



ROBERT E. V. KELLEY JR.

Shareholder

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PRACTICE FOCUS

Property Tax Litigation
Eminent Domain
Real Property Litigation

EDUCATION

University of Florida, B.A., 1981
Stetson University College of Law, J.D., 1984

BAR ADMISSIONS

American Bar Association
The Florida Bar
Hillsborough County Bar Association

COURT ADMISSIONS

All Florida State Courts
11th Circuit Court of Appeals

Rob Kelley's practice is principally devoted to litigating the value of property throughout Florida.

Rob has substantial experience serving clients in connection with operating utility systems, resort properties, manufacturing/ processing plants, and retail developments. In one notable case, he acted as lead counsel in an assessment challenge on a professional sports arena, which resulted in a value reduction in excess of \$100 million per year for three consecutive years.

He has made professional presentations to members of the Appraisal Institute, the Institute for Professionals in Taxation, the American Society of Appraisers, the International Right-of-Way Association, The Annual Wichita Program on Taxation of Communication, Energy and Transportation Properties, Lorman Education Services and The Florida Bar. Rob has also served as a member of several legislative task forces on property tax issues.

HONORS

- AV Preeminent® Rating, Martindale-Hubbell Peer Review
- Florida Super Lawyers (2007-2022)
- Florida Trend's Legal Elite (2008-2009, 2012)
- *The Best Lawyers in America*® (2007-2023)
 - 2020 Tampa Litigation and Controversy - Tax Lawyer of the Year

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EXPERIENCE

- Represented an NHL ownership group in successfully achieving assessment reductions of 80% per year for three consecutive years on a sports arena located in Tampa, Florida by selecting and leading a multi-disciplinary team of experts. Trial and appeal.
- Obtained an assessment reduction for a national beverage manufacturer's orange juice processing plant located in Bradenton, Florida. Trial and appeal.
- Successfully challenged assessment of 1,197 room resort hotel located at major central Florida theme park, reducing value by 38% and obtaining ruling that "Rushmore Method" was unlawfully used by assessor. Trial and appeal.
- Represented incumbent local exchange carrier in obtaining assessment reduction on network assets located in Sarasota, Florida, subsequent to 1996 Telecom Act, by establishing assessment impermissibly included value of company's intangible personal property. Trial and appeal.
- Negotiated settlement on behalf of incumbent local exchange carrier in Hillsborough County, Florida that reduced the \$1billion dollar assessment of its legacy copper network based on fiber optic replacement network.
- Negotiated multi- year assessment reduction on super regional mall located in Tampa, Florida on behalf of national mall developer.
- Negotiated assessment reduction on processing plant located in Clewiston, Florida for dominant sugar manufacturer.
- Successfully recovered special damages from Florida DOT for institutional landlord in right of way case for loss of favorable contract rent with restaurant tenant who cancelled lease on the basis of eminent domain taking.

NEWS & INSIGHTS

Eighty-One Hill Ward Henderson Attorneys Cited in The Best Lawyers in America 2023 Publication
Firm News, 8.18.22

61 Hill Ward Henderson Attorneys Recognized in 2022 Florida Super Lawyers Listing
Firm News, 7.1.22

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Seventy Six Hill Ward Henderson Attorneys Cited in The Best Lawyers
in America 2022 Publication
Firm News, 8.19.21

58 Hill Ward Henderson Attorneys Recognized in 2021 Florida Super
Lawyers Listing
Firm News, 6.23.21

Fifty Nine Hill Ward Henderson Attorneys Recognized in 2020 Florida
Super Lawyers Listing
Firm News, 6.5.20

2019 Best Lawyers Cites 46 Hill Ward Henderson Attorneys & Names
Six "Lawyer of the Year"
Firm News, 8.16.18

Hill Ward Henderson Attorneys Named 2018 Florida Super Lawyers
Firm News, 6.25.18

2018 Best Lawyers Cites 44 Hill Ward Henderson Attorneys & Names
Five "Lawyer Of The Year"
Firm News, 8.15.17

Hill Ward Henderson Attorneys Named 2017 Florida Super Lawyers
Firm News, 6.8.17

2017 Best Lawyers Cites 44 Hill Ward Henderson Attorneys & Names
Two "Lawyers Of The Year"
Firm News, 8.15.16

Hill Ward Henderson Attorneys Named 2016 Florida Super Lawyers
Firm News, 6.15.16

2016 Best Lawyers Cites 40 Hill Ward Henderson Attorneys & Names
Five "Lawyer of the Year"
Firm News, 8.17.15

Hill Ward Henderson Attorneys Named 2015 Florida Super Lawyers
Firm News, 6.11.15

2014 Best Lawyers Cites 42 Hill Ward Henderson Attorneys & Names
Three "Lawyer Of The Year"
Firm News, 8.30.13

Hill Ward Henderson Attorneys Named To The 2013 Best Lawyers
Business Edition
Firm News, 7.15.13

ROBERT E. V. KELLEY JR.

Hill Ward Henderson Attorney Presents to American Society of Appraisers
Firm News, 4.12.13

Best Lawyers In America
Firm News, 7.31.12

Florida Trend Names HWH Attorneys To Hall Of Fame, Legal Elite And Up & Comers
Firm News, 7.6.12

Hill Ward Henderson Attorneys Named 2012 Florida Super Lawyers And Rising Stars
Firm News, 3.20.12

ARTICLES & PUBLICATIONS

- Towards a More Credible Appraisal: An Attorney's Perspective (July 7, 2022) *ARM Journal*, Vol. 6, Issue 1
- "Disney will get millions in tax refunds after property appraiser settles languishing cases" Orlando Sentinel (July 20, 2021).
- Challenging Tax Assessments on Contaminated Property in Florida (Samuel J. Morley, co-author) (August, 1998) *Fla. Bar J.*, 72, 51
- Lexis-Nexis, Florida State Tax Service Practice Insights, contributing author

PUBLISHED DECISIONS

- Bayside 180, LLC v. Wilkinson
75 So.3d 1251 (Table, Text in WESTLAW), Unpublished Disposition
2011 WL 6016903 2D10-5584
District Court of Appeal of Florida, Second District. December 02, 2011
- Dolgencorp, Inc. v. Crapo
56 So.3d 770 (Table, Text in WESTLAW), Unpublished Disposition
2011 WL 814157 1D10-0820
District Court of Appeal of Florida, First District. March 09, 2011
- School Bd. of Hernando County v. Mazourek
46 So.3d 65 (Table, Text in WESTLAW), Unpublished Disposition
2010 WL 4323055 5D09-4255
District Court of Appeal of Florida, Fifth District. October 05, 2010
- Stiles v. Rayonier Performance Fibers, LLC
39 So.3d 324 (Table, Text in WESTLAW), Unpublished Disposition
2010 WL 2721558 1D10-2338
District Court of Appeal of Florida, First District. July 12, 2010

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- Stiles v. Terrapointe L.L.C.
39 So.3d 324 (Table, Text in WESTLAW), Unpublished Disposition
2010 WL 2721557 1D10-2424
District Court of Appeal of Florida, First District. July 12, 2010
- Belden v. Tampa Westshore Associates Ltd. Partnership
982 So.2d 721 2008 WL 1756543 2D07-3217, 2D07-3218, 2D07-3219
District Court of Appeal of Florida, Second District. April 18, 2008
- Crapo v. HCA, Inc.
968 So.2d 54 2007 WL 2932868 1D06-5640
District Court of Appeal of Florida, First District. October 10, 2007
- Robbins v. Columbia LaGrande Hosp., Inc.
Not Reported in So.2d 2005 WL 2233253 04-23748 CA 10
Florida Circuit Court, Eleventh Judicial Circuit Miami-Dade County,
Civil Division. August 31, 2005
- Skyway Trap & Skeet Club, Inc v. Southwest Florida Water
Management Dist.
854 So.2d 676 2003 WL 21554307 2D02-3423
District Court of Appeal of Florida, Second District. July 11, 2003
- Robbins v. IHC/Miami Beach Corp.
Not Reported in So.2d 2004 WL 3563923 00-29505 CA 10
Florida Circuit Court, Eleventh Judicial Circuit, Dade County.,
General Jurisdiction Division. September 17, 2004
- GTE Florida, Inc. v. Todora
854 So.2d 731 2003 WL 21990211 2D01-1035
District Court of Appeal of Florida, Second District. August 22, 2003
- Wal-Mart Stores, Inc. v. Mazourek
836 So.2d 1078 2003 WL 201334 5D99-3168, 5D99-3165
District Court of Appeal of Florida, Fifth District. January 31, 2003
- Turner v. Lusk
819 So.2d 258 2002 WL 1393663 2D00-5348
District Court of Appeal of Florida, Second District. June 28, 2002
- Turner v. Concorde Properties
823 So.2d 165 2002 WL 1394723 2D01-3776
District Court of Appeal of Florida, Second District. June 28, 2002
- Fuchs v. Robbins
818 So.2d 460 2002 WL 500138 SC96182, SC96183, SC96674
Supreme Court of Florida. April 04, 2002
- Florida Water Services Corp. v. Utilities Com'n
790 So.2d 501 2001 WL 699017 5D00-2275
District Court of Appeal of Florida, Fifth District. June 22, 2001
- Wal-Mart Stores, Inc. v. Todora
791 So.2d 29 2001 WL 387939 2D99-4324, 2D99-3779

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- District Court of Appeal of Florida, Second District. April 18, 2001
- Wal-Mart Stores, Inc. v. Mazourek
778 So.2d 346 2000 WL 1878952 5D99-3165, 5D99-3168
District Court of Appeal of Florida, Fifth District. December 29, 2000
 - Mazourek v. Wal-Mart Stores, Inc.
831 So.2d 85 2002 WL 1291981 SC01-663
Supreme Court of Florida. June 13, 2002
 - Palm Beach Gardens Community Hosp., Inc. v. Nikolits
754 So.2d 729 1999 WL 993145 98-3992
District Court of Appeal of Florida, Fourth District. November 03, 1999
 - Turner v. Hillsborough County Aviation Authority
739 So.2d 175 1999 WL 682598 98-03123
District Court of Appeal of Florida, Second District. September 03, 1999
 - Wal-Mart Stores, Inc. v. Day
742 So.2d 408 1999 WL 682609 98-2978
District Court of Appeal of Florida, Fifth District. September 03, 1999
 - Winthrop & Joseph, Inc. v. Marriott Resort Hospitality Corp.
695 So.2d 789 1997 WL 216205 96-0794
District Court of Appeal of Florida, Fifth District. May 02, 1997
 - Tampa-Hillsborough County Expressway Authority for Use and Benefit of State, Dept. of Transp. v. Harrell
645 So.2d 1026 1994 WL 583289 93-01542
District Court of Appeal of Florida, Second District. October 26, 1994
 - Schultz v. TM Florida-Ohio Realty Ltd. Partnership
577 So.2d 573 1991 WL 41054 75,322
Supreme Court of Florida. March 28, 1991
 - Schultz v. TM Florida-Ohio Realty Ltd., Partnership
553 So.2d 1203 1989 WL 80705 88-00914
District Court of Appeal of Florida, Second District. July 21, 1989