing, we need to remember that they aren't going to feel comfortable with high-pressure sales tactics and they won't fall for gimmicks. Of course, this makes the sale process more appealing to the seller, as well.

To that end, Oceanique recently built the 54-unit Pinnacle Resort. The individual condominiums, Jacobs said, are equally divided between whole-ownership and four-week fractional packages that sell for \$19,000.

"Our buyers get one week of occupancy per season and those weeks rotate forward every year, so there's a 13-week cycle," he said. "We've been in business five months and we've already done a little over \$2 million in sales. And you've got to remember that this is our off-season. It's dead here now.

It's not dead in the Colorado mountains, where the Inn at Silver-Creek, outside Granby, has been

doing a bang-up business in fractional ownership sales.

The Inn at SilverCreek, near Winter Park, is a 352-unit hotel/ condominium complex, complete with shops, several restaurants and bars, an athletic club and a convention center.

Sales manager Jim Roan said 200 units in the Inn at SilverCreek were designed specifically for fractional ownership.

'When (SilverCreek owner) Bud Gettle first began conceiving the Inn five years ago, he knew he wanted to go the fractional route to a large extent for several reasons," Roan said.

"A lot of people were being priced out of the market by the rising cost of whole ownership - people with incomes that certainly justified a vacation home. Their only other alternative was to time-share, which doesn't always appeal to someone making \$80,000 a year. So we went with the idea of quarter and eighth shares and buyers can look at it as an investment. They have tax advantages with a quarter share that they don't have with a one-week share. And they have more of a pride in ownership which, in turn, makes marketing easier."

Gettle, who many developers praise as the father of Colorado's fractional ownership industry, was killed last January in a plane crash, along with his general partner Calvin "Kelly" Klancke.

Roan said SilverCreek did more than \$11 million last year in quarter- and eighth-share sales.

"We have an entire facility here," he said. "That's very important — to have everything essentially under one roof because,

when you sell quarters or eighths. you get a more discriminating buyer who expects more

SilverCreek sells quarter shares for between \$26,000 and \$50,000, depending on the size of the units.

Sun River Townhomes, Fraser, Colo., is a new facility that has been directly affected by SilverCreek's fractional sales success.

Jay Jensen, secretary/treasurer for Sun River Inc., said, "Every one around here has been keeping an eye on SilverCreek. Their sales have been phenomenal. They have identified niches that we are all now looking to fill. The most obvious of those empty niches was between target customers. You go after one type of potential buyer when you're selling time shares and another type when you sell whole ownerships. Fractional buyers fall somewhere in between. Fractionals also fill a niche for Realtors and developers.

Jensen said his 1,350-square-foot units sells for \$41,500 for 10-week packages.

Jacobson adds that the future for fractional ownership sales is very bright indeed.

"The possibilities are endless," he said. "We will be getting more into trade-offs, for instance. Right now, the seller is getting a break from the rigors of time-sharing marketing; the buyer is getting tax breaks they wouldn't ordinarily get with time shares and the communities are getting brand-new buildings that people are taking a lot of pride in. With tractional owners ships, everyone seems happy."

Editor's note: M. John Fayhee is a Denver freelance writer.

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