

**STATEMENT OF CANDIDATE FOR
PLACER COUNTY ASSESSOR**

Name: SAM SHERROD **Age: 44**
**Occupation: Taxpayer Advocate/Placer County Assessor's Office
Supervising Appraiser**

Education and Qualifications:

The Placer County Assessor plays an important role in determining how much property tax you pay each year.

It's where you need a proven Taxpayer Advocate working for you.

I've been serving you in the Placer County Assessor's Office for 18 years. I've worked in the Business, Commercial, Residential, and Standards Divisions within the Placer County Assessor's Office.

Amid the Great Recession, I designed and led the proactive effort to adjust residential assessments, reducing the tax burden on over 45,000 homes.

Then, I designed and led the proactive effort to adjust commercial assessments, reducing the tax burden on over 1,000 commercial properties.

I know the importance of looking out for taxpayers.

I have the education, certifications, experience, and demonstrated leadership skills to guide the Placer County Assessor's Office forward - including the Advanced Appraisal Certification from the California State Board of Equalization.

I have a proven track record of lowering tax burdens in Placer County.

As your next Placer County Assessor, I will work for you in Placer County and take the taxpayer fight to Sacramento, advocating for increases to the Homeowners' Exemption and lowering your taxes.

I'm endorsed by the Gold Country Taxpayers Association.

My wife, Cherie, and I chose Placer County to raise our 3 sons, Chad, Brady and Brock.

I'm your neighbor and Taxpayer Advocate.

I ask for your vote.

www.sherrod4assessor.com

**STATEMENT OF CANDIDATE FOR
PLACER COUNTY ASSESSOR**

Name: MATT MAYNARD **Age: 49**
Occupation: Appointed Placer County Assessor

Education and Qualifications:

I have served as your Placer County Assessor since being unanimously appointed by the Placer County Board of Supervisors after the retirement of Assessor Kristen Spears.

Running the office of the Assessor requires the skill, leadership, and experience to understand the challenges of assessing property, working with business owners and residents, and ensuring all activities are performed with fairness, honesty, and transparency. I joined the Assessor's Office in 2007 and was promoted to a senior management position in 2013. In addition to having a degree in Organizational Leadership, I am a state certified advanced appraiser and served as Chief Appraiser since 2017, overseeing all residential and agricultural property appraisals.

I grew up in Colfax and still live there with my wife Amanda and our two girls.

It is my honor to serve the citizens of Placer County. Working in the Placer County Assessor's Office for the past 15 years has prepared me to take on this responsibility. I will prioritize responsive service, positive leadership, and fair assessments. With dedicated staff and by leveraging technology, we will maintain cost-effective operation of the office, always protecting taxpayer dollars.

Please contact me at www.vote4mattmaynard.com I respectfully ask for your vote.

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