

Proactive Monitoring

Recover revenue and save staff time: proactively identify unqualified exemptions and tax credits with TrueRoll.

About

We don't have to tell you: audits are infrequent and instantly out of date. People move, get married, pass away, and turn primary residences into rentals every day. Your county needs data that moves as fast as real lives do. TrueRoll has you covered.

At a glance

TrueRoll's data science and artificial intelligence creates real-time automated results so you can uncover unqualified and unclaimed exemptions with ease.

- Avoid Audits
- Add Revenue
- Delight Citizens

Proactive Monitoring Offers:

Always Up-to-Date Data

With data aggregated from 1000s of sources - utilities, voter records, social media, national parcel databases, online rental sites, and more - you have data that moves as fast as people's lives do.

Configurable Experience

Every jurisdiction is unique - your software configuration should be too! Don't outsource to big-box data providers, let TrueRoll accommodate your individual needs.

Industry Expertise

Tax rolls are all we do. And we're the only company with an exclusive focus on getting tax data right. Your experience is our specialty, and we wouldn't want it any other way.

Why Trust TrueRoll

TrueRoll serves over 150 counties in 10 states and monitors the homestead eligibility of over 10 million parcels. We are the industry leader in helping assessing offices save time and protect tax revenue. We back our claims with a 100% ROI guarantee.

“ By the end of this year, it is projected that Ascension Parish taxing bodies will receive over \$1M in tax revenue that would've otherwise gone uncollected. ”

Assessor M.J. “Mert” Smiley, Jr., CLA

How It Works

It's a three-step process:



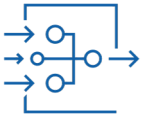
1. Discovery

TrueRoll scours 1,000+ real-time data sources and returns a prioritized list of infractions.



2. Decision

A single dashboard with data from your internal systems, along with curated, external data, allows analysts to readily validate what the service uncovers.



3. Action

More easily reconcile exemption errors, keeping tax rolls up to date and uncovering significant new revenue.

Ask us how we can help you! Book a demo



Parcel

- Multiple Homesteads
- Lives at Alternate Address
- Out-of-County Mailing Address
- Recent Change of Address
- Listed for Rent
- Voter Registration Conflict

TrueRoll breaks down the silos, aggregating data from 1000+ sources—including utilities, voter records, social media, national parcel databases, online rental sites, and more—to identify potential unclaimed or unqualified homestead exemptions.

All candidates that merit further investigation are listed in a single, user-friendly interface, along with details on the parcel's investigation history and your team's notes. This makes it easy for your government to follow up with next steps, whether it's sending a questionnaire to the citizen to gather more information, alerting a resident to a potential tax benefit, or placing a lien on properties to collect any owed back taxes and interest.

TrueRoll helps your team proactively identify unqualified exemptions and tax credits.

Results

St. Johns County, FL

collected \$1 million in back taxes and penalties, added \$100 million in taxable values, and identified over 900 unqualified exemptions.

King County, WA

quickly and easily narrowed over 30,000 senior exemption enrollees and applicants down to less than 2,000.

Ascension Parish, LA

taxing bodies recovered over \$1M in tax revenue that would've otherwise gone uncollected from parcels unfairly receiving the homestead discount.