

# Deal 2026 Reassessment Report

11/1/25



[2025 Reassessment Report](#)

[2024 Reassessment Report](#)

**Reassessment FAQ** (attached)

**Appeal FAQ** (attached)

## A Message from the Assessor

In recent years, the real estate market has experienced remarkable growth, with property values rising steadily. As of the 2026 reassessment valuation date (October 1, 2025), there were no signs of market decline. The Borough is required to conduct annual reassessments to ensure a fair and equitable distribution of taxes—reflecting current market conditions rather than predicting future trends.

While higher interest rates may eventually influence property values, assessments are still adjusting to the recent period of historic appreciation. This evolving market underscores the critical role of the assessment process, which forms the foundation for distributing county, school, and municipal tax levies.

Under the New Jersey Constitution, annual tax levies are apportioned based on market value. Contrary to common belief, property assessments do not create or raise taxes—they only determine how the total tax burden is divided among property owners. However, many municipalities in the state still rely on periodic “snapshot” reassessments conducted once every 10 to 20 years. Without proactive annual adjustments, these fixed assessments quickly become outdated, leading to inequitable tax distribution (see Exhibit A).

This static approach assumes that all properties appreciate or depreciate at the same rate—an assumption that does not reflect the realities of local real estate markets. In the Borough of Deal, for instance, different property types and price points exhibit varying growth rates. Annual assessment maintenance is therefore essential to uphold tax distribution fairness, as required by the New Jersey constitution.

For the 2026 reassessment, adjustments were made to the overall valuation model to align assessments with current market levels. Neighborhood, submarket, and individual property values were refined to enhance accuracy. The goal is to maintain assessments at 100% of market value, thereby improving statistical measures of uniformity and equity.

For the 2026 tax year, the total assessed property value in Deal will increase by 3.69% compared to 2025. While most property assessments will rise accordingly, this does not translate to a 3.69% increase in individual tax bills. The increase reflects the overall growth in property values across the Borough. Because the tax rate is inversely related to total assessed value, higher assessments generally result in a lower tax rate. Accordingly, depending on the 2026 tax levy amount, the 2026 tax rate may decrease slightly from the 2025 level (see Figure 7).

This report provides an overview of the reassessment process, its rationale, and its implications for property owners in the Borough of Deal.

Erick Aguiar, CTA



Assessor  
Borough of Deal

### **Tax Rate History**

**2019- 0.709%**

**2020- 0.714%**

**2021- 0.650%**

**2022- 0.576%**

**2023- 0.460%**

**2024- 0.427%**

**2025- 0.411%**

**\*2026- 0.406%**

\*Estimated assuming +2% to tax levy and 2026 preliminary net taxable value of Borough less 0.5% to account for appeal reductions

## Inspections (data collection)

The Borough is required to inspect every property at least once every five years for assessment purposes. Figure 1 displays the past and future inspection cycles. The entire Borough is scheduled to be inspected in 2026 and 2027 for the next inspection cycle.

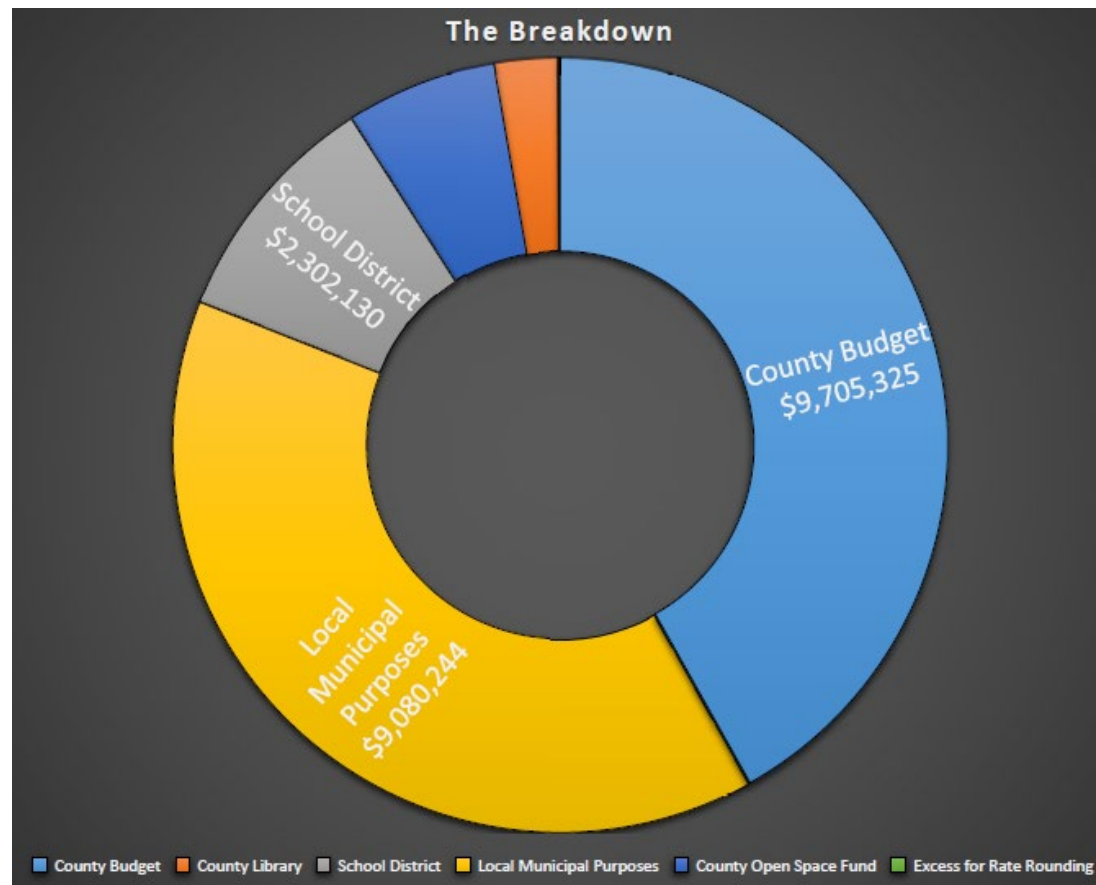
### Inspection Plan

1311 Deal				
First Cycle (COMPLETE)	Year	Original Planned	Completed	Notes
	2014	20%	20%	5 yr cycle (2014-2018)
	2015	20%	20%	
	2016	20%	20%	
	2017	20%	20%	
	2018	20%	20%	1st cycle complete in 2018
Second Cycle (COMPLETE)	Year	Approved Plan	Completed	Notes
	2019	20%	20%	5 yr cycle (2019-2023)
	2020	20%	20%	
	2021	60%	60%	Tax Board approved moving 2022 & 2023 inspections to 2021 on 5/4/21
	2022			
	2023			
Planned Third Cycle (plan approved 8/19/21)	Year	Approved Plan	Completed	Notes
	2024			
	2025	RFP		Tax Board approved third cycle plan on 5/4/21...plan amended due to newly imposed state regulation 8/19/21
	2026	50%		5 yr cycle (2024-2028)
	2027	50%		
	2028			

(figure 1)

## Deal Tax Levy History

Tax Levy Component	2020 Tax Levy	2021 Tax Levy	2022 Tax Levy	2023 Tax Levy	2024 Tax Levy	2025 Tax Levy	Percent of Bill	Contact
County Budget	\$ 6,679,379	\$ 6,581,683	\$ 6,879,957	\$ 7,577,045	\$ 8,319,415	\$ 9,705,325	42%	732-431-7000
County Library	\$ 486,150	\$ 494,079	\$ 517,070	\$ 548,142	\$ 565,944	\$ 618,341	3%	732-431-7220
School District	\$ 2,047,197	\$ 2,088,141	\$ 2,129,904	\$ 2,172,502	\$ 2,215,953	\$ 2,302,130	10%	732-531-0480
Local Municipal Purposes	\$ 7,627,213	\$ 8,034,955	\$ 8,037,567	\$ 8,386,041	\$ 8,817,815	\$ 9,080,244	39%	732-531-1454
County Open Space Fund	\$ 780,236	\$ 791,925	\$ 891,613	\$ 1,073,494	\$ 1,224,227	\$ 1,465,218	6%	732-431-7000
Excess for Rate Rounding	\$ 13,404	\$ 15,320	\$ 15,999	\$ 5,711	\$ 39,473	\$ 20,563		
Total Tax Levy	\$ 17,633,580	\$ 18,006,102	\$ 18,472,110	\$ 19,762,935	\$ 21,182,828	\$ 23,191,821		



(figure 2)

**Total Change of Net Valuation Taxable**

2025 Final Net Valuation	5,642,778,900
2026 Preliminary Net Valuation	5,850,917,700
Change	208,138,800
Change %	3.69%

*(figure 3)*

**Property Class Breakdown (Year over Year)**

2025 Final Tax List					
Class	Property Type	Count	Value	Average	Share of Borough
1	Vacant Land	56	301,926,400	5,391,543	5.35%
2	Residential	851	5,297,586,400	6,225,131	93.88%
4A	Commercial	14	33,480,400	2,391,457	0.59%
4C	Apartment	4	9,785,700	2,446,425	0.17%

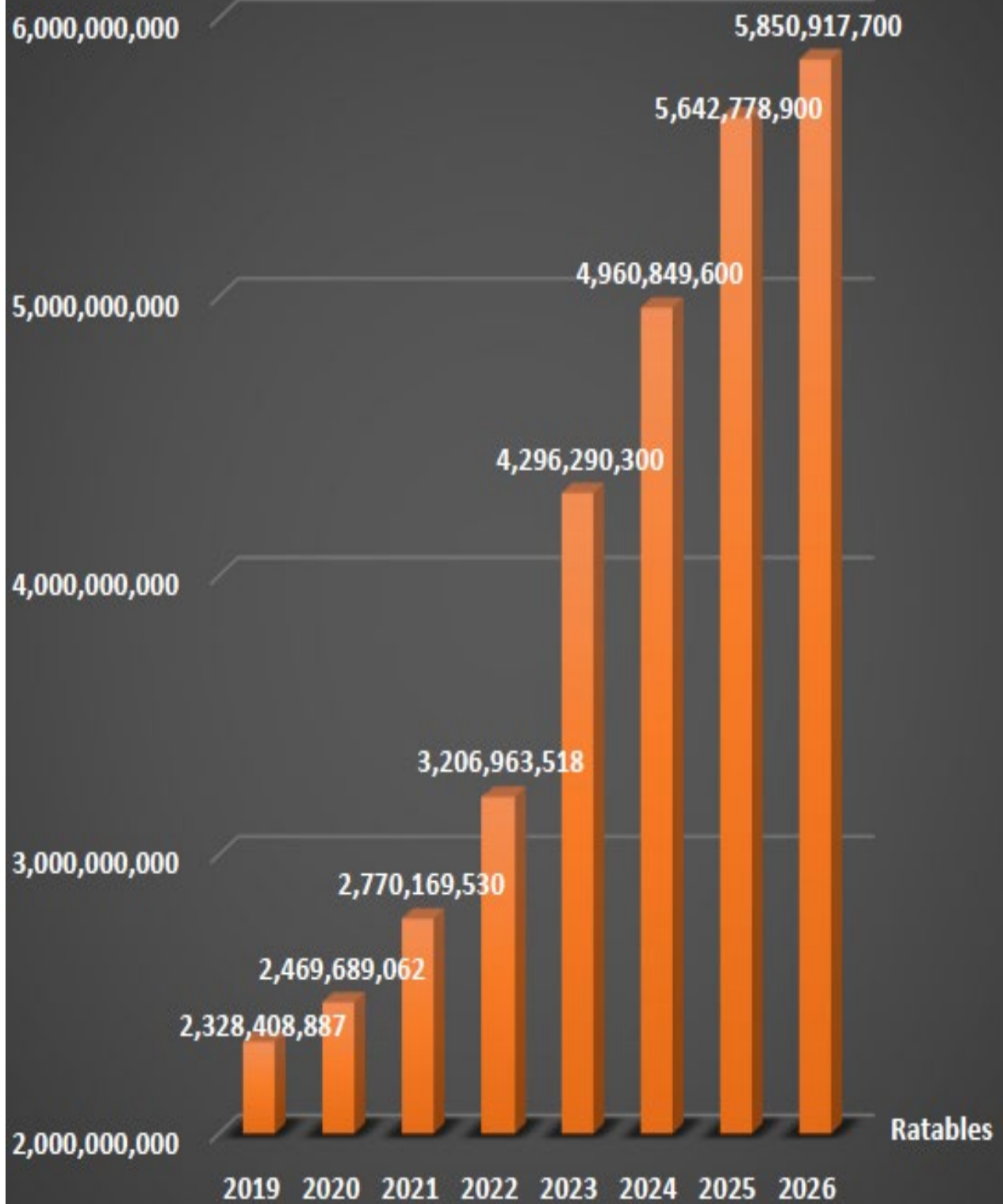
Net Valuation Taxable	5,642,778,900
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2026 Preliminary Tax List					
Class	Property Type	Count	Value	Average	Share of Borough
1	Vacant Land	54	321,599,400	5,955,544	5.50%
2	Residential	855	5,481,748,300	6,411,402	93.69%
4A	Commercial	14	36,279,100	2,591,364	0.62%
4C	Apartment	4	11,290,900	2,822,725	0.19%

Net Valuation Taxable	5,850,917,700
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*(figure 4)*

## Net Value of TAXABLE PROPERTY



(figure 5)

2019 -2026 Tax Levy and Net Taxable Value			
Year	Tax Levy	Ratables	Tax Rate
2019	16,508,419	2,328,408,887	0.709%
2020	17,633,580	2,469,689,062	0.714%
2021	18,006,102	2,770,169,530	0.650%
2022	18,472,110	3,206,963,518	0.576%
2023	19,762,935	4,296,290,300	0.460%
2024	21,182,828	4,960,849,600	0.427%
2025	23,191,821	5,642,778,900	0.411%
2026	TBD	5,850,917,700	TBD
		208,138,800	Ratable base change 2025 to 2026
		3.69%	Increase

(figure 6)

#### 2026 Tax Rate Prediction

Year	Ratables	Tax Levy	Tax Rate
2025	5,642,778,900	23,191,821	0.411%
2026*	5,850,917,700	23,191,821	0.396%

\*Rate if levy was the same year over year and no reductions from appeals

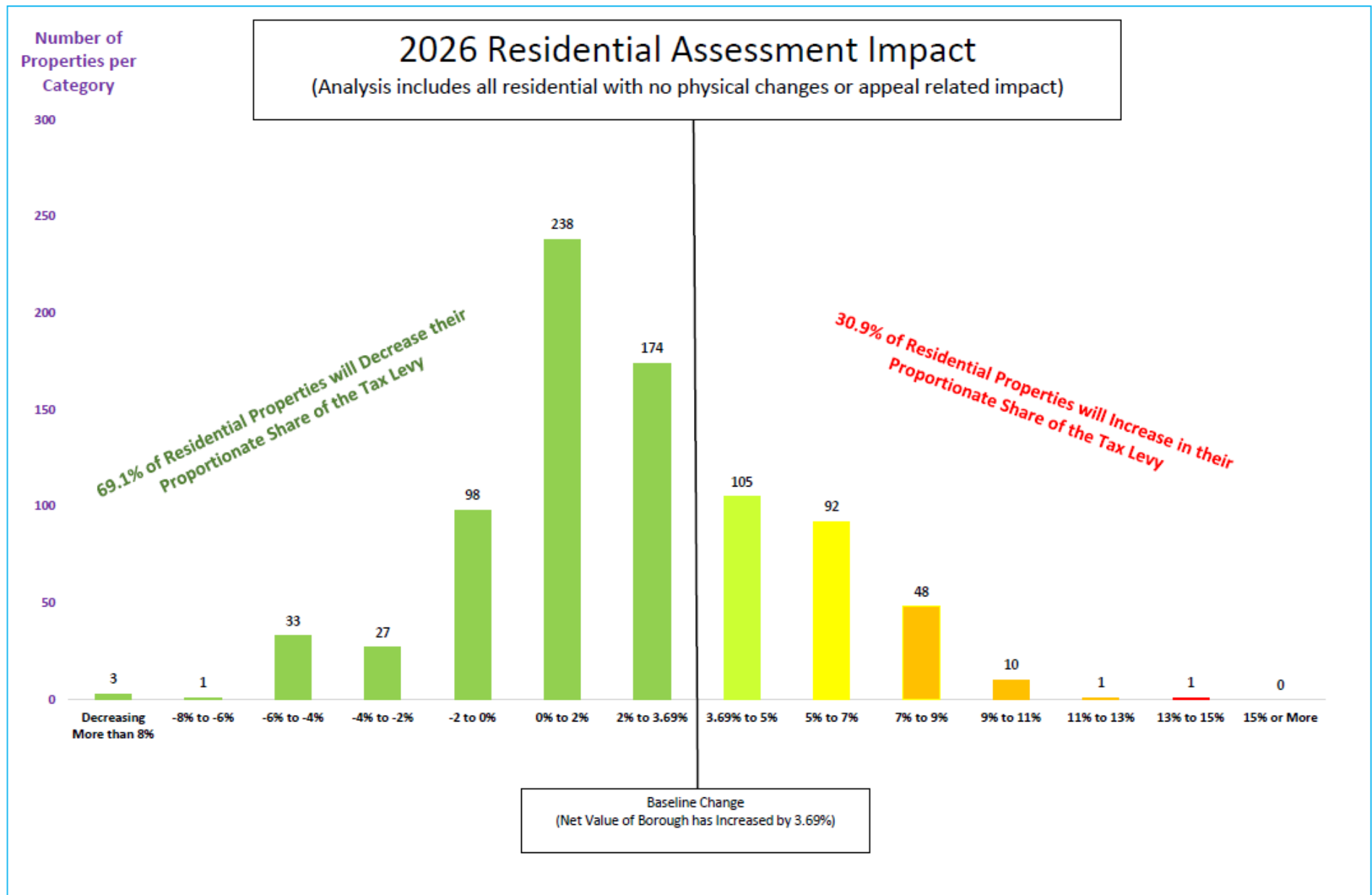
2026**	5,821,663,112	23,655,658	0.406%
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\*\*2026 Rate estimated assuming +2% increase to the Tax Levy and 0.5% reduction in ratables from the 2026 preliminary tax list due to appeals

**Realistic 2026 Tax Rate Range 0.396%-0.414%**

(figure 7)

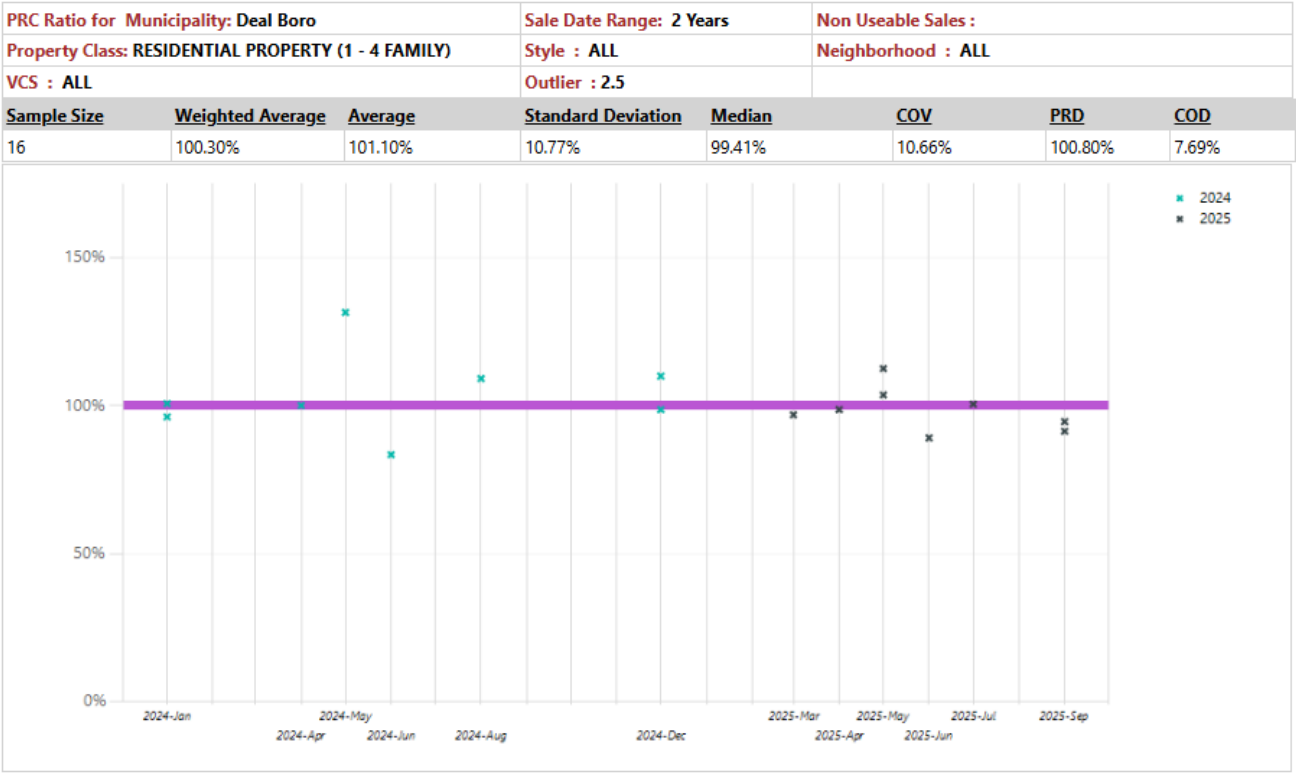
## Residential Change Report



(figure 8)

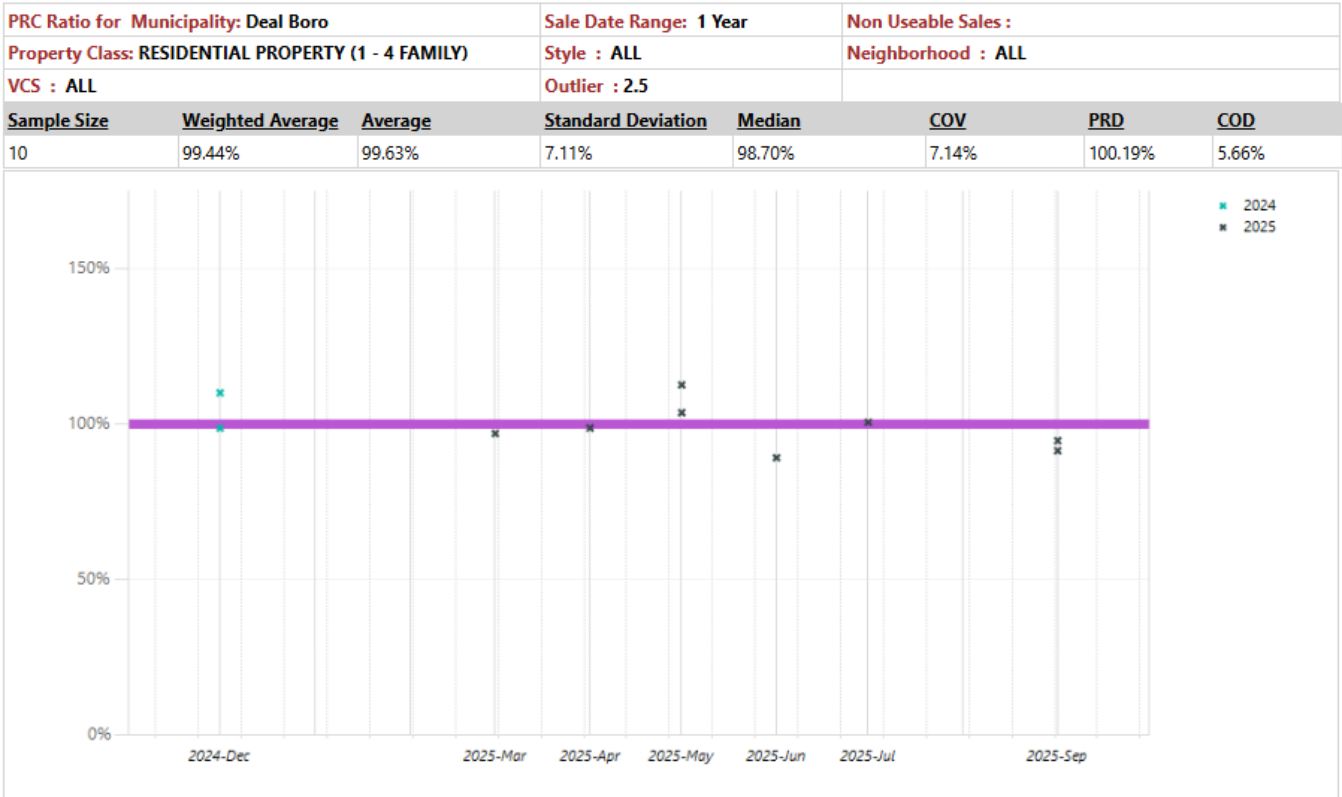


2026 Assessment : Sale Price (2 Year Sales Study)



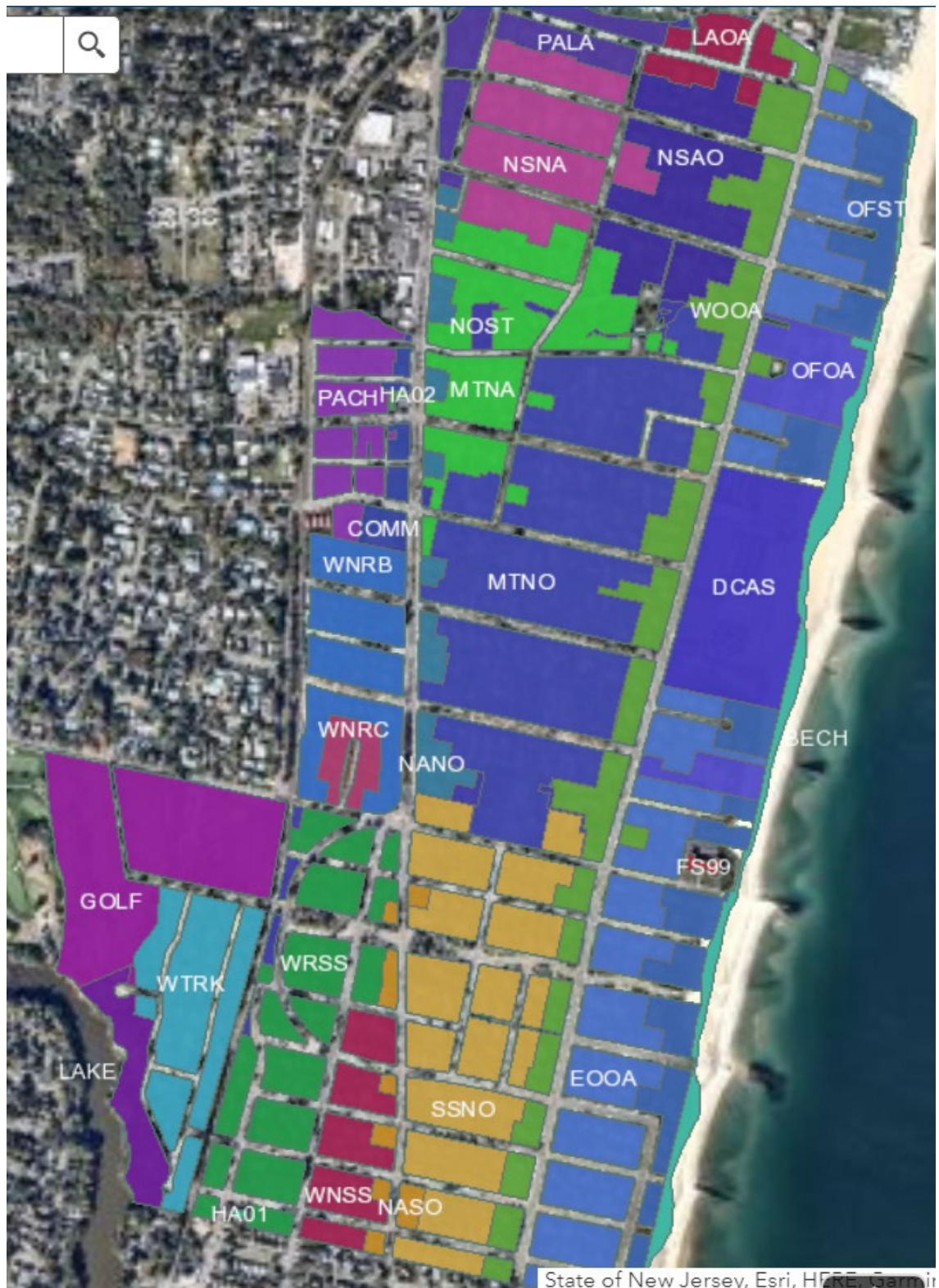
(figure 9)

2026 Assessment : Sale Price (1 Year Sales Study)



(figure 10)

## Value Control Sector Modeling Map



(figure 11)

## Lot Valuation Matrix (Front Foot Costed VCS)

\*does not include property specific adjustments (Traffic, flood zone, economic obsolescence, etc.)

Section	VCS	Desc	Site	FF Calc	FF % of Site	50x125 (1.15DF)	100x125 (1.15DF)	150x125 (1.15DF)	200x125 (1.15DF)	300x125 (1.15DF)	50x150 (1.33DF)	100x150 (1.33DF)	150x150 (1.33DF)	200x150 (1.33DF)	300x150 (1.33DF)
Ocean Ave & East	OFST	Ocean Front Standard	4,950,000	54,450	1.100%	8,080,875	11,211,750	14,342,625	17,473,500	23,735,250	8,570,925	12,191,850	15,812,775	19,433,700	26,675,550
	EOOA	East of Ocean Ave	2,250,000	24,750	1.100%	3,673,125	5,096,250	6,519,375	7,942,500	10,788,750	3,895,875	5,541,750	7,187,625	8,833,500	12,125,250
	WOOA	West of Ocean Ave	1,650,000	18,150	1.100%	2,693,625	3,737,250	4,780,875	5,824,500	7,911,750	2,856,975	4,063,950	5,270,925	6,477,900	8,891,850
Norwood Ave to Ocean Ave	NSAO	Northside Almyr to Ocean Ave	1,850,000	20,350	1.100%	3,020,125	4,190,250	5,360,375	6,530,500	8,870,750	3,203,275	4,556,550	5,909,825	7,263,100	9,969,650
	MTNO	Midtown Norwood to Ocean	1,850,000	20,350	1.100%	3,020,125	4,190,250	5,360,375	6,530,500	8,870,750	3,203,275	4,556,550	5,909,825	7,263,100	9,969,650
	NSNA	Northside Norwood to Almyr	1,725,000	18,980	1.100%	2,816,350	3,907,700	4,999,050	6,090,400	8,273,100	2,987,170	4,249,340	5,511,510	6,773,680	9,298,020
	SSNO	Southside Norwood to Ocean	1,650,000	18,150	1.100%	2,693,625	3,737,250	4,780,875	5,824,500	7,911,750	2,856,975	4,063,950	5,270,925	6,477,900	8,891,850
	LAOA	Lawrence Ave Closer to Ocean	1,350,000	14,850	1.100%	2,203,875	3,057,750	3,911,625	4,765,500	6,473,250	2,337,525	3,325,050	4,312,575	5,300,100	7,275,150
	MTNA	Midtown Norwood to Almyr	1,350,000	14,850	1.100%	2,203,875	3,057,750	3,911,625	4,765,500	6,473,250	2,337,525	3,325,050	4,312,575	5,300,100	7,275,150
	PALA	Pleasant Place & Lawrence Ave W	1,200,000	13,200	1.100%	1,959,000	2,718,000	3,477,000	4,236,000	5,754,000	2,077,800	2,955,600	3,833,400	4,711,200	6,466,800
West of Norwood Ave	WNSS	West of Norwood South Side	1,200,000	13,200	1.100%	1,959,000	2,718,000	3,477,000	4,236,000	5,754,000	2,077,800	2,955,600	3,833,400	4,711,200	6,466,800
	LAKE	Deal Lake	1,175,000	12,930	1.100%	1,918,475	2,661,950	3,405,425	4,148,900	5,635,850	2,034,845	2,894,690	3,754,535	4,614,380	6,334,070
	NASO	Norwood Ave South	1,100,000	12,100	1.100%	1,795,750	2,491,500	3,187,250	3,883,000	5,274,500	1,904,650	2,709,300	3,513,950	4,318,600	5,927,900
	WRSS	West of Richmond South Side	1,050,000	11,550	1.100%	1,714,125	2,378,250	3,042,375	3,706,500	5,034,750	1,818,075	2,586,150	3,354,225	4,122,300	5,658,450
	WNRB	West of Norwood Runyan to Brighton	1,075,000	11,830	1.100%	1,755,225	2,435,450	3,115,675	3,795,900	5,156,350	1,861,695	2,648,390	3,435,085	4,221,780	5,795,170
	NANO	Norwood Ave North	875,000	9,630	1.101%	1,428,725	1,982,450	2,536,175	3,089,900	4,197,350	1,515,395	2,155,790	2,796,185	3,436,580	4,717,370
	WTRK	West of Tracks	875,000	9,630	1.101%	1,428,725	1,982,450	2,536,175	3,089,900	4,197,350	1,515,395	2,155,790	2,796,185	3,436,580	4,717,370
	WNRC	West Norwood Roseld Ct	600,000	6,600	1.100%	979,500	1,359,000	1,738,500	2,118,000	2,877,000	1,038,900	1,477,800	1,916,700	2,355,600	3,233,400
	PACH	Patch	675,000	7,430	1.101%	1,102,225	1,529,450	1,956,675	2,383,900	3,238,350	1,169,095	1,663,190	2,157,285	2,651,380	3,639,570

Section	VCS	Desc	Site	FF Calc	FF % of Site	50x200 (1.90DF)	100x200 (1.90DF)	150x200 (1.90DF)	200x200 (1.90DF)	300x200 (1.90DF)	50x300 (2.10DF)	100x300 (2.10DF)	150x300 (2.10DF)	200x300 (2.10DF)	300x300 (2.10DF)
Ocean Ave & East	OFST	Ocean Front Standard	4,950,000	54,450	1.100%	10,122,750	15,295,500	20,468,250	25,641,000	35,986,500	10,667,250	16,384,500	22,101,750	27,819,000	39,253,500
	EOOA	East of Ocean Ave	2,250,000	24,750	1.100%	4,601,250	6,952,500	9,303,750	11,655,000	16,357,500	4,848,750	7,447,500	10,046,250	12,645,000	17,842,500
	WOOA	West of Ocean Ave	1,650,000	18,150	1.100%	3,374,250	5,098,500	6,822,750	8,547,000	11,995,500	3,555,750	5,461,500	7,367,250	9,273,000	13,084,500
Norwood Ave to Ocean Ave	NSAO	Northside Almyr to Ocean Ave	1,850,000	20,350	1.100%	3,783,250	5,716,500	7,649,750	9,583,000	13,449,500	3,986,750	6,123,500	8,260,250	10,397,000	14,670,500
	MTNO	Midtown Norwood to Ocean	1,850,000	20,350	1.100%	3,783,250	5,716,500	7,649,750	9,583,000	13,449,500	3,986,750	6,123,500	8,260,250	10,397,000	14,670,500
	NSNA	Northside Norwood to Almyr	1,725,000	18,980	1.100%	3,528,100	5,331,200	7,134,300	8,937,400	12,543,600	3,717,900	5,710,800	7,703,700	9,696,600	13,682,400
	SSNO	Southside Norwood to Ocean	1,650,000	18,150	1.100%	3,374,250	5,098,500	6,822,750	8,547,000	11,995,500	3,555,750	5,461,500	7,367,250	9,273,000	13,084,500
	LAOA	Lawrence Ave Closer to Ocean	1,350,000	14,850	1.100%	2,760,750	4,171,500	5,582,250	6,993,000	9,814,500	2,909,250	4,468,500	6,027,750	7,587,000	10,705,500
	MTNA	Midtown Norwood to Almyr	1,350,000	14,850	1.100%	2,760,750	4,171,500	5,582,250	6,993,000	9,814,500	2,909,250	4,468,500	6,027,750	7,587,000	10,705,500
	PALA	Pleasant Place & Lawrence Ave W	1,200,000	13,200	1.100%	2,454,000	3,708,000	4,962,000	6,216,000	8,724,000	2,586,000	3,972,000	5,358,000	6,744,000	9,516,000
West of Norwood Ave	WNSS	West of Norwood South Side	1,200,000	13,200	1.100%	2,454,000	3,708,000	4,962,000	6,216,000	8,724,000	2,586,000	3,972,000	5,358,000	6,744,000	9,516,000
	LAKE	Deal Lake	1,175,000	12,930	1.100%	2,403,350	3,631,700	4,860,050	6,088,400	8,545,100	2,532,650	3,890,300	5,247,950	6,605,600	9,320,900
	NASO	Norwood Ave South	1,100,000	12,100	1.100%	2,249,500	3,399,000	4,548,500	5,698,000	7,997,000	2,370,500	3,641,000	4,911,500	6,182,000	8,723,000
	WRSS	West of Richmond South Side	1,050,000	11,550	1.100%	2,147,250	3,244,500	4,341,750	5,439,000	7,633,500	2,262,750	3,475,500	4,688,250	5,901,000	8,326,500
	WNRB	West of Norwood Runyan to Brighton	1,075,000	11,830	1.100%	2,198,850	3,322,700	4,446,550	5,570,400	7,818,100	2,317,150	3,559,300	4,801,450	6,043,600	8,527,900
	NANO	Norwood Ave North	875,000	9,630	1.101%	1,789,850	2,704,700	3,619,550	4,534,400	6,364,100	1,886,150	2,897,300	3,908,450	4,919,600	6,941,900
	WTRK	West of Tracks	875,000	9,630	1.101%	1,789,850	2,704,700	3,619,550	4,534,400	6,364,100	1,886,150	2,897,300	3,908,450	4,919,600	6,941,900
	WNRC	West Norwood Roseld Ct	600,000	6,600	1.100%	1,227,000	1,854,000	2,481,000	3,108,000	4,362,000	1,293,000	1,986,000	2,679,000	3,372,000	4,758,000
	PACH	Patch	675,000	7,430	1.101%	1,380,850	2,086,700	2,792,550	3,498,400	4,910,100	1,455,150	2,235,300	3,015,450	3,795,600	5,355,900

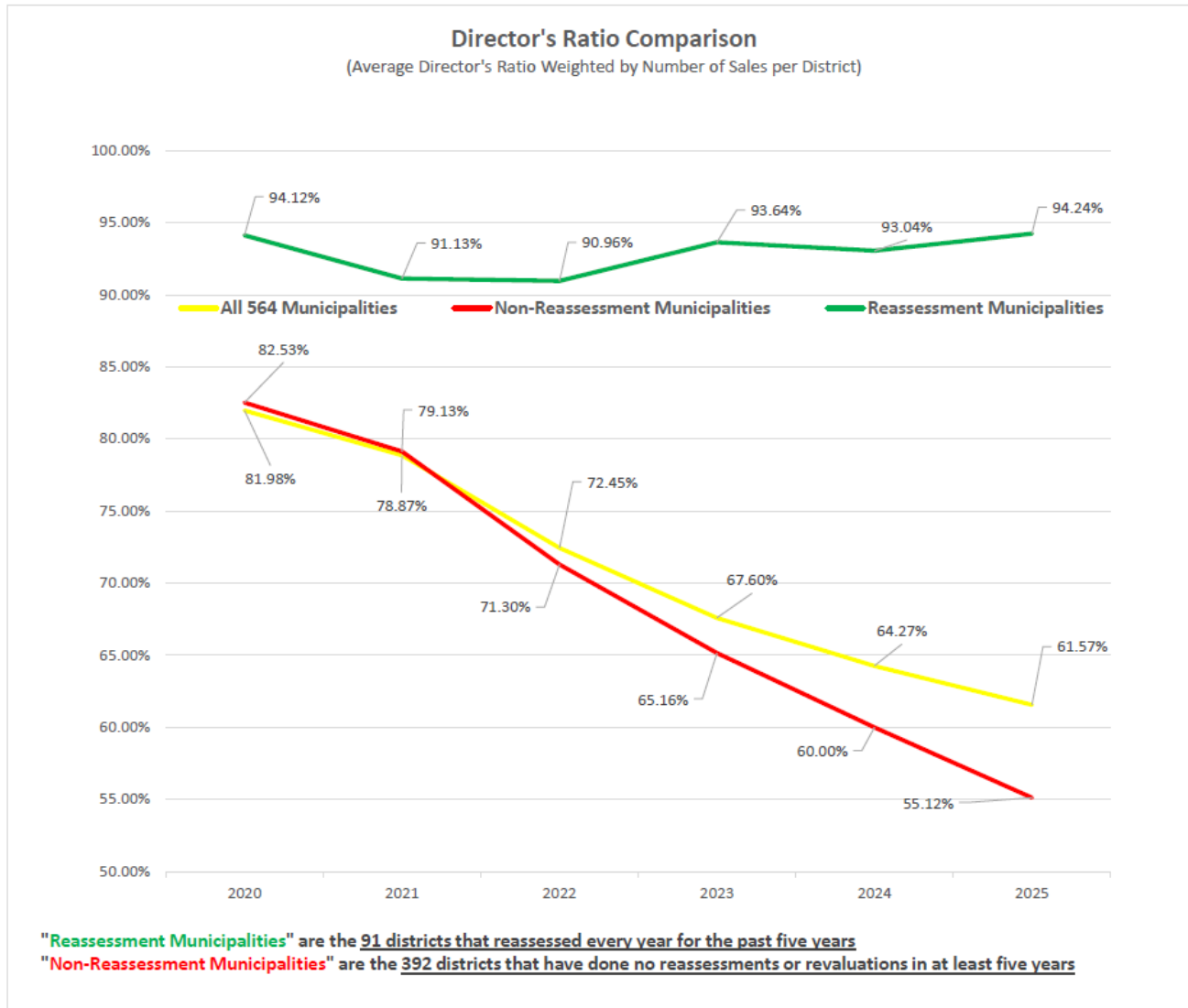
(figure 12)



## EXHIBIT A (1 of 3)

[Click Here for more information on the Director's Ratio Calculation](#)

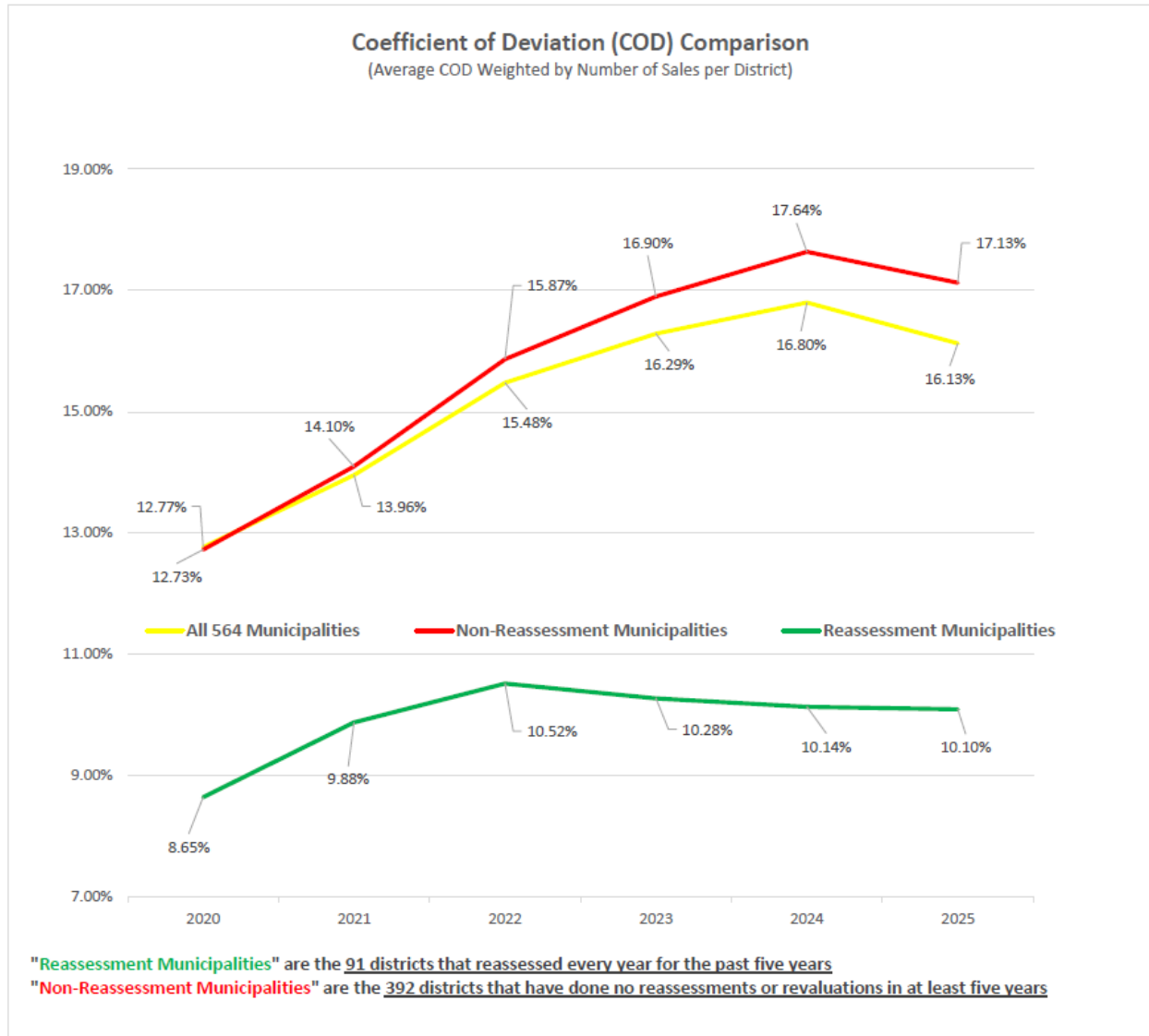
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## EXHIBIT A (2 of 3)

[Click Here for more information on the Coefficient of Deviation Calculation](#)

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## EXHIBIT A (3 of 3)

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