



SENATE BILL 76

A BOLD VISION

REAL PROPERTY TAX REFORM

Pennsylvania Realtors® enlist consumers in a joint legislative effort

Property tax reform is an issue that Realtors® and homeowners alike can support. The Pennsylvania Association of Realtors® (PAR) launched a multifaceted advocacy campaign aimed at encouraging the Pennsylvania Senate to do something it has never done before – approve Senate Bill 76, a bill that reforms the archaic property tax system in the Commonwealth used to fund public schools. The campaign features four components: an interactive website, an engaging social media strategy, an aggressive direct mail campaign and a grassroots campaign organizer.

RealReform76.com launched late last year to encourage consumer involvement. The website combines the grass roots power of Realtors® and reaches out to homeowners to unify the message to the state legislature. The website allows consumers and Realtors® to contact their senators, either thanking those who support Senate Bill 76 or encouraging Senators to sign on as a co-sponsor. In addition, homeowners who have been significantly affected by excessive property taxes can share their heartbreaking stories. A section called Myths and Facts highlights common misunderstandings about the bill and clearly outlines the facts. In just six months, the site has generated more than 45,000 visits and 6,000 emails from the public to senators. And nearly 600 woeful stories have been submitted by homeowners and homebuyers who have been personally affected by excessive property taxes.

At the same time, a social media campaign was also initiated, garnering consumer support via Facebook, Twitter and YouTube. PAR used targeted online advertising to increase traffic to the website and social channels. Facebook and Twitter have allowed PAR to publish creative graphics highlighting stories and correcting myths. The Real Reform 76 Facebook page has more than 6,100 followers and has regular discourse on the topic. PAR leadership and members frequently share these updates on social channels to further engage consumers in their social media circles.

Reaching yet another audience, PAR has sent more than 164,000 direct mail pieces to homeowners in key Senatorial Districts around the state. This further increased discussions between elected officials and their constituents. PAR received feedback from countless senators regarding the effectiveness of these mail pieces.

The Real Reform 76 grassroots campaign organizer has spoken to service organizations, taxpayer coalitions and town hall meetings in more than half of Pennsylvania's 67 counties. He specifically targeted legislative districts where senators had not yet supported the bill. In addition, he met with thousands of homeowners who relayed distressing stories of their excessive property taxes. He also maintains a social media presence to maintain contact with voters he meets.

A vote in the Senate is anticipated by June. When this property tax reform passes, the Pennsylvania Association of Realtors® will have helped give homeowners a voice in this process and will have played an integral part in the success of this historic reform.

We're So Close to Real Property Tax Reform for Pennsylvanians Who Need It Now.

WHAT WILL SENATE BILL 76 DO FOR YOU?

- Eliminate school property taxes, saving many homeowners thousands
- Real property tax relief right now
- Help seniors struggling to make ends meet due to high property taxes
- Fully fund Pennsylvania's public schools

Contact Your Legislator And Urge Them To Stand With Pennsylvania Taxpayers.

SUPPORT SENATE BILL 76.

Join the Fight Today at:
www.RealReform76.com

PAID FOR BY THE PENNSYLVANIA ASSOCIATION OF REALTORS®.



Pennsylvania
Association of
Realtors®

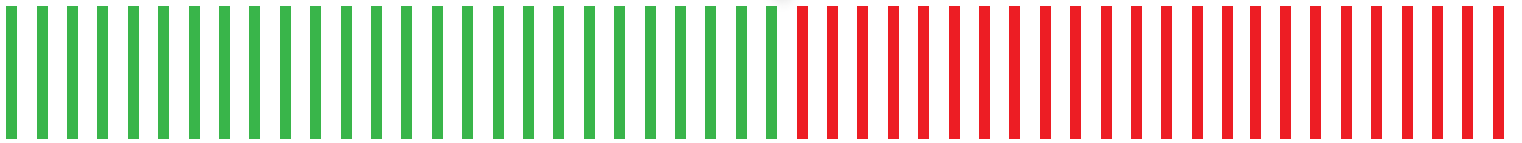


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WE ARE HERE



26 Senators have signed on in support

6,100
Facebook Likes



6,000

Emails Sent to
Senators



45,000

Website Visits





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Contact your Senator via RealReform76.com

Real Reform 76

www.realreform76.com

What exactly does Senate Bill 76 do?

Senate Bill 76 is a commonsense, comprehensive and bold plan to eliminate property taxes for local schools, saving homeowners thousands – while holding our local school districts harmless. By eliminating these extreme and unfair property taxes, we can protect seniors struggling to stay in their homes, and help homeowners who have been buried by years of rising property taxes.

Contact your Senator

Senator Patricia Vance – District 31 Don't know your Senator? [Click Here](#)

First Name... Last Name... Zip Code...

Email Address...

Senator Patricia Vance,

We are so close to passing property tax reform in Pennsylvania. We've seen this get kicked down the road for decades, but at last we have an opportunity to give real taxpayers thousands of dollars in real tax relief, right now.

I urge you to stand with your colleagues from both parties, and with Pennsylvania's seniors and taxpayers, and support Senate Bill 76. Embrace a bold vision that if put into law will help homeowners stay in their homes and help small businesses operate more affordably in the Commonwealth.

Thank you for reading this message. It's time to get to work to help taxpayers. And it's time for our elected leaders to stand together - as so many from both parties already have - and pass Senate Bill 76 this session.

Sign me up for the E-Newsletter.

We're so close to REAL reform

24 SENATORS HAVE ALREADY SIGNED ON IN SUPPORT - WE ONLY NEED TWO MORE TO PASS THE BILL!

WE NEED YOUR HELP!

VOTES NEEDED

Who supports SB76?

Senator Patricia Vance – District 31

Your Senator, Patricia Vance

DOESN'T SUPPORT



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Sample Social Media Posts



Real Reform 76
Posted by Kevin Smith [?] · March 9

A #MYTHBUSTER with a video. Senator David G. Argall is asking the important questions about #SB76.

View the video here: <http://bit.ly/1n3zio8>

To read more facts about #SB76, head over to our website → <http://RealReform76.com/> — with Chatz Kresge.

MYTH SB76 has a shortfall in school funding.

FACT Senator Dave Argall explains the IFO report which refutes the so-called "shortfall."

Hear his explanation from a recent hearing with the Independent Fiscal Office.

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Like · Comment · Share 138 10 156 Shares

Real Reform 76
Posted by Sprout Social [?] · 20 hours ago

Another article about Monday's media event: Sponsors Hopeful Amendment Will Lead to Historic Vote on #PropertyTax Elimination

<http://bit.ly/1pLRq7x> #SB76 — with Kim Kriebel Skumanick and 6 others.

Like · Comment · Share 51 Shares

Elizabeth Hevel Hensil and 92 others like this. Top Comments

Write a comment...

James Stauffer Is there anywhere to sign a petition for this! Is there a real possibility of this actually getting somewhere?
Like · Reply · 1 · 18 hours ago

Real Reform 76 replied · 2 Replies · 10 hours ago

Lenny Leibman List the no votes so we can vote them out of office.
Like · Reply · 17 · 20 hours ago

View 14 more comments



Real Reform 76 @RealReform76 · 7h

#Realtors from the Pocono Mountains Association are ready for the #PaSenate Finance hearing this morning. #SB76

↳ Lisa Sanderson, Taylor Murco and PA Realtors

View more photos

Real Reform 76 @RealReform76 · 5h

#SB76 RT @sesack: Crowd shows support for bill that would replace PA property taxes w/ sales and income taxes.

View more photos



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Sample Direct Mail Piece

It's Time! We're Ready for Bold Property Tax Reform.

OUR PROPERTY TAX SYSTEM IS BROKEN - AND IT'S HURTING PENNSYLVANIANS

Our current property tax system is hurting homeowners - and costing Pennsylvanians thousands. We can't afford the status quo. Seniors are struggling to stay in their homes and homeowners are buried year after year in tax increases.



We need to provide real tax relief for seniors and working families...right now.

"I am a single woman 61 years old. I have to work full time with all the overtime I can get, plus two part-time jobs in order to pay property taxes. It is time for this to change."

- RealReform76.com Contributor

"My mother had to sell her home which my mother and father had purchased in 1949 for \$3200... her real estate taxes were 4 months of her income..."

- RealReform76.com Contributor

"Due to the fact that I pay these taxes, I can't afford to get health insurance for myself."

- RealReform76.com Contributor

SENATE BILL 76 COULD SAVE YOU THOUSANDS...

AVERAGE SCHOOL DISTRICT PROPERTY TAX RATE 43.44 MILLS
IF YOUR HOME HAS AN ASSESSED VALUE OF \$100,000, IN THE FIRST YEAR, YOU COULD SEE A **\$4,344 SAVINGS WITH SENATE BILL 76**

WHAT IS SENATE BILL 76?

Senate Bill 76 is a commonsense, comprehensive and bold plan to eliminate property taxes for local schools, saving many seniors and homeowners thousands - while holding local school districts harmless. **The Senate is preparing to vote and needs to hear from you now!**

SENATE BILL 76 WOULD:

- 1 Eliminate your school property taxes immediately - and permanently
- 2 Empower you to hold local school districts accountable for the dollars they ask you to spend
- 3 Put an end to decades of political battles over Pennsylvania's unfair and ineffective property tax system

THIS IS YOUR CHANCE TO FIX OUR BROKEN PROPERTY TAX SYSTEM!

CONTACT YOUR SENATOR!



VISIT OUR WEBSITE

Contact your Senator by visiting www.RealReform76.com



E-MAIL

Please e-mail your Senator today.
* Contact info on other side.



CALL

Call your Senator and tell them why we need SB76.
* Contact info on other side.



TELL YOUR STORY

Visit our website to tell us how high property taxes have affected you and how SB76 would help.

Visit www.RealReform76.com and contact your Senator today!



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Grassroots Campaign Manager

Bill could eliminate need for school property levies
The Tribune-Democrat, 3/13/2014



Chuck Liedike (left), keynote speaker for a meeting of the Cambria Somerset Association of Realtors, speaks with Richard Rodgers of Prudential Speicher Select Properties of Johnstown and John Venzon of RMB Realty in Somerset.

JOHNSTOWN — State legislators have been discussing property tax reform for decades.

And often, efforts never make it to the House floor for a vote, Chuck Liedike said.

But Liedike, who has been criss-crossing the state in support of Senate Bill 76, says Pennsylvania has a plan that would eliminate property taxes, yet fully fund the state's schools by raising the state income tax by 1 percent and adding a small increase to the personal income tax.

The idea is gaining steam, he told the Cambria Somerset Association of Realtors during a presentation Thursday.

"We've got a bipartisan bill - and our list of co-sponsors in the Senate is up to 25. That's half of the members of the Senate," said Liedike, the state Association of Realtors' Senate Bill 76 campaign manager.

State Sens. John Wozniak, D-Westmont, and Richard Kasunic, D-Dunbar, are among the 25 cosponsors.

"Property taxes levied by school districts would be eliminated, less taxes (dedicated) for existing debt," Liedike said. "But schools would still be provided the money they would have collected, dollar for dollar, plus inflation."

Liedike says financial studies have shown the plan will work because the taxes levied will be spread out to "everyone" - not just property owners who struggle to pay often-growing tax bills to maintain or even keep their homes.

"Those who spend more" - folks spending large amounts on taxed goods - "and those who earn more" will make up the difference, he said, noting the personal income tax would increase from 3.07 percent to 4.34 percent.

"People visiting our area from other states will contribute," he said, "because they'll be generating sales tax revenue."

Because people would no longer have school property tax bills, sometimes costing thousands of dollars per year, they'd have disposable income that they'd likely spend on home upgrades and other items that would stimulate the economy and in many cases, spur more sales tax revenue.

Continued at tribune-democrat.com