

# KEEP FLORIDA... **FLORIDA**

## PROTECT WHAT WORKS **The Florida Formula**



Florida has one of the nation's most efficient tax systems—what we call the “Florida Formula.” It means lower taxes, less regulation, and local tax dollars spent directly in our communities.



This formula ensures efficient, reliable local services (like public safety, clean water, parks, and roads) that cost less and work better here than anywhere else.



Keeping property taxes local protects our unique quality of life: safe neighborhoods, reliable infrastructure, and community-driven amenities.



Florida's property tax system wasn't designed by politicians. It was created by homeowners and approved by voters. That's why it delivers exactly what residents expect: efficient, affordable, and responsive local services.

## THE FLORIDA FORMULA **DELIVERS**



**Safe neighborhoods**



**Clean water**



**Emergency response**



**Smart local investment**

## THE SYSTEM ISN'T BROKEN



Florida is one of the most tax-efficient states in the country.

**1/2**

**the Property Tax  
Burden of Texas**

*Source: Texas Score Card, October 2024*

# DEFEND **SAVE OUR HOMES**

## YOUR TAX DOLLARS, YOUR COMMUNITY, **YOUR CALL**

Voters approved Save Our Homes to protect year-round residents from unpredictable property tax hikes. It caps taxable value increases at 3% per year, no matter how fast the market grows.

# SAVE OUR HOMES



**Voter Approved**



**Built Into the Constitution**



**Keeps Taxes Low**

### PROPERTY INSURANCE PREMIUMS:

**↑ 42.5%** since 2019

**↑ 102%** from 2021–2023

*Sources: Florida Tax Watch, 6/11/24, Fox 13 News, 1/3/24*

### LOCAL PROPERTY TAX CAPS:



**Limited to 3% annually  
for homesteaded properties**  
(or less, if inflation is lower.)

*Source: Florida Department of Revenue*

## TAX SHIFT, **Not a Tax Cut**



### **A Threat to “Floridians First”**

Eliminating our “Floridians First” property tax system won’t be a tax cut. At least, not for Floridians. It will be a tax shift that moves costs onto full-time Florida homeowners through higher sales taxes, new fees, or reduced local services.



### **Special Interests & Snowbirds Win**

Seasonal residents and large corporate landowners benefit the most, while permanent residents face higher costs.



### **The Real Affordability Crisis**

The real affordability crisis is homeowner’s insurance, not property taxes. Tallahassee lawmakers should tackle the insurance crisis head-on, not upend a property tax system that’s reliable, efficient and effective.