



SUCCESS STORY · PROPERTY TAX · WARREN COUNTY, OH

Warren County increases online property tax collections by 30%



AT A GLANCE

Launched PayIt in

48 days

to replace previous platform

Increase of

30%

in online collections since launch

A better way to pay online

Warren County gives taxpayers several ways to pay their property taxes. Many taxpayers pay through mortgage escrow accounts. Other residents receive a paper or emailed bill and pay online, by mail, through a participating bank, or at the Treasurer's Office.

The county wanted to keep those options while making online payments easier. Its previous platform offered limited flexibility to customize the taxpayer experience, and even logging in could be difficult. As Warren County Treasurer Randy Kuvin put it, the platform made an unpleasant task even more "more unpleasant."

Growing electronic payments was also a priority for the Treasurer's Office. Mailed checks must be opened and processed, and paper payments can be lost or posted incorrectly. A better online experience would encourage more taxpayers to choose electronic payment.

A fast implementation that exceeded expectations

Warren County launched PayIt in **48 days**. Kuvin, who had been through software implementations before, said the process "far exceeded expectations."

The PayIt team continued to remain hands-on after launch, too. "They were able to react quickly and solve whatever issues we were coming across," Kuvin said.

The launch also came during an unusual collection season. Changes under House Bill 186 delayed paper tax bills and extended the payment deadline, and PayIt still went live **nearly two weeks before** bills arrived.

A launch campaign built together

Without a dedicated county marketing team, the Treasurer's Office partnered with PayIt's [Resident Communications team](#) to build a launch marketing strategy. The county promoted the new platform through:

- ✓ County website, Facebook page, and public notice site
- ✓ Signs and QR codes around the building
- ✓ A banner in the entrance lobby
- ✓ Information included with mailed bills

Starting outreach early paid off. Taxpayers began using the new platform sooner, giving both teams time to identify and resolve issues before the busiest part of the season.



It was a welcome change to see people praise the payment experience—and share that feedback on social media without being asked.

Randy Kuvin · Treasurer, Warren County, Ohio

Stronger online adoption and happier taxpayers

Warren County has recorded a **30% increase in online property tax collections** since launch. The Treasurer's Office also saw more large-dollar electronic payments. Taxpayers with multiple properties could group their tax bills and [pay them in a single transaction](#), something the team had seen less often with its previous provider. Together, these results show more taxpayers choosing to pay online.

The response from taxpayers was just as encouraging. The county received unsolicited positive comments about the new platform, and the team made it through a demanding tax season without the overtime or temporary support required in some previous years.

A foundation for countywide growth

County departments currently choose their own electronic payment providers, leaving the Treasurer's Office to manage payments across several systems. The ability to

eventually bring more departments onto one platform was one reason PayIt stood out during the selection process.

Warren County started with property taxes, its highest-volume payment category. Kuvin hopes the results will make it easier to

recommend PayIt to other departments over time. Countywide consolidation remains a longer-term goal, and the property tax launch now gives those departments a working example of what the platform can do.

MAKE NEXT TAX SEASON YOUR BEST

See how PayIt helps counties collect more property tax online.

payitgov.com/property-tax

