

# State of Connecticut

GEORGE JEPSEN  
ATTORNEY GENERAL



Hartford

February 7, 2012

**VIA CERTIFIED MAIL  
RETURN RECEIPT REQUESTED**

ValueAppeal, LLC  
501 Dexter Avenue North  
Seattle, WA 98109  
Attn: Charlie Walsh, CEO

**RE: ValueAppeal, LLC**

Dear Mr. Walsh:

It has come to my attention that ValueAppeal, LLC ("ValueAppeal") has been soliciting Connecticut consumers regarding certain property tax appeal services it offers to consumers. In these solicitations you, on behalf of ValueAppeal, make representations to consumers pertaining to, among other things: (i) the fact that their properties are over-assessed; (ii) the estimated amount of the purported over-assessment; (iii) the procedures consumers need to follow in order to appeal their property tax assessments; and (iv) the amounts consumers may expect to save on their property taxes if they use your company's services and their appeals are successful.

I hereby request that ValueAppeal provide my office with the following information and documentation:

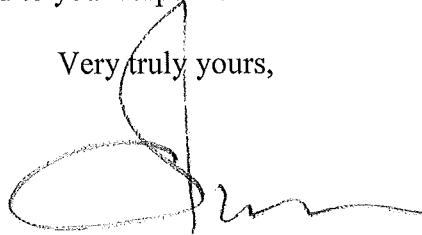
- A full, detailed description of all of the services that ValueAppeal provides to Connecticut consumers, including the cost thereof, broken down by service.
- The number of Connecticut residents ValueAppeal has contacted since January 1, 2011, including, but not limited to, those contacted using the solicitation enclosed herewith.
- Identify any and all advertisements (whether print, television, radio or internet) used by ValueAppeal since January 1, 2011 to solicit Connecticut consumers.
- Identify all persons responsible for drafting, reviewing or approving the aforesaid solicitations on behalf of ValueAppeal.

- The number of Connecticut residents who have used ValueAppeal's services since January 1, 2011.
- The total amount of money that Connecticut residents have paid to ValueAppeal since January 1, 2011 and an itemization of the services that ValueAppeal provided to them.
- The number of Connecticut consumers who have successfully appealed their property tax assessments utilizing ValueAppeal's services.
- For the residents referenced in the previous bullet point, the total amount of their revised property tax assessment compared to the total amount set forth in the ValueAppeal solicitation to those residents (if any).
- Copies of the forms of all advertisements or solicitations ValueAppeal has sent to Connecticut residents since January 1, 2011, whether by regular mail, email, or any other means of communication. In the event ValueAppeal has done any television or radio advertising during that time period in Connecticut, provide a copy of the scripts of the same.
- Copies of all phone scripts that ValueAppeal utilizes when speaking with Connecticut residents, both when ValueAppeal initiates a phone call to a resident and when a resident initiates a phone call to ValueAppeal.
- A full description of the means by which ValueAppeal determines that a consumer's property is in "the top of overassessed properties in your area," as such language is utilized in the enclosed solicitation.
- A full description of the means by which ValueAppeal determines that a taxpayer's property tax assessment is too high.
- A full description of the means by which ValueAppeal calculates the following amounts shown on the enclosed solicitation: (i) the "County Assessment;" (ii) the "Value/Appeal Estimate;" and (iii) the "Property Tax Overpayment."
- The means by which ValueAppeal determines the "Appeal Deadline" as reflected in the enclosed solicitation.
- Since January 1, 2011, the number of Connecticut residents who have requested a full refund from ValueAppeal, as guaranteed in the enclosed solicitation.
- Of those residents referenced in the previous bullet point, the number to whom ValueAppeal has given a full refund. For any consumers to whom a refund was not given, explain why not.

- Since January 1, 2011, a list of all complaints ValueAppeal has received from Connecticut residents, including a description of the complaints and the current disposition thereof.
- Identify all Connecticut state or municipal officials who have communicated with ValueAppeal regarding its services, and include in your response the identity of such official(s), the date(s) of such communications, and a summary thereof.

Please provide your response to this inquiry within ten (10) days after your receipt of this letter. You may direct your response to Assistant Attorney General Jeffrey B. Zeman or Assistant Attorney General Phillip Rosario, Office of the Attorney General, 110 Sherman Street, Hartford, Connecticut 06105. In the event you have any questions, you may contact AAG Zeman or AAG Rosario at (860) 808-5400 or by email at [jeffrey.zeman@ct.gov](mailto:jeffrey.zeman@ct.gov) and [phillip.rosario@ct.gov](mailto:phillip.rosario@ct.gov). We look forward to your response.

Very truly yours,

A handwritten signature in black ink, appearing to read "George Jepsen". The signature is fluid and cursive, with a large initial "G" and a long horizontal stroke at the end.

George Jepsen

GJ/pas