TrueRoll

Price Quote

Prepared For

Cindy Miklos

Franklin County Supervisor of Assessments

Jan 31, 2023

Pay To

TrueRoll % Tyler Masterson
320 w Ohio St.
Suite 504
Chicago, IL 60654

Prepared By

Jessica Dragan
jessica@trueroll.io
(860) 841-8118

1

TrueRoll guarantees over 100% ROI each year

TrueRoll will monitor and flag Franklin county property exemptions 24/7

Self Service	TrueRoll Assist	Full Service
Tax roll data import	Tax roll data import	Tax roll data import
Franklin-specific configurations	Franklin-specific configurations	Franklin-specific configurations
TrueRoll Proactive Monitoring, unlimited users	TrueRoll Proactive Monitoring, unlimited users	TrueRoll Proactive Monitoring, unlimited users
TrueRoll Customer Success Delivery Methodology (bi-weekly project meetings & quarterly updates)	TrueRoll Customer Success Delivery Methodology (bi-weekly project meetings & quarterly updates)	TrueRoll Customer Success Delivery Methodology (bi-weekly project meetings & quarterly updates)
Unqualified Exemption Identification Uncliamed Exemption Identification	Unqualified Exemption Identification Uncliamed Exemption Identification	Unqualified Exemption Identification Uncliamed Exemption Identification
	Up 100 investigation reports included	Full audit investigative services, following audit Franklin staff will proactively monitor
		Press Kit and promotional Support
$16,640/year	**Ask for pricing**	**Ask for pricing**

Price includes

- ★ *Implementation, set up and configuration*
- ★ *Support via chat, email, phone, and zoom*
- ★ *Self-service on demand training*
- ★ *Follow-up training by request*
- ★ *Access to monthly live User Group webinars*

_____

Print Name of Authorized Signer

_____

Signature of Intent   Date

Proactive Homestead Monitoring™

An end-to-end solution for managing exemption roll accuracy and new application verification.

About TrueRoll

TrueRoll empowers over 50 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, allowing offices to automatically vet new exemption applications and proactively identify unclaimed and unqualified homestead exemptions in real time.

Challenge

Identifying unqualified exemptions typically relies on a single-point-in-time audit or time-consuming investigative tasks.

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 proactively identify errors, manage, and update your tax roll.

---

[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 ensure your tax roll is current...	New exemption applications come in daily, often 1000s per year, which takes multiple employees months to review. New applications are 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.

The benefits to our customers of this whole lifecycle approach are

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 necessary fines.

4. **Time savings for ${*Customer_Name (ex: Lake)} 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]
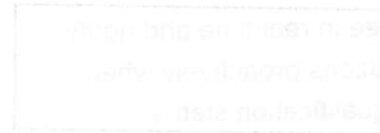
---

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

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.

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

TrueRoll Proactive Homestead Monitoring has three main components:

Our platform scours many national and local data sources - from the tax rolls of over 3,000 ${*county_or_parish (ex: 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.

With our Full-Service Audit option, TrueRoll's trained investigators will review all potentially unqualified exemptions (we call them Candidates), perform additional research, and provide your team a 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 have the most significant impact.
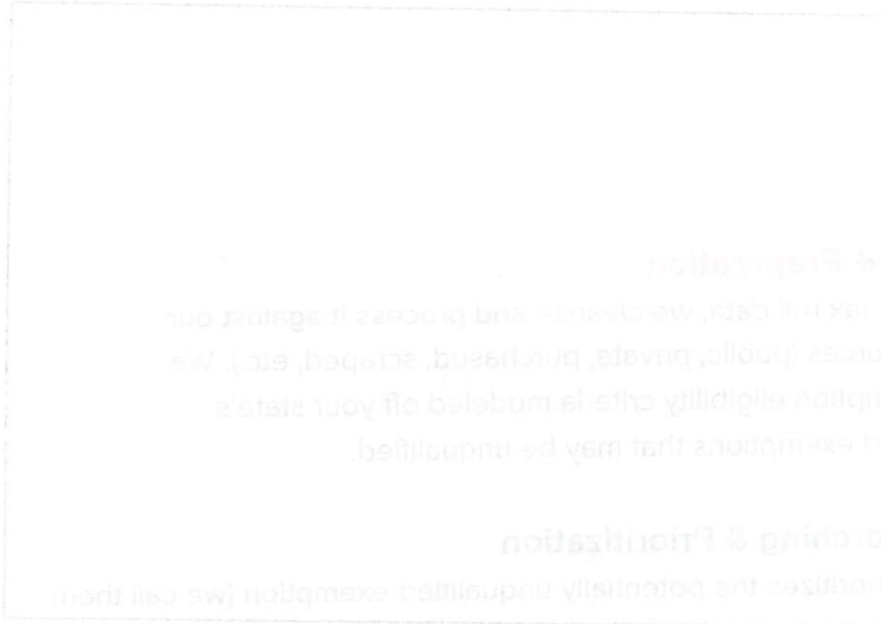
Once you've decided on what action to take, TrueRoll will help you take the next step by providing features to help you contact the citizen, send out a denial letter, and capture the audit history of every action taken against that parcel.

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

Our Comprehensive Data Sources

TrueRoll is designed to explicitly **to determine homestead exemption and application qualification.**

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
  - Public Utilities

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.

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 hundreds 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 <u>Full-Service Audit</u> 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 simplify investigation.
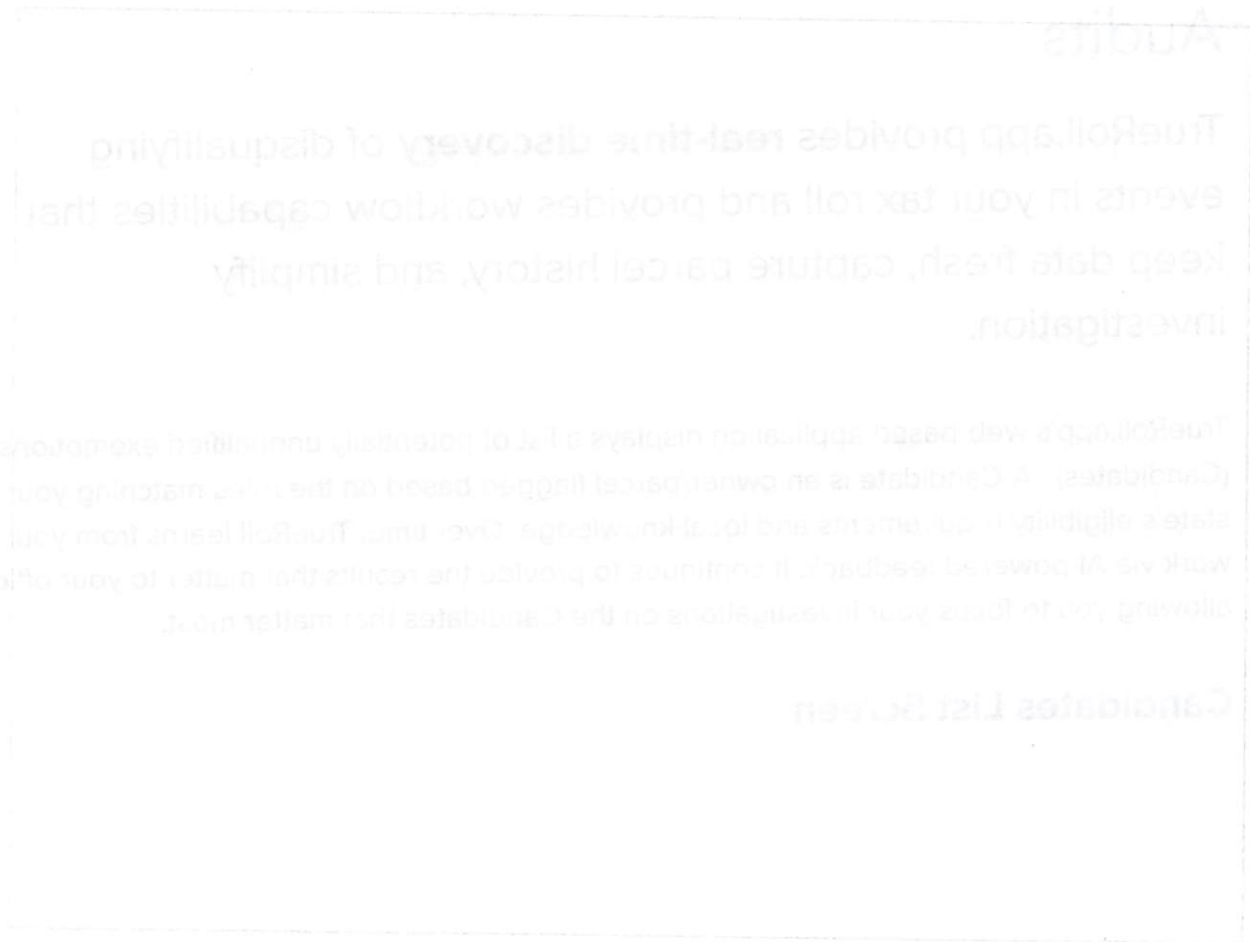
TrueRoll.app's web-based application displays a list of potentially unqualified exemptions (Candidates). A Candidate is an owner/parcel flagged based on the rules matching your state's eligibility requirements and local knowledge. Over time, TrueRoll learns from your work via AI-powered feedback. It 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

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

Candidate Details Screen

- 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, a 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
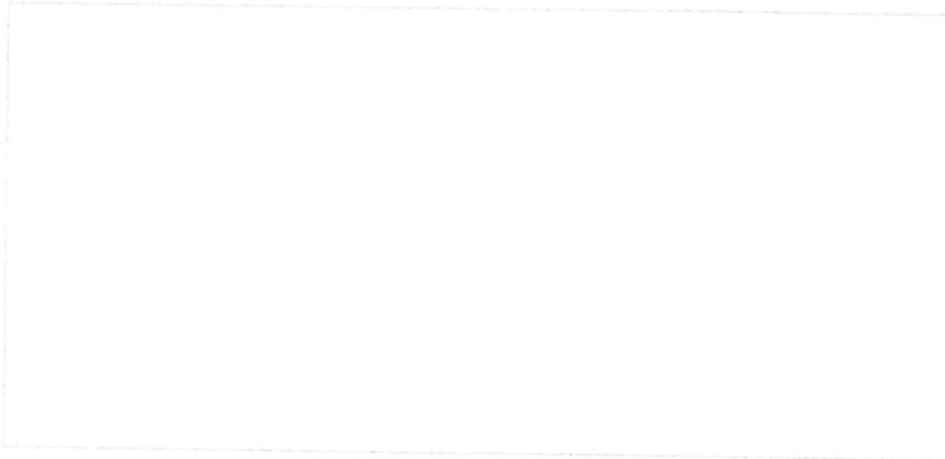
---

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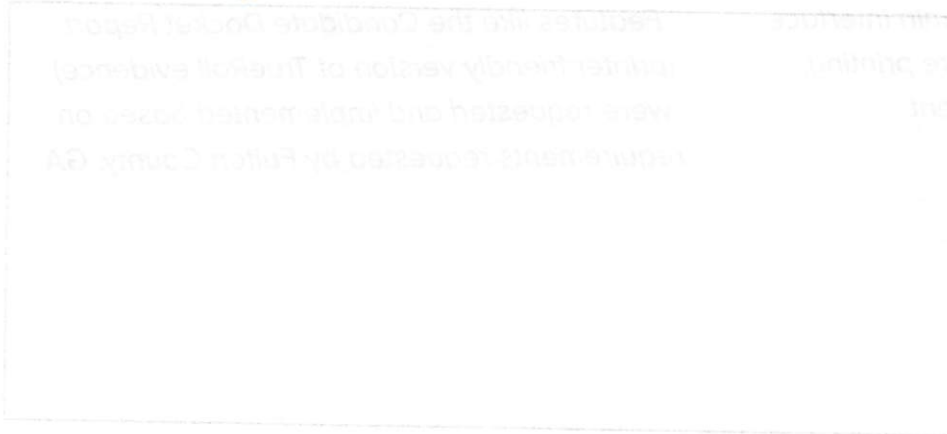
Proprietary Features for Your Analysts

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 merge with your office's communication templates. Our customers use this for questionnaires, denial letters, and citizen contact forms.

Unclaimed Exemption Identification

Optional, no additional fee.

Most of our clients aim 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 the sections above to identify homeowners that possess qualifying criteria but are not receiving an exemption. The primary objectives of this capability are to

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.

---

[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 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 seamlessly provides those updates to the user so that the data is relevant at the review time.	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 listing service) provides up-to-date data, and there is no way to successfully manage an active 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 *machine learning* to improve its results as you use it.	TrueRoll is a time-saving tool that surfaces the parcels most likely unqualified to the top of your inbox, so you use your resources only on the parcels most likely 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
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
	Unqualified Exemption Reports per year by TrueRoll Certified Exemption Investigators	Full audit investigative services by TrueRoll Certified Exemption Investigators
	CAMA data address cleanse for CAMA import	CAMA data address cleanse for CAMA import
		Press Kit and promotional support