

AMENDMENT 1 TALKING POINTS

AMENDMENT 1 PICKS WINNERS AND LOSERS.

With Amendment 1, most benefits go to only a handful of homeowners. That's not fair. Florida's tax system should work for all homeowners, across the board—not just a few.

WITH AMENDMENT 1, SOME WIN—BUT MOST LOSE

Amendment 1 isn't a tax cut, it's a tax shift. Just a handful of homeowners get most of the benefits and the rest of us get most of the burden, meaning either fewer local services or higher local taxes.

AMENDMENT 1—ONE SIZE DOESN'T FIT ALL

Amendment 1 is a one-size fits-all scheme devised by Tallahassee politicians. But what's good for some communities isn't always good for others. Changing local property taxes should be done locally, not through a statewide constitutional amendment.

AMENDMENT 1 MEANS HIGHER TAXES FOR MILLIONS OF FLORIDIANS.

Amendment 1 isn't what it seems. The politicians call it a tax break, but it's really a tax SHIFT that will leave millions of hardworking homeowners with a bigger share of the property tax burden.

AMENDMENT 1 WILL MEAN HIGHER TAXES FOR MANY COMMUNITIES.

One senior Senator even argued for local communities “raising their millage” to pay for Amendment 1, which means higher property taxes. It's like giving out free coffee, but charging \$5 for the cup.

WITH AMENDMENT 1, SOME PAY LESS, BUT MILLIONS PAY MORE.

While some would pay next to nothing, millions would pay more. If the value of your home is too high or too low, this amendment isn't for you. Even if communities don't raise taxes or slash services, the smaller base will face a bigger tax burden.

AMENDMENT 1 DOESN'T FIX FLORIDA'S TAX SYSTEM— IT MAKES IT WORSE.

Florida's property tax system is a complicated mess and Amendment 1 makes it worse, more complicated and less fair—shifting a bigger burden onto small business owners, manufacturers and working families.

AMENDMENT 1 HURTS SMALL BUSINESSES.

Amendment 1 is a double-whammy for small businesses. First, it shifts taxes onto small businesses—everything from pet stores and drycleaners to retailers and restaurants. Second, Amendment 1 exposes small businesses to bigger tax hikes later because a business's taxable value grows faster than that of a home. That means business owners will shoulder a larger share of the tax burden. That's bad for small business and bad for our economy.