



## Company Profile

**Principal Place of Business:** 2261 Market St., No. 4074, San Francisco California, 94114

**Number of Years in Business:** Founded June, 2017 (5+ years in business)

**Number of Staff Dedicated To Humboldt Project:** 85+ full-time employees supporting the project, including but not limited to the following specifically for this project: CEO, CFO, CTO, COO, 2 Solutions Engineers, 1 Customer Success Manager, 1 Launch Manager, 6 Technical Configurations Specialists, 1 Technical Configuration Manager, 3 Software Engineers, 3 Customer Support Specialists, 1 Director of Sales, and 4 Natural Language Processing Engineers.

## Company Experience/References

**History:** Just Appraised was founded by Stanford Business School graduates in June 2017. As students, the founders were enrolled in a cyber security program called Hacking 4 Defense in which entrepreneurs teamed up with government agencies to prevent bad actors from stealing confidential data. Over the past 5 years, Just Appraised has been refining its machine-learning algorithms in the service of providing software to county assessors, appraisal districts, and clerks.

**Current Customers:** Just Appraised currently serves over 160 local government entities across the country including 10+ in California.

### Reference #1

County: San Joaquin County, CA

CAMA: Megabyte

Contact: Steve Bestolarides, A/C/R, [sjbestolarides@sjgov.org](mailto:sjbestolarides@sjgov.org)

Note: San Joaquin was our first partner in California and has been live since January, 2020

### Reference #2

County: Boulder County, CO

CAMA: Harris (formerly Thomson-Reuters) CustomCAMA

Contact: Cynthia Braddock, Assessor, [cbraddock@bouldercounty.org](mailto:cbraddock@bouldercounty.org), 720-779-1977

Note: Boulder County co-presented with Just Appraised at the IAAO conference in 2022.

They have been a customer since 2020 and use 4 of Just Appraised's software applications including the deeds software

### Reference #3

County: Ellis County, TX

CAMA: TrueProdigy

Contact: Kathy Rodrigue, Chief Appraiser, [kathy@elliscad.com](mailto:kathy@elliscad.com), 972-351-1591

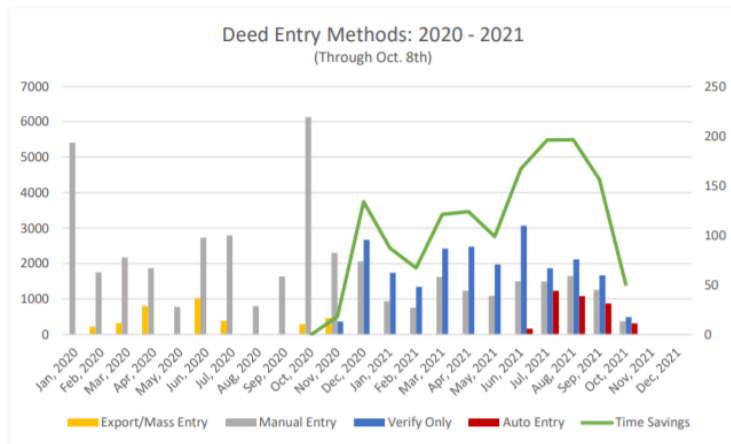
Note: Ellis County has been using Just Appraised's deeds software since January 2019

**Customers Contracted in 2022:**

Santa Fe, NM	Canadian, OK	City of Cambridge, MA	Pasco, FL	Union, NC
Benton, WA	Tulsa, OK	Union, KY	El Dorado, CA	Jefferson, MO
Woodward, OK	Denton, TX	Travis, TX	Henderson, TX	Kaufman, TX
Washington, OK	Sarasota, FL	St Charles, LA	Essex, VA	Monongalia, WV
Montgomery, MD	Stanislaus, CA	Lafayette, LA	Cochise, AZ	Boulder, CO
Fauquier, VA	Lincoln, NC	Indian River, FL	Garfield, OK	Williamson, TN
Orleans, LA	City of Salem, MA	Berkeley, SC	Clayton, GA	Fannin, GA
Kern, CA	Jasper, TX	Midland, TX	Orangeburg, SC	Beckham, OK
City of Chelsea, MA	Gadsden, FL	Santa Clara, CA	Jefferson, LA	City of Hartford, CT
City of Springfield, MA	Hays, TX	Hunt, TX	Rusk, TX	Burnet, TX
Wise, TX	El Paso, TX	Bastrop, TX	St. Tammany, LA	Hardin, TX
Union, LA	Vermillion, LA	Bartow, GA	Madison, MS	Walker, TX
Chatham, NC	Collin, TX	Riverside, CA	Howard, TX	Bee, TX
Tom Green, TX	St. Lucie, FL	Cobb, GA	Kauai, HI	

**The Impact: Williamson County, TX**

**JustAppraised Stats**



- Auto Entry of deeds came online in late June. Since then, 3,606 deeds have been entered automatically saving an estimated **120** hours of labor.
  - In that same timespan, a total of **617** hours has been saved compared to the way entry was done a year ago.
- If we consider January through September, comparing 2020 to 2021, **19% more** deeds have been entered and **33% less** time has been spent doing entry.

	2020	2021	% chg
<b>Docs Entered</b>	<b>29,092</b>	<b>34,716</b>	<b>19%</b>
<b>Est. Entry Time (hrs)</b>	<b>2,424</b>	<b>1,630</b>	<b>-33%</b>

## What the Software Does

- 1. Direct integration with Humboldt's CAMA database to eliminate keying from the change of ownership process**
- 2. Machine Learning and Language processing to provide best practice workflow for change of ownership**

We use Optical Character Recognition (OCR) to take an image of a recorded document and turn it into a string of text. We also take numerous measurements of the document to determine how many pixels each character of text is located from the top and left margins of the page. Then, we use Natural Language Processing (NLP) to determine what each character or string of text means. That data is then populated into the appropriate fields in your Just Appraised workflow.

- 3. Ownership and sales data extracted so staff can shift focus from data entry to quality control**

Just Appraised will extract/identify the following data from deeds and PCORs: Instrument #, loan amount, all grantee names, 1 grantee address, recorded date, sale date, book / page, document type, parcel match, metes/bounds flag, multi-parcel flag, joint tenancy flag, tenants in common flag, life estate flag, partial interest flag. Additional fields may be available in the future upon request.

- 4. Pre-filter out irrelevant documents using algorithms**

Just Appraised will intake all recorded documents and automatically sort them into one of three buckets according to the business rules/directives of Humboldt:

Bucket 1: Data Extract documents, like deeds, that get full data extraction

Bucket 2: Non Data Extract documents (potentially divorce decrees, death certificates, wills, probates, etc.) that the assessor wants to review but do not necessarily constitute a transfer in the here and now. Just Appraised will extract a couple fields (doc type, relevant dates) and allow the Assessor to see the document and make comments

Bucket 3: Filtered Out documents, although these can be viewed if needed, they do not show up in anyone's work queue.

The following screenshot shows some of the many available filtering criteria in addition to the automatic filtering offered as outlined above.

**5. Data Extraction from Relevant Fields**

The screenshot shows the 'Official Records' interface. On the left, there are 'Recently Viewed Tasks' and 'Available Filters' (Acres, Active Parcel, AKA/FKA/NKA Flag, Applicant Type, Appraisal District Name). The main area displays a table of records with columns: ASSIGNED TO, STATUS NAME, INSTRUMENT NO., RECORDED DATE, and DOCUMENT ID. The table contains five rows of data, each with team comments. A red arrow points to the 'Team Comments' field in the third row.

ASSIGNED TO	STATUS NAME	INSTRUMENT NO.	RECORDED DATE	DOCUMENT ID
PN	PARCEL MATCHING	19012056	Apr 15, 2019	WDVL
PN	DATA EXPORT	19012725	Apr 22, 2019	CWD
DZ	PARCEL MATCHING	19013697	Apr 29, 2019	SWD
DZ	PARCEL MATCHING	19014175	May 1, 2019	GWD
DZ	PARCEL MATCHING	19014223	May 1, 2019	GWD
DZ	PARCEL MATCHING	19014836	May 6, 2019	GWDVL

**6. Rapid Document Turnaround with over 98% Accuracy**

The screenshot shows the 'Data Extract' interface. The main area displays a deed document with the following text:

**Grantee:** Brent W. Mullinix

**Grantee's Mailing Address:**  
5751 Hartson  
Kyle, Tx 78640

**Consideration:**  
For the CONSIDERATION of the love and affection which Mark W. Mullinix and Brenda G. Mullinix, individuals, hereinafter referred to as "Grantors", bears unto Brent W. Mullinix, hereinafter referred to as "Grantee", Grantors do hereby give, assign and transfers unto Grantee all rights, title and interest in and to the following lands and property, together with all improvements located thereon, lying in the County of Hays, State of Texas, to-wit:

**Property (including any improvements):**  
County of Hays  
Lot 9, Block A, PLUM CREEK PHASE I, SECTION 2-A, according to the map or plat thereof, recorded in Volume 9, Page 113, Plat Records, Hays County, Texas

The sidebar on the right shows the extracted fields:

- Last Name: BRENT
- Suffix: W
- MULLINIX
- Address Type: Standard US w Attn
- Attn: [Empty]
- No.: 5751
- Dir. Prefix: [Empty]
- Street Name: HARTSON

Red lines connect the extracted fields to their corresponding text in the deed document.

Just Appraised will extract all necessary indexing fields for that particular type and display them for efficient review on the sidebar on the right side. The above image shows specific grantee data accurately extracted from the deed.

**6. Rapid Document Turnaround with over 98% Accuracy**  
Just Appraised commits to a 36 hour turnaround from the time the document is received via secure FTP to the time it is available to be worked on our platform. The accuracy of our platform will improve over time as our system adapts to the particularities of the

documents your office processes, but our baseline target is over 98% accuracy and we do our very best to get our clients to that target as quickly as possible.

Here is a screenshot taken from a Quarterly Business Review with Seminole County, FL showing that across 25,000+ extracted fields/month, Just Appraised processed data with greater than 99% accuracy:

Date							
Jan 2022		Dec 2021		Nov 2021		Oct 2021	
Percent Acc...	Num Transi...	Percent Acc...	Num Transi...	Percent Acc...	Num Transi...	Percent Acc...	Num Transi...
99.13	11,207	99.53	26,648	99.48	28,504	99.17	33,749

Duval County, FL conducted an audit of Just Appraised to discover the accuracy of our document classification. They found that Just Appraised achieved 99.95% accuracy, correctly classifying 24,058 out of 24,069 documents.

### Ongoing Support

Support is essential to the way Just Appraised operates. It is one thing to deliver a high-quality auto-indexing software to your doorstep and then say, “Good luck!” It’s quite another to *partner* with you on an ongoing basis to ensure that your office is successful not just on day 1 but also on day 1,000. We put our money where our mouth is, offering the right to cancel your subscription before each renewal term with 60 days notice.

Training/support at Just Appraised includes the following, all part and parcel of the quoted cost:

1. **Kickoff Call:** After the contract is signed, Just Appraised schedules a kickoff call with all relevant team members from the Sussex County Assessor’s office. We outline all steps in the implementation and ensure you feel comfortable with the onboarding process
2. **Dedicated Launch Manager:** Just Appraised provides a dedicated Launch Manager to ensure the implementation runs smoothly
3. **Custom Configuration:** Your Technical Configuration Manager and Technical Configuration Specialists will conduct a Design Review and ongoing testing to make sure Just Appraised looks, feels, and works like you want it to
4. **Training:** Once you’re ready to launch, Just Appraised will train every user of Just Appraised one-on-one, until that user feels comfortable using the application
5. **Check-ins:** As you familiarize yourself with the new Just Appraised workflow, we will complete weekly check-ins for at least two months to ensure things are running smoothly
6. **“Hypercare” period:** For 4 weeks immediately following launch, Just Appraised allocates additional resources to your project to ensure launch and initial usage are incredibly smooth

- 7. Ongoing Chat Support:** Just Appraised provides ongoing live chat support during all business hours (including but not limited to 8AM to 8PM Eastern). Our average response time is under 3 minutes
- 8. Customer Success Manager:** We will assign a dedicated Customer Success Manager (CSM). In addition to facilitating training, leading the weekly check-ins post launch, and leading the Quarterly Business Reviews, your CSM exists to ensure your goals for this project are being met.
- 9. Quarterly Business Reviews:** Just Appraised will meet with you once per quarter to ensure we are delivering on your expectations. At this Quarterly Business Review, we will review key data around accuracy and efficiency based upon your usage of Just Appraised

### Testimonials

“I believe the transition to the Just Appraised software has been the smoothest of any I have worked on. Especially the customer success team. Everything we were told you would do you have done and we appreciate it.” –Hamilton County, TN Assessor

“One employee has been coming to work early because she loves working in Just Appraised and wants to get as much done as possible! They are really excited about it and liking it a lot.” –Fort Bend (TX) Central Appraisal District

“JA has got to have the nicest, most patient team out of any service provider I’ve ever worked with. Y’all are a pleasure to work with.” –Lake County, FL Property Appraiser

“We did a training this morning and one of the employees that I thought would be the most resistant to Just Appraised is now your biggest advocate. We're so grateful for the relationship with your team. We want to work together for the long haul.” –Rutherford County, TN Assessor