TrueRoll

Proactive Homestead Monitoring™

An end-to-end solution for managing exemption roll accuracy and new application verification. TrueRoll will empower the Effingham County Board of Assessors to correct & **monitor its exemption roll in real-time**.

Prepared For:

Neal Groover
Chief Appraiser
Effingham County Board of Assessors
901 N. Pine Street, Ste 106
Springfield, GA 31329

Prepared On: February 7, 2023

Prepared By

Mike Sarver
VP of Homestead at TrueRoll
mike@trueroll.io
985.966.4663

◼ About TrueRoll

TrueRoll empowers over 60 local governments across the country to maintain accurate property tax rolls by identifying unqualified and unclaimed homestead exemptions using data science and automation.

For over a decade, cofounders Tyler Masterson and Joseph Walsh, Ph.D., have built government data solutions. It came to their attention that there was a need to modernize and automate the homestead exemption lifecycle. Utilizing data and industry-focused business logic, they created TrueRoll, which allows offices to **automatically vet new exemption applications and proactively identify unclaimed and unqualified homestead exemptions, in real-time.**

Challenge

The process for identifying unqualified exemptions typically relies on a single-point-in-time batch audit or time-consuming investigative tasks like reviewing returned mail, investigating every new exemption application, or researching properties that send their mail to a non-situs address.

Solution

TrueRoll Proactive Homestead Monitoring™: Thousands of federal, state, local, and proprietary databases enable TrueRoll to discover and contextualize data on individual owners and parcels in ways not currently possible for government agencies. Our award-winning[1] online platform gives your staff the power to identify errors, manage, and update your tax roll proactively.

Our 60+ customers, located in 8 states (TX, FL, LA, IL, WA, GA, UT, HI), use TrueRoll to **free up time, create taxation fairness, identify new revenue, and generate trust.**

---

[1] https://www.govtech.com/100/2022 - Government Technology Magazine names TrueRoll to the top 100 government technology companies "focused on, making a difference in state and local government agencies across the United States." - TrueRoll made the list 2 years in a row!

The Promise of TrueRoll's Approach

TrueRoll's unique approach focuses on the **Past, Present & Future**, and is the only full-lifecycle exemption administration solution on the market.

<< Past Review **Historical** Exemptions	Present Vetting **New** Exemption Applications	Future >> Proactively **Monitoring** All Exemptions
TrueRoll performs an AI-powered historical review of your exemption roll dating back up to 10 years to make sure your tax roll is current and monies owed are paid.	New exemption applications come in every day, often 1000s per year that take multiple employees months to review. New applications can now be automatically vetted, approved/denied with TrueRoll using a fraction of the resources.	Tax rolls are dynamic. The only way to keep them accurate is to monitor the qualification status of each exemption enrollee in real-time and notify the citizens proactively when their qualification status changes. **No more audits and no more multi-year back-tax processes.**

The benefits to our customers of this full lifecycle approach are the following:

1. **Increased tax revenues** by removing unqualified exemptions and identifying unqualified auto-renewals **before** they renew.
2. **Increased social equity** by identifying **unclaimed** exemptions -- owners eligible for homesteads but are not currently enrolled.
3. **Reduced citizen disruption** by eliminating the problematic collection of back-taxes by proactively identifying disqualified exemptions before fines are necessary.
4. **Time savings for Board of Assessor staff** by automating the identification of unqualified exemptions across 1,000s of data sources, removing the need to monitor rental sites manually, check returned mail, and read endless obituaries.

5. **Improved relationship between the taxpayers** and your office through positive press associated with removing unqualified exemptions and enrolling qualified homeowners.[2]

■ TrueRoll's Core Capabilities

The TrueRoll service scours 1,000+ data sources and produces a prioritized list of potentially unqualified exemptions for review by your staff.

At the highest level, our customers provide their tax roll and new exemption applications to our team via a CAMA-connected interface. We then provide you with potentially unqualified exemptions and accompanying contextualized evidence of compliance or non-compliance in an easy-to-use web interface.

TrueRoll Proactive Homestead Monitoring has three main components:

Discovery

Our platform scours many national and local data sources - from the tax rolls of over 3,000 county offices to DMV databases to rental listings to social media profiles - to uncover potentially unqualified homestead exemptions.

Our business rules are configurable so you see only the "flags" your office cares about.

Decision

With our Assisted or Full-Service Audit option, TrueRoll's trained investigators will review some or all of your potentially unqualified exemptions (we call them Candidates), perform additional research, and provide your team an Investigation Report recommendation on each exemption's qualification status and recommended next steps (denial, back taxes, etc.).

Once we discover the potentially unqualified exemptions, the next step is to use our detailed owner and property history information to decide on the qualification status of each.

TrueRoll prioritizes the Candidates based on artificial intelligence so your office can spend its time where it will
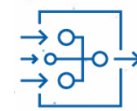
Action

Once you've decided on what action to take, TrueRoll will help you take the next step by providing features to help you contact the citizen, send out a denial letter, and capture the audit history of every action taken against that parcel.

Our configurable workflow maps to your end-to-end exemptions administration process.

---

[2] All deployments come with an optional PR module to easily create positive coverage around your exemption equality initiative.

Our Comprehensive Data Sources

TrueRoll data was designed **specifically for determining the qualification of homestead exemptions and applications.**
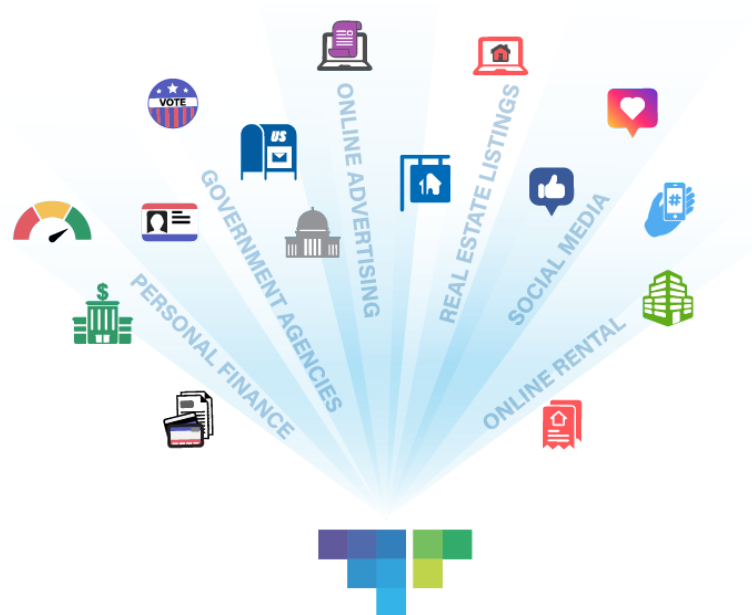
The TrueRoll platform includes proprietary data and business rules specifically configured for your office.

Core Exemption Datasets

- National Tax Parcel Databases
- State Driver's License Databases
- USPS Change of Address Database
- Federal Master Death File
- State and Local Vital Statistics Data
- National & Local Obituary Listings
- Voter Records
- Owner Credit / Address Histories
- Vehicle Registrations
- Utility History
- Court Filings
- Eviction cases (often signifies rentals)
- Liens / Judgments / Bankruptcies

TrueRoll Proprietary Data Sources

- Veterans/Active Duty Dataset
- Local MLS Rental/Lease Listings
- Historical Address Vacancies
- Undiscovered Duplexes
- Juror Excusal Reasons
- Direct Integration with your CAMA
- TrueRoll National Rental Database
- Custom Data for Your Jurisdiction such as:
  - Returned Mail to your Office
  - Rental Registrations
  - Your Active Investigations
  - Open Data or 311 Data
  - Fraud Hotline

■ The TrueRoll Data Science Process

Our proprietary data science process solves the complex challenge of person-and-parcel entity matching across disparate data sources and presents actionable insights.

*"With this project, were not only going to identify unqualified exemptions, it gives us perspective on how to **organize our entire exemption workflow.**"*
- Rob Ross, Chief Data Officer, Cook County IL

Step 1: Cleansing & Preparation

After requesting your tax roll data, we cleanse and process it against our thousands of data sources (public, private, purchased, scraped, etc.). We use 100's of exemption eligibility criteria modeled off your state's legislative code to find exemptions that may be unqualified.

Step 2: Researching & Prioritization

TrueRoll then prioritizes the potentially unqualified exemption (we call them "*Candidates*") to your www.trueroll.app web application INBOX based on confidence levels. If you are a TrueRoll Assisted or Full-Service Audit customer, trained TrueRoll investigators will perform the investigation work for you.

Step 3: Decision & Action

Based on the flags that TrueRoll presents and any investigation our team has performed on the Candidate parcels, your team can take the necessary action: remove the exemption, deny it for future years, lien, back assess, or other.

Step 4: Proactively Monitor Exemption Enrollees & New Applicants

Lastly, TrueRoll will proactively monitor existing enrollees and new exemption applicants. This proactive monitoring process identifies a parcel as potentially unqualified due to a move, rental listing, or other flags. **Implementation typically takes two weeks to complete after your data is received.**

Going Beyond Point-in-Time List Audits

TrueRoll.app provides **real-time discovery** of disqualifying events in your tax roll and provides workflow capabilities that keep data fresh, capture parcel history, and makes investigation work simple.

TrueRoll.app's web-based application displays a list of potentially unqualified exemptions (Candidates). A Candidate is an owner/parcel flagged based on the rules that match your state's eligibility requirements and your local knowledge. Over time, TrueRoll learns from your work via AI-powered feedback. It continues to provide the results that matter to your office, allowing you to focus your investigations on the Candidates that matter most.

Candidates List Screen

1. Work Queues that map to your exemption administration business process
2. Robust search capabilities
3. Summary level review of parcel and flag information
4. Priority sorted list via artificial intelligence
5. In-app chat and email support

Candidates Details Screen

The Candidate Details Screen brings information from your CAMA, TrueRoll's data sources, and your analysts' notes into one screen

Candidate Details Screen Features

- Displays data from your CAMA about the situs property and exemption recipients.
- "Flags," tell the context of what's happening at a property to help you determine if the exemption is valid
- All actions taken against a Candidate are tracked in the Candidate History panel to provide a dedicated audit trail
- Assign a Candidate a custom "Label" to manage your workflow (field visits and managerial reviews)
- Add custom flags on the fly (a piece returned mail, neighbor calls to report fraud)
- Upload files, photos, and anything you need to help you support your decisions
- Assign the investigation to someone else in your office

Configuration Screens to Meet Your Specific Needs

TrueRoll projects leverage our Customer Success Delivery Methodology[3] to ensure our algorithms are tailored to your specific needs

Configuration occurs in the Admin Interface -Reports, Batch Questionnaire printing, and User Management

Features like the Candidate Docket Report (printer friendly version of TrueRoll evidence) were requested and implemented based on requirements requested by Fulton County, GA

*"When you adopt a new product, you are always worried it might be too complicated to be worth it, **but TrueRoll couldn't be easier to use,** we love it so far!"*
- Mark Miller, Supervisor of Assessments, IPAI Exemptions Course Instructor
-Marion County, IL

---

[3] https://www.trueroll.io/blog-customer-success describes why our approach to "Customer Success" is so key to the outcomes of our customers.

Proprietary Features for Your Analysts

Proprietary Direct-2-Parcel™ and TrueMail Merge™ features exemplify how TrueRoll allows your office to quickly identify, research, and communicate with a taxpayer about an unqualified exemption.

Direct-2-Parcel™

TrueRoll may discover a duplicate exemption in another jurisdiction. To verify the current status of that additional exemption, you can simply click on the link within TrueRoll. It will take you directly to the parcel details screen on the other jurisdiction's website.

Mail Tracking

Data from TrueRoll can batch export data to mail merge with your office's communication templates. Our customers use this for questionnaires, denial letters, and other citizen contact forms.

◼ Unclaimed Exemption Identification

Optional, no additional fee.

The goal of most of our clients is to optimize taxation-equity and fairness across their tax base by ensuring that all qualified homeowners are aware of and receiving the benefits afforded to them by state and local exemption laws.

To accomplish these goals, TrueRoll applies the same data science principles described in sections above to identify homeowners that possess qualifying criteria but are not receiving an exemption. The primary objectives of this capability are to:

> **TrueRoll**
>
> ### Over 100 St. Johns County Residents Claim Homestead Exemptions Thanks to a Data-Driven Outreach Program
>
> In partnership with TrueRoll, the St. Johns county property appraiser leveraged mountains of data to generate a list of residents who potentially qualified for a homestead exemption.
>
> **Highlights**
> - 130,100 residential properties in St. Johns County, Florida
> - Includes almost 80,000 homestead exempt parcels
> - Florida offers generous, but complicated, homeowner exemption statutes
> - A mailing to 1,900 homeowners potentially eligible for unclaimed benefits led to 100+ responses

1. **IDENTIFY**: Use multiple data sources and advanced data science techniques to identify as many homeowners with unclaimed exemptions as possible.[4]

2. **PRIORITIZE**: Prioritize the results based on level-of-confidence to optimize awareness campaigns.

3. **COMMUNICATE**: Maximize the public exposure of this data-driven effort to enroll homeowners to progress our client's mission of taxation equality.

> *"We chose TrueRoll because **you're flexible in your approach, more cost effective,** and allow us to identify unclaimed exemptions as well as unqualified exemptions"*
> *- Eddie Creamer, Property Appraiser, St John's County FL*

---

[4] TrueRoll's unqualified exemption campaigns have helped enroll hundreds of new & qualified exemptions in jurisdictions just like yours (Cook County, IL, St Johns County, FL, etc).

■ TrueRoll Integrates to your CAMA

Your CAMA system and TrueRoll stay in sync. Your tax roll **and new exemption applications** get sent to TrueRoll for analysis. Workflows initiated in TrueRoll get sent back to your CAMA for action.
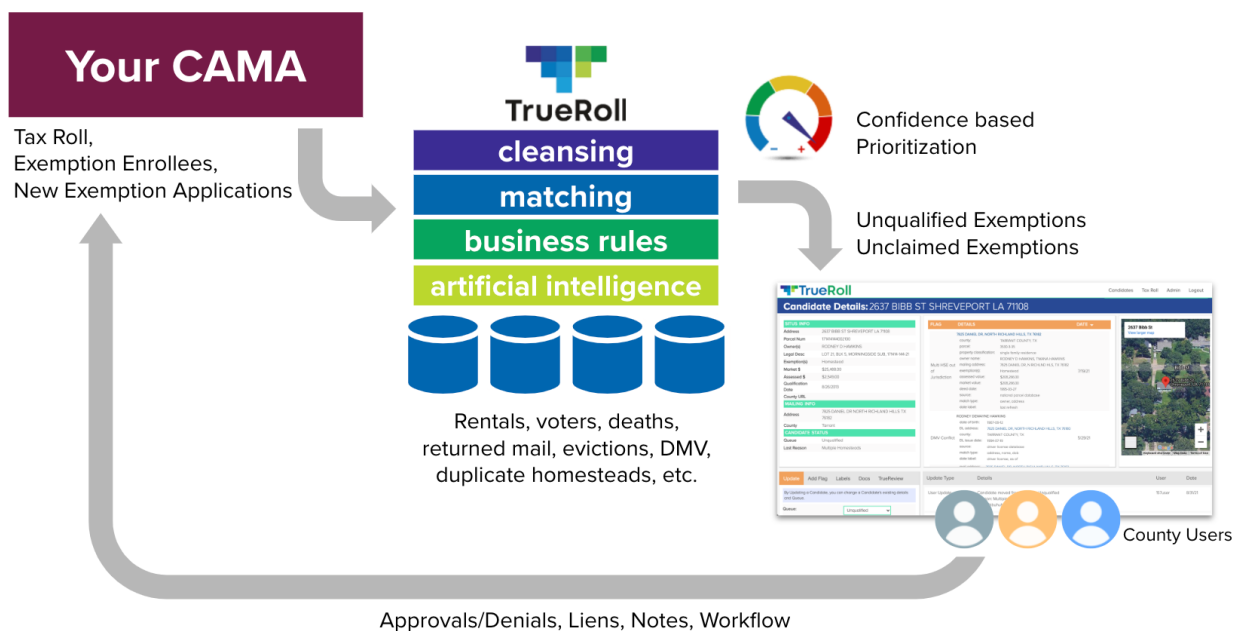
TrueRoll receives data from your CAMA, processes and monitors new applications and existing enrollees. That data is then made available to our internal investigators (in a Full-Service audit) and your office users for review and decision making. Approvals, back assessments, notes, and workflow triggers get sent back to your CAMA in a format your IT staff can work with.

TrueRoll CAMA integration partners include but are not limited to

- ★ Tyler Technologies: IAS World, Orion, Assessment Connect
- ★ Vision CAMA
- ★ I3 Software & Services
- ★ GSA (Government Software Assurance)
- ★ Custom CAMA

- ★ Patriot Properties CAMA
- ★ Harris Govern, PACS
- ★ Devnet
- ★ MARS CAMA
- ★ SmartCAMA™ by PRAESES
- ★ Home-grown CAMA systems in Lee FL, Cook IL, King WA, etc.

TrueRoll Differentiators

Every homestead solution must have reliable data, intelligent person-parcel matching, and a straightforward way to deliver the information to your office. However, not all homestead solutions are created equal.

	Differentiator	Why it Matters	Example
Our Singular Focus on Homesteads	Typically, big data providers sell to public safety, courts, investigators, banks, and libraries. TrueRoll's sole focus is homestead exemption accuracy, which gives us unique expertise on the subject.	We've assembled data from sources relevant to exemption qualifications that our competitors don't have, like online rental histories, MLS data, military data, and address vacancies.	We allow customers to submit custom data sets like returned mail, rental registries from their taxing districts, and citizen complaint data. Each dataset enhances the dataset with local intelligence.
Proactive Monitoring	TrueRoll monitors 1000s of datasets in real-time and provides those updates seamlessly to the user so that the data is relevant at the time of review.	Real-world data is dynamic. There will be gaps in homestead compliance and lost revenue without proactive monitoring. Proactive monitoring is also an opportunity to communicate with your citizens about their changing exemption status.	A homeowner had a qualified exemption on Jan 1, 2021. They move and rent out their home in mid-2021. Now they are ineligible. TrueRoll would identify that in real-time.
Web-based	Unlike our competitor's list-based service, we deliver unqualified exemptions through an easy-to-use web-based workflow system. We also integrate with your CAMA.	A web-based application (vs a list service) provides up-to-date data, there is no way to successfully manage a dynamic tax roll without it.	When a citizen calls in to ask why their exemption was removed, customer service staff in your office can review the case history in TrueRoll and better handle the citizen information request.
Artificial Intelligence Improves Over Time	TrueRoll uses AI in the form of *machine learning* to improve its results as you use it.	TrueRoll is a time-saving tool that surfaces the parcels most likely to be unqualified to the top of your inbox, so you use your resources only on the parcels most likely to be unqualified.	In some jurisdictions, vacancy flags are more prevalent and better predictors of an unqualified exemption. In others, it's rental flags. TrueRoll learns this over time and either promotes or demotes these flags based on your jurisdiction's results.

Pricing

TrueRoll guarantees over **100% ROI each year**.

TrueRoll can often pay for itself in collected back taxes alone, but to understand the full ROI consider all of the benefits

Collections	Back taxes collected from historically unqualified exemptions
New Assessed Value	The annual value of future tax revenue that is added to the tax roll by removing unqualified exemptions that would otherwise have been renewed.
Efficiency Savings	Value of staff time saved identifying and investigating properties using manual processes versus automated identification

The pricing table below describes our 3 service level offerings:

Self Service	Assisted Service	Full Service
CAMA data import	CAMA data import	CAMA data import
Effingham County Tax Assessor-specific configurations	Effingham County Tax Assessor-specific configurations	Effingham County Tax Assessor-specific configurations
TrueRoll Proactive Monitoring™ for Unqualified Exemptions, unlimited users	TrueRoll Proactive Monitoring™ for Unqualified Exemptions, unlimited users	TrueRoll Proactive Monitoring™ for Unqualified Exemptions, unlimited users
TrueRoll Customer Success Delivery Methodology™: Training, bi-weekly project meetings & quarterly updates	TrueRoll Customer Success Delivery Methodology™: Training, bi-weekly project meetings & quarterly updates	TrueRoll Customer Success Delivery Methodology™: Training, bi-weekly project meetings & quarterly updates
Unclaimed Exemption Identification	Unclaimed Exemption Identification	Unclaimed Exemption Identification
	Up to **25**** Unqualified Exemption Investigation Reports per year by TrueRoll Certified Exemption Investigators	Full Audit investigative services for all ~13,300 exemptions by TrueRoll Certified Exemption Investigators
	CAMA data address cleanse for CAMA import	CAMA data address cleanse for CAMA import
		Press Kit and promotional support
$10,900/yr	**$22,500/yr**	**Call for Pricing**

Pricing Notes
- ★ *Pricing based on ~13,300 exempt parcels monitored, discount based on 3-year contract*
- ★ *Pricing Expires 30 days from proposal date on cover page*
- ★ *** Number of Reports for Assisted Service is based on your need - changes may update price*
- ★ *AppVetting (New Application Vetting Reports) may become available if CAMA vendors are willing to collaborate with TrueRoll and share information as required. To be determined.*