

HOWARD COUNTY APPRAISAL DISTRICT

# Public Relations Manual

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# Public Relations Manual

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## **Mission Statement**

Our mission is to provide accurate property assessments to facilitate the local funding for our county, schools, cities, and other districts that derive budgets and other operating expenses from local property values.

## Customer Service Manual

1. Make a good first impression
  - a. Wear appropriate clothing for the job you are performing.
    - i. Dress like a professional. This includes clothing, grooming, and hygiene.  
(See Personnel Policy Manual)
  - b. Use appropriate behavior in the office
    - i. Talk to taxpayers/customers with a business oriented attitude
    - ii. Charisma
      1. Smile immediately and often
      2. Be the first to say hello
      3. Rise to greet both men and women
      4. Maintain eye contact
      5. Deliver a sincere greeting that changes with each person you meet in a small group
      6. Learn and use others' names
      7. Extend offers of help and hospitality
      8. Greet people at the door
      9. Watch the volume and pitch of your voice
      10. Listen 80%---talk 20%
  - c. Use the correct body language
    - i. If you smile and are happy with what you are doing, the customer has a tendency to respond with a nice attitude
2. Know your job
  - a. Understand the importance of knowing job-related information
    - i. Know the full and correct spelling of Howard County Appraisal District
    - ii. Know the address(315 South Main, Big Spring, TX 79720), telephone (432-263-8301) and fax(432-263-8303) numbers, website (www.howardcad.org), location, and directions to Howard County Appraisal District
    - iii. Know the procedures and policies of HCAD
    - iv. Be able to use all equipment properly
    - v. Know how to read all maps and appraisal cards
    - vi. Be able to give people directions to the property asked about (Be familiar with GIS )
    - vii. Be able to locate property when customers do not know the address
  - b. Become familiar with different types of customers
3. Know Howard County
  - a. Understand the importance of providing guests with information about Howard County
    - i. How to get around Howard County
    - ii. How to give correct and easy to follow directions

- iii. Know about the main attractions in Howard County. Although we are here for appraisal purposes, many taxpayers see us as an information highway. If we don't know something, have an idea on who to send the taxpayer to.
      - 1. The Square downtown, Big Spring Chamber of Commerce, Golf Courses, Wind farms, City parks, Movie theatre, College, Hotels, Entertainment, State Park, etc.
    - iv. How to use visitor information resources
    - v. About other businesses in the community, what they offer and their location.
      - 1. Restaurants, Hotels, Retail stores, etc.
- 4. Communicate clearly
  - a. Become familiar with effective verbal and non-verbal communication skills
  - b. Telephone etiquette
    - i. Always let the taxpayer/customer know whom they are speaking with.
    - ii. "Howard County Appraisal District, This is (Name) "
  - c. Learn how to assist a variety of taxpayers/customers
  - d. Listen effectively
- 5. Handle problems effectively
  - a. Listen carefully to the taxpayer/customer in order to identify the problem
  - b. Use common sense to identify possible solutions
  - c. If you cannot solve the problem, then connect the taxpayer/customer with someone who can. Give their name, title and phone number. When possible, introduce the customer personally
  - d. Be responsive; show concern for the customer's problem and act quickly
  - e. Work cooperatively with others to solve taxpayers' problems
    - i. If a specific problem cannot be resolved, offer what you can.
      - 1. "I'm not allowed to do that, yet this can be done..."
  - f. Go the extra mile. Deliver more than you promised to make sure the taxpayer is completely satisfied
- 6. Make a good last impression
  - a. Ask how everything was, and mean it!
  - b. Ask customers if they were taken care of and received everything they needed
  - c. Thank them for coming and invite them to come back

# ORGANIZATIONAL CHART

## 6 MEMBER BOARD OF DIRECTORS

Craig Wyrick, Chairman  
Tony Kennedy, Secretary

Mark Barr  
Scott Emerson

Brandon Iden  
Tiffany Sayles, TAC

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↓  
CHIEF APPRAISER

Lisa Reyna, RPA, CCA

↓  
DEPUTY  
CHIEF APPRAISER

D'Andra WArlick, RPA

↓  
FIELD  
APPRAISERS

Beverly Silen, Senior Appraiser  
Tristan Gutierrez  
Victoria Patterson

↓  
OFFICE  
ADMINISTRATION

Cara Nichols, Admin Assist

↓  
Erica Rodriques  
Samantha Villarreal  
Kendra Contreras

## **Important Telephone Numbers**

### Howard County Appraisal District

432-263-8301- Line 1  
432-263-8302- Line 2  
432-263-8303- Line 3- Fax  
432-264-7878- Line 4

### Southwest Data Solutions

972-937-2400 — Customer Service

### Howard County Tax Office

Tiffany Sayles — Tax Assessor/Collector  
432-264-2232

### Thomas Y. Pickett, Mineral/ Industrial Appraisals

Toll Free: 833-788-0773  
Address: 16415 Addison Rd, Ste 700  
Addison, Texas 75001

**Howard County Appraisal District's Website:** [www.howardcad.org](http://www.howardcad.org)

### Notes on Property Search

To maximize the amount of results for your search, it is best to enter the minimum amount of information necessary to locate the property you want returned. Only the records that match all of the data elements you entered will be returned. The more data elements you enter, the fewer properties will match and therefore, fewer records will be returned

### Property ID/ Geo ID and Property Type Selection

The District assigns these identification numbers to properties. You may locate these numbers on the Appraisal Notices and other various pieces of correspondence sent to you by the District. To narrow your search results you may select the property type from the drop down box. Your choices are All, Real, Mobile Home, Personal, Mineral, and Auto.

### Owner Name Field

Below is a table that describes various ways to enter the taxpayer name associated with the desired property. Note that owner names are stored in LASTNAME FIRSTNAME format without a comma.

'Partial' Option Name Search	Explanation	Example Search results:
<b>SMITH JOHN</b>	Will return all property whose owner name starts with SMITH JOHN	SMITH JOHN SMITH JOHN & AMANDA SMITH JOHNNY
<b>SMITH JO</b>	Will return all property whose owner name starts with SMITH JO	SMITH JO ANNE SMITH JOAN SMITH JOE SMITH JOHN
<b>JOHN</b>	Will return all property where 'JOHN' appears anywhere in the name	AARON JOHN ABERNATHY JOHN ADLER JOHN

### Situs Location: Physical Address of Property

To use this situs location portion of the search, you will need to enter one or more elements. For example, to search for the property located at 411 Wasson, enter the following:  
Number: 411, Street: Wasson

## Important Websites

<http://www.howardcad.org> - HCAD's Website

<http://www.license.state.tx.us/> -TDLR for Appraisers and Tax Collectors

<http://www.window.state.tx.us> -Texas Comptroller of Public Accounts

<http://www.window.state.tx.us/taxinfo/proptax/basics/> - Tax Basics

<https://www.oag.state.tx.us/> -Attorney General of Texas

<http://www.capitol.state.tx.us/> -Texas Legislature online

<http://www.sos.state.tx.us/> - Texas Secretary of State

<http://www.tnris.net> - Texas Natural Resources Information System

<http://www.mhweb.tdhca.state.tx.us/mhweb/main.jsp/> - Texas Department of Housing & Community Affairs

<http://www.nass.usda.gov/> - United States Department of Agriculture

<http://www.texaslandrecords.com/txlr/TxlrApp/index.jsp> - Texas Land Records (Accessible by deed clerk and appraisers)

<http://www.pbfc.com> - Perdue Brandon Fielder Collins & Mott LLP

<http://www.typco.com>- Thomas Y. Pickett

## Public Relations Timeline

### January

- Review and development of public information brochures and other materials related to property exemptions, renditions and special appraisals.
- Publish notice in local newspapers about requirements and availability of applications for deferrals, homestead exemptions, renditions and agricultural appraisals.

### February – March

- The district shall provide Open Meeting and Public Information training for anyone associated with CAD that needs it. Training may include training videos and other materials developed by Attorney General's Office.
- Review and development of public information materials related to appraisal procedures, notices, protests and evidence production. Care and attention will be paid to updates for internal procedural changes and/or changes prompted by legal opinion and/or new legislation.

### April

- Publish notice in local newspapers about requirements and availability of applications for deferrals, homestead exemptions, renditions and agricultural appraisals.
- Prepare press release for notices of appraised values and protest process.
- Provide preliminary estimates of value to all school districts and any municipality and the county if they chose not to waive the estimate of value.

### May

- Provide telephone and in office assistance to taxpayers having questions about the protest process.
- Hold informal meetings with taxpayers that are considering a protest.

### June and July

- Appraisal Review Board Hearings Conducted
- July 20 - Date ARB must approve appraisal records, but may not do so if more than 5 percent of total appraised value remains under protest (Sec. 41.12).
- July 25 - Last day for chief appraiser to certify appraisal roll to each taxing unit (Sec. 26.01).

### August

- 31st - Last day for property owner to give, in writing, correct address to CAD for tax bill.

### September, October and November

- Continued interaction with taxpayers on supplements, address changes and late filed exemptions.

### December

- Send certified letters to taxpayers on denials of exemptions and productivity value.
- Send letters to new owners with homestead exemption forms and productivity applications.

## Entities

**Howard County**  
**Katherine Wiseman, County Judge**  
**300 S Main # 207**  
**Big Spring, TX 79720**

**Howard College**  
**Brenda Claxton**  
**1001 Birdwell Lane**  
**Big Spring, TX 79720**

**City of Forsan**  
**Mayor Steve Park**  
**PO Box 714**  
**Forsan, TX 79733**

**City of Coahoma**  
**Mayor Warren Wallace**  
**Box 420**  
**Coahoma, TX 79511**

**City of Big Spring**  
**Donald Moore**  
**310 Nolan**  
**Big Spring, TX 79720**

**Big Spring ISD**  
**Susan Bryan**  
**708 11<sup>th</sup> Place**  
**Big Spring, TX 79720**

**Coahoma ISD**  
**Brad Cox, Superintendent**  
**Box 110**  
**Coahoma, TX 79511-0110**

**Forsan ISD**  
**Randy Johnson, Superintendent**  
**PO Drawer A**  
**Forsan, TX 79733**

**Borden ISD**  
**Johnny Tubb, Superintendent**  
**PO Box 95**  
**Gail, TX 79738**

**Sands ISD**  
**Wayne Henderson, Superintendent**  
**PO Box 218**  
**Ackerly, TX 79713**

**Stanton ISD**  
**Merl Brandon, Superintendent**  
**PO Box 730**  
**Stanton, TX 79782**

**Permian Basin UWCD**  
**Donna Springer**  
**PO Box 1314**  
**Stanton, TX 79782**

**Howard County WCID**

## Adjoining Appraisal Districts

### Glasscock County

Priscilla A. Ginnetti, RPA---Chief Appraiser 432-354-2580  
[glasscockcad@crcom.net](mailto:glasscockcad@crcom.net)

### Martin County

Marsha Graves, RPA/RTA---Chief Appraiser 432-756-2823  
[www.martincad.org](http://www.martincad.org)

### Mitchell County

Linda McSpadden---Chief Appraiser 325-728-5028  
[www.mitchellcad.org](http://www.mitchellcad.org)  
[mcad1@sbcglobal.net](mailto:mcad1@sbcglobal.net)

### Borden County

Tracey Cooley---Chief Appraiser 806-756-4484

## EXEMPTION DATA

The district has various exemptions that taxpayers may qualify for: Homestead and Over 65 residential exemption. You may only apply for residence Homestead exemption on one property in a tax year. A homestead may include up to 20 acres of land you actually use in the residential use (occupancy) of your home. To qualify for a homestead exemption, you must own and reside in your home on January 1 of the tax year. The age 65 or older or disability exemption for school taxes includes a school tax limitation or ceiling. Some taxing units such as county and cities have exemptions and tax ceilings limits. The filing of this application is between January 1 and April 30. You may file a late homestead exemption if you file it no later than one year after the date taxes become delinquent. There is also a Transfer of Tax Limitation or Ceiling Certificate if you move out of the county; this can transfer to the new county you reside in.

ENTITY	HOMESTEAD	OVER 65 OR DISABLED
HOWARD COUNTY	20% of TMV (Total Market Value)	12,000
BIG SPRING ISD	25,000 + 20% of TMV	10,000
COAHOMA ISD	25,000 + 20% of TMV	10,000
FORSAN ISD	25,000 + 20% of TMV	10,000
SANDS ISD	25,000 + 20% of TMV	10,000
STANTON ISD	25,000 + 15% of TMV	10,000
BORDEN ISD	25,000 + 20% of TMV	10,000
BIG SPRING CITY	20% of TMV	5,000
COAHOMA CITY	20% of TMV	4,000
FORSAN CITY	20% of TMV	4,000
HOWARD COLLEGE	20% of TMV	12,000
PERMIAN BASIN UWCD	10% of TMV	12,000

DISABLED VETERANS	AMOUNT	PERCENTAGE
DV01	5,000	10-29%
DV02	7,500	30-49%
DV03	10,000	50-69%
DV04	12,000	70-100%
DVHS	Totally Exempt	100%

The DVHS only apply to General Residential Homestead Exemption.

## **CHARGES FOR COPIES/SERVICES**

### **PROPERTY CARDS**

Quantities over 20 pages—5¢ each

### **MAPS**

Small: 8 ½ x 11

Quantities above 5--\$ .50/copy

Large:

Detailed map= \$20.00 each

General map= \$10.00 each

### **PROJECT LABOR COST**

Projects that require staff to deviate from normal work duty will be charged \$25.00/hour.  
(Typically projects requiring over 15 minutes, one hour minimum)

### **APPRAISAL ROLLS, GIS MAPPING ETC.**

GIS Mapping (Shape file, Includes roll used to generate mapping)

Current = \$100.00

Older = \$50.00

### **APPRAISAL ROLLS**

Real Estate Rolls = \$25.00

Mineral Rolls = \$25.00

## **Board of Directors**

Craig Wyrick, Chairman

Tony Kennedy, Secretary

Tiffany Sayles, TAC

Scott Emerson

Brandon Iden

Mark Barr

## **Appraisal Review Board**

James McFarland

Eric Luck

Robert Wash

## **Ag Advisory Board**

Joe Paul Beall

Michael Brooks

Sherry Newton

Mike Moates

Tara Renfro