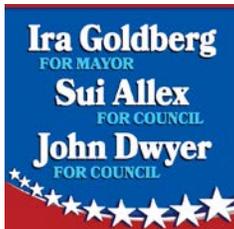


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## **HORNIK'S TAX AND SPEND FAIRY TALES**

### ***The land assessment of every house on Hornik's street went down \$30K***

*"You can fool all of the people some of the time, and some of the people all of the time, but you cannot fool all of the people all of the time."* ~ President Abraham Lincoln

**Marlboro-** Democratic Mayor Jonathan Hornik and his obedient running mates are hoping they can once again fool all of the voters of Marlboro this Election Day. Republicans Ira Goldberg, candidate for Mayor, and council candidates John Dwyer and Sui Alex are counting on Marlboro voters to see past the spin.

In his call this week for the Monmouth County Pilot Tax Assessment Program to be suspended, Hornik claimed that the high-tech program had effectively eliminated tax payers' right to appeal. But a quick search of Monmouth County's public record website reveals that 306 Marlboro families appealed their property tax assessments in 2014, the first year of the new program. That's 109 more appeals than filed in neighboring Manalapan, 202 more than Aberdeen and 157 more than in Colts Neck.

"Marlboro homeowners historically appeal the high taxes imposed upon them by Mayor Hornik, Councilwoman Marder and the rest of his hand picked rubber stamp council," said Mayoral candidate Goldberg. "In 2012, there were over 600 appeals! As is often the case, our young mayor is playing fast and loose with the facts."

Hornik has been promoting "the fact" that he did not raise taxes in this year that he has to face the voters. But he and the council are spending \$1.030 million more in 2015 than the already bloated \$33.1million they spent in 2014. "Hornik is not cutting taxes," Council candidate Dwyer said, "He's postponing them until next year when there is no election."

“The tax figures that the Hornik campaign has been touting do not tell the whole story,” said Council candidate Sui Alex, “they are using election year gimmickry.”

Hornik said he’s been complaining about the new tax assessment program since its inception. But former Democratic Assemblyman Michael Panter, now one of the owners of ***the company that Hornik hired*** to inspect Marlboro properties, says the only complaint his company received from the Mayor was about his own home inspection.

**The truth is that Mayor Hornik’s home assessment went down by \$2,300 in 2015** and the land assessment of every lot on the street he lives on went down by \$30,000.

“Did Barn Owl Court suddenly become an undesirable street?” Alex asked, “How does every lot on a street lose exactly \$30,000 in value in one year? It does not make sense.”

The decline in the value of Barn Owl Court is matched by the decline of Navajo Court, and Councilwoman Randi Marder’s million dollar mansion.

The assessed value of Councilwoman Marder’s home has declined \$44,100 since 2011.

Amazingly, the land value of every property on Marder’s street, Navajo Court, was reduced in 2015 under the new system. Seven lots, including Marder’s, were reduced by \$45,000. Seven were reduced by \$40,000 and six were reduced by \$32,000.

“It appears like Mayor Hornik and Councilwoman Marder are gaming the system, for both political and personal gain,” Goldberg said. “Marlboro voters deserve better.”