



January 23, 2017

Thomas Kennedy
Director, Records Taxes and Treasury
Division at Broward County
115 S. Andrews Ave., Room 120
Fort Lauderdale, FL 33301-1873

Re: Contract Amendment for:
First Broward Auto Tag Agency, Inc.
First Broward Auto Tag Agency of Lauderhill, Inc.
South Broward Tag Agency, LLC

Dear Mr. Kennedy,

Broward County has seven private tag agencies under contract to provide tag and title services. The pilot tag agency, First Broward Auto Tag Agency, Inc. has been charging the same fees since its original contract with Broward County in 1997. Four other tag offices are charging the same fees as the pilot location since 2001. The two newest locations, South Broward Tag Agency in Weston and Hollywood, charge lower fees than all five of the other tag offices. Pursuant to the authority cited below, we are respectfully requesting a market adjustment that would make some modifications and also ensure uniform fees for all private tag agencies in Broward County.

ARTICLE XXI – PRIVATE TAG AGENCIES

Sec. 20-251. – Fees generally; supplies of accountable items; taxes.

- (a) **“...The Revenue Collector may periodically review the schedule of fees and determine if adjustments are warranted. Any adjustments shall be approved by the Board.”**

REVENUE

Year after year the tag agencies under the control of our group have grown the revenue for Broward County. In 2016 our 4 locations generated \$2,530,000 in total revenue to Broward County. Our agencies service over 100 dealers bringing Broward County close to \$1,200,000 a year from dealer revenue. The majority of that revenue total is generated from our marketing efforts to dealers that reside outside of Broward County. In order to offset our costs, which have risen since 1997 and 2001, and to stay competitive in the market, we respectfully request that you review the attached market adjustments and upon your review bring them to the Board of County Commissioners for their consideration.

COSTS

Since the inception of the Broward Tag Agencies, the State has passed on many fees that used to be absorbed by the State. The tag agencies now must buy servers and computer equipment and pay for maintenance fees, toner and supplies, all of which cost each agency in excess of \$35,000 a year. The cost of living has gone up substantially. To stay competitive and keep our high quality employees our company has increased our wages with the average wage being well above minimum wage at \$14.50 per hour. The cost of employee benefits and group health insurance, workers compensation and other required insurance has increased more than 100 percent since 2008.

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Deliverables have increased which include FedEx and vehicle expenses. FedEx is our second largest expense in 2016 at \$164,000 and is a product of aggressively marketing to dealers we bring into Broward County from all around Florida. Recently this past year the DHSMV has also required a new bond costing the agencies an additional \$5,000 per year per location.

STAYING INNOVATIVE

Technology has become an increased cost to the tag agencies in multiple ways since the 1997 pilot location. The first being the money we spend for our IT department, T1 lines, T1 back-up lines (to ensure we never go down), our web based cashiering system, and our newest technological expense – partnering with Oxford solutions to have 24 hour monitoring on all of our systems to prevent data hacking and protect our customers identification.

We constantly re-invest significant dollars to ensure we have the most up-to-date technology and office equipment. We have relocated and modernized several locations. There is a children's center at our Lauderhill location, televisions in every office for the public to watch and we have implemented an appointment system on our website so customers can schedule appointments and decrease the time of their visits. Our consolidated customer service department is available Monday through Friday from 9-5 and Saturday from 9-2 to answer any questions customers have prior to visits. After each visit, customer's emails are collected and a customer service survey is sent. We currently have a 97% "satisfaction" rating.

REQUEST

On behalf of the Agencies, please find attached our requested market adjustments. We look forward to reviewing our proposal with you, your staff and the County Commission.

Thank you in advance for your consideration. I look forward to hearing from you in response to this request. If there is any other information needed, please don't hesitate to contact me. We greatly appreciate the public-private partnership to better serve the residents of our County.

Sincerely,



Jason M. Strochak
President

cc: Mayor, Vice Mayor and Commissioners
Bertha Henry, County Administrator
Joni Coffey, County Attorney
George Tablack, Chief Financial Officer
Gary Mehringer, Assistant Director/Records Taxes and Treasury Division
Paul Rowe, Operations Manager
Claudio Manicone, Revenue Manager
Bernie Friedman, Becker & Poliakoff, P.A.

MOTOR VEHICLES

	Deerfield, Ft. Lauderdale, Lauderdale, Pembroke Pines, Coral Springs	Weston and Hollywood PTA Offices	Desired Fee	Dade Fees
	\$3.00	\$2.00	\$5.00	\$5.00
	\$12.00	\$10.00	\$18.00	\$18.00
	\$5.00	\$5.00	\$5.00	\$8.00
	\$3.00	\$3.00	\$3.00	\$5.00
	\$2.50	\$2.50	\$2.50	\$5.00
	\$3.00	\$2.00	\$3.00	\$5.00
	\$3.00	\$3.00	\$3.00	\$5.00
	\$2.50	\$2.50	\$6.00	\$8.00
	\$5.00	\$5.00	\$10.00	N/A
	\$25.00	\$25.00	\$25.00	N/A
	\$20.00	\$20.00	\$25.00	\$10.00
	\$3.00	\$2.00	\$3.00	\$5.00
	\$3.50	\$2.00	\$3.00	\$5.00
	\$3.00	\$2.00	\$3.00	\$5.00
	\$12.00	\$10.00	\$18.00	\$18.00
	\$5.00	\$5.00	\$10.00	N/A
	\$25.00	\$25.00	\$25.00	N/A
	\$2.00	\$2.50	\$2.00	\$4.00
	\$2.00	\$1.00	\$2.00	\$3.00
	\$2.00	\$1.00	\$2.00	\$3.00
	\$12.00	\$12.00	\$12.00	N/A
	\$3.00	\$2.00	\$3.00	\$5.00

1. ISSUANCE, TRANSFER, REPLACEMENT OF LICENSE PLATE AND/OR DECAL AND REGISTRATION CERTIFICATE.
2. APPLICATION FOR ORIGINAL OR TRANSFER OR TITLE (ALL KINDS INCLUDING LIEN RECORDINGS, VERIFICATIONS, ALL NECESSARY FORMS, NOTORIZATIONS, SALES TAX COLLECTION OR EXEMPTION).
3. APPLICATION FOR DUPLICATE TITLE.
4. APPLICATION FOR ASSIGNMENT OF LIEN (FORM HSMV 82139).
5. NOTICE OF LIEN (NO TITLE TRANSFER INVOLVED) (FORM HSMV 82139).
6. DUPLICATE OR CORRECTED REGISTRATION.
7. TEMPORARY TAG.
8. OUT OF STATE VIN VERIFICATION.
9. HANDLING FEE (BROWARD COUNTY DEALER).
10. HANDLING FEE (NON-BROWARD COUNTY DEALER).
11. FAST TITLE SERVICE

VESSELS

1. ISSUANCE OF VESSEL DECAL AND REGISTRATION.
2. ISSUANCE OF DUPLICATE DECAL.
3. APPLICATION FOR DUPLICATE REGISTRATION.
4. APPLICATION FOR ORIGINAL OR TRANSFER OF VESSEL TITLE AND REGISTRATION (ALL KINDS INCLUDING LIEN RECORDINGS, VERIFICATIONS, ALL NECESSARY FORMS, SALES TAX COLLECTION OR EXEMPTIONS).
5. HANDLING FEE (BROWARD COUNTY DEALER).
6. HANDLING FEE (NON-BROWARD COUNTY DEALER).

MISCELLANEOUS FEES

1. VERIFICATION OF OWNERSHIP, LIEN, TAG DECAL INFORMATION NOT INCLUDED IN TITLE INFORMATION (INFORMATION REQUEST & VIN VERIFICATION).
2. DISABLED PARKING PERMITS (UP TO TWO PERMITS PER APPLICANT).
PERMANENT
TEMPORARY
3. CERTIFICATE OF DESTRUCTION.
4. MOBILE HOME DECAL