

CASE STUDY

Gregg County Appraisal District: Five Years of Fairer Exemptions and a Faster Protest Season

ABOUT

Gregg County Appraisal District (GCAD), based in Longview, Texas, is responsible for valuing property accurately and administering exemptions fairly for a district of roughly 126,000 residents and approximately 63,000 active parcels. Since August 2021, GCAD has partnered with TrueRoll to keep its homestead exemption roll accurate through Proactive Monitoring. Ahead of the 2026 protest season, GCAD added Document Workflows to take paper protest intake off its staff's plate.

WORKFLOW CHALLENGES

Proactive Monitoring

- **Fairness at risk without efficient review:** Before Proactive Monitoring, GCAD had no efficient way to identify which of the district's 27,000-plus exemption-holding parcels actually needed a second look each year, risking either blanket re-verification mailings that burdened compliant homeowners or missed exemptions altogether.

Protests

- **Protests moved slowly for property owners:** GCAD processed roughly 5,000 paper property tax protests in a single season, work that previously required five staff members to open, verify, and key each record into their GSA CAMA system by hand. That time added up to delayed answers for the residents waiting on a resolution.
- **Inconsistent records across systems:** The district needed protest data to flow directly into its GSA CAMA system rather than being tracked separately, so every property owner's record stayed accurate and consistent.

AT A GLANCE

Challenges

- Fairness at risk without efficient review
- Protests moved slowly for property owners
- Inconsistent records across systems

Results

- Faster resolutions for property owners
- Cleaner records, fewer errors
- Fewer unnecessary reviews
- Nearly 2,000 hours redirected



Gregg
County, TX

63 K

Active parcels

~126,000

Population

THE SOLUTION

Proactive Monitoring: A Fairer Tax Roll for Every Resident

Since August 2021, GCAD has used Proactive Monitoring for its annual homestead exemption audit. Each year, TrueRoll checks every parcel on GCAD's refile list against ownership records, property transfers, residency indicators, and other compliance signals. A dedicated customer success manager then labels each parcel, so GCAD's team contacts only the owners who need to hear from them.

TrueRoll's Investigation Team also reviews flagged items, giving staff an evidence-backed recommendation before they change a constituent's exemption status. Since 2022, GCAD has received 255 investigation reports, and 71% confirmed the issue TrueRoll found, so decisions that affect a resident's tax bill are made with confidence.

Document Workflows: Faster Answers for Property Owners

Ahead of the 2026 protest season, GCAD added Document Workflows Protests, which connects to its GSA CAMA system. Staff now scan paper protests in bulk instead of keying each one by hand. TrueRoll classifies each submission and extracts the account number, parcel ID, protest reason, and any evidence request. It then checks that data against GCAD's records and sends the completed record straight into GSA.

TrueRoll's implementation team met weekly with GCAD's protest staff to improve account matching, handle protests that arrived before their GSA account existed, and add a seven-day safeguard against duplicate resubmissions. As a result, fewer protests fell through the cracks and more owners got timely, accurate answers.

RESULTS

- **Faster resolutions for property owners:** A process that used to require five people every protest season now takes just one staff member to handle roughly 5,000 paper protests.
- **Cleaner records, fewer errors:** Approved protest records populate directly in GSA. There's no duplicate entry, no switching between systems, and fewer chances for a constituent's record to be wrong.
- **Fewer unnecessary reviews:** 91% of exemption reviews were eliminated in 2025, up from 78% in 2024, as TrueRoll's flagging narrowed GCAD's refile list from thousands of parcels to only the ones that actually needed a notice.
- **Nearly 2,000 hours redirected:** Combined across the 2024 and 2025 compliance audits, GCAD saved 1,970 staff hours, equivalent to nearly a full-time employee for a year, along with an estimated \$39,403 in salary savings that keeps the district's budget working for taxpayers.

Ready to **save your staff valuable time** on data entry? **Book a demo**



"We went from five people entering protests to one. That's time our staff can now spend serving property owners. It makes us more efficient and makes everybody's life easier, including the taxpayers."

Stephanie Rhodes

Director of Operations

Gregg County Appraisal District

KEY OUTCOMES



**FASTER PROTEST RESOLUTIONS
FOR PROPERTY OWNERS**



**FEWER UNNECESSARY
EXEMPTION REVIEWS**



**1,970 STAFF HOURS REDIRECTED
TO CONSTITUENT SERVICE**