



# CAMACloud™

## Appraisal Technology Built for Your CAMA

Meet CAMACloud, a comprehensive suite of appraisal technologies designed to integrate with your CAMA system. Led by our flagship module, MobileAssessor™, and its history of industry success and deep capital backing, CAMACloud empowers agencies to conduct mass appraisals more efficiently than ever before. Unlike other products on the market, CAMACloud is configurable and open-sourced with real-time synchronization that streamlines field and office tasks—from collecting property data to verifying, analyzing and improving it. CAMACloud's unique ability to integrate with virtually any CAMA system, as well as other geospatial technologies and data, creates limitless opportunities for increased productivity. First-year CAMACloud users routinely see field times decrease by nearly 50%, appraisal capacities increase by 100% and expenses drop by an average of \$3.00 per parcel (over three years).

### The CAMACloud Advantage

**50% less time**  
needed for field assessments

**\$3.00/parcel**  
average savings

**100% more capacity**  
for annual appraisals without  
additional staff

## Flagship Module

# MobileAssessor™

MobileAssessor is the first software of its kind to optimize field data collection for the mass appraisal market. Hosted on the cloud and compatible with all data platforms, MobileAssessor fully integrates with any CAMA system and works seamlessly with imagery from most mainstream providers. Using live GPS and GIS mapping, MobileAssessor makes it easy to review property data, estimate market values and set flags from the field or in the office. Real-time CAMA data updates and convenient records access empower appraisers to get more done in less time.

### MobileAssessor Features

- Configurable property record cards
- Instant, synchronized photo association
- Live and historic field tracking
- Optimized routing
- Productivity dashboard and reports
- Real-time quality control
- Touchscreen sketching



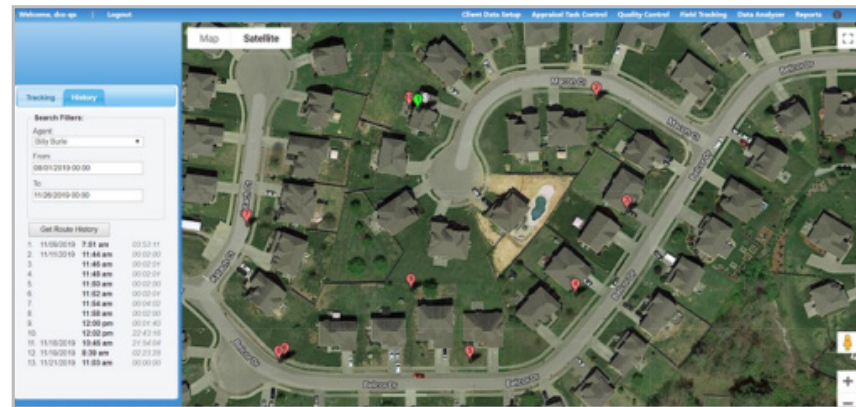
## Admin Console

Included in the base MobileAssessor module, the browser-based Admin Console supports appraisal task and quality control, field tracking, configuration settings and reporting.

- Advanced parcel filtering
- Fieldwork review options
- Full integration with your CAMA system
- Live and historic field tracking
- Parcel assignment and workflow processes
- Productivity dashboards and reports
- Real-time quality control
- Robust configuration settings

### With Admin Console, you can:

- Decrease office foot traffic
- Eliminate paper consumption
- Improve data quality and eliminate duplication with live quality control
- Increase staff safety with live location tracking
- Reallocate time to other projects
- Reduce time spent assigning work
- Track productivity through dashboards and reports



# MobileAssessor Add-Ons

## Advanced Maps

Advanced Maps is an optional configuration offering a variety of GIS integrations with third-party providers. With on-the-fly, thematic parcel shading based on database attributes, Advanced Maps simplifies data consistency and accuracy checks.

### Advanced Maps includes:

- Ability to cache a new street layer
- Future MobileAssessor GIS/map enhancements
- Google imagery + base layer
- OpenStreetMap imagery + base layer
- Seamless oblique integration
- Thematic mapping based on database attributes



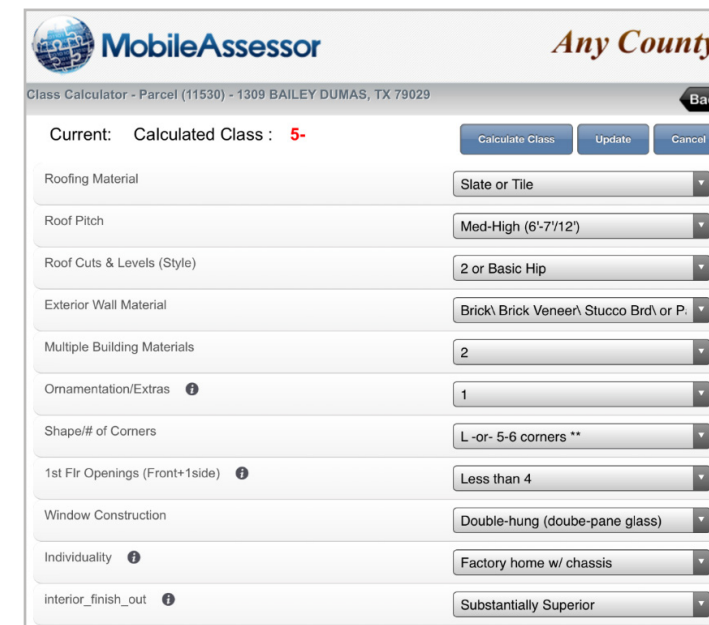
## Disto Laser Sketching

Disto Laser sketching enables users to overcome physical obstacles such as privacy fences, rough terrain, dogs and agricultural/restricted access properties. It's also great for large commercial properties. Simply stand perpendicular to the wall requiring measurement, snap a picture and measure within the image. Other included tools do not require direct access to or parallel line-of-sight of the wall. All measurements are sent directly to MobileAssessor, sketched, and synchronized back to the CAMA system and other CAMACloud modules.

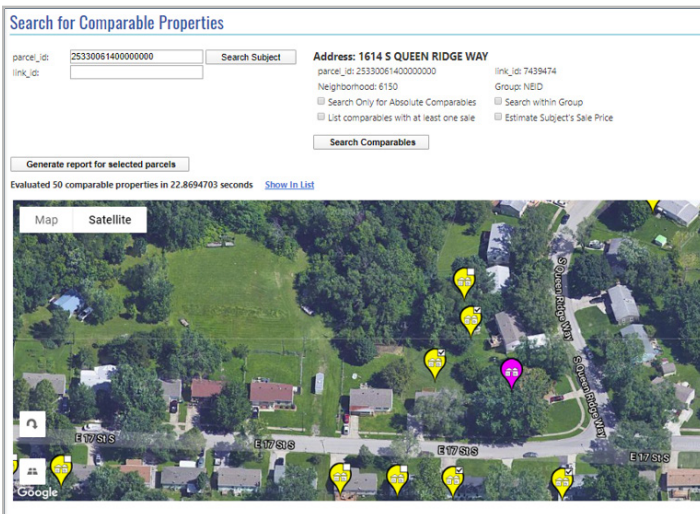


## Grade Calculator

The Grade Calculator removes human subjectivity from setting class, grade and quality. Using objective data from a few component questions, Grade Calculator assigns grades in an accurate, consistent and explainable manner. Users simply select from a drop-down menu to remove the guesswork from setting grades.

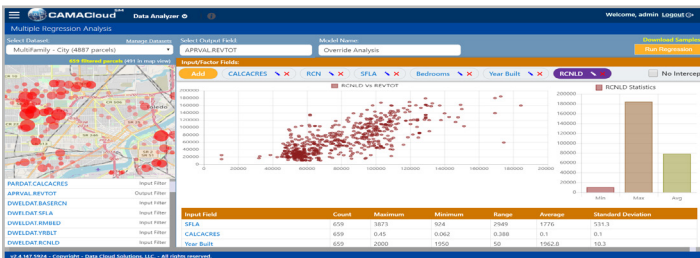


# Additional Modules



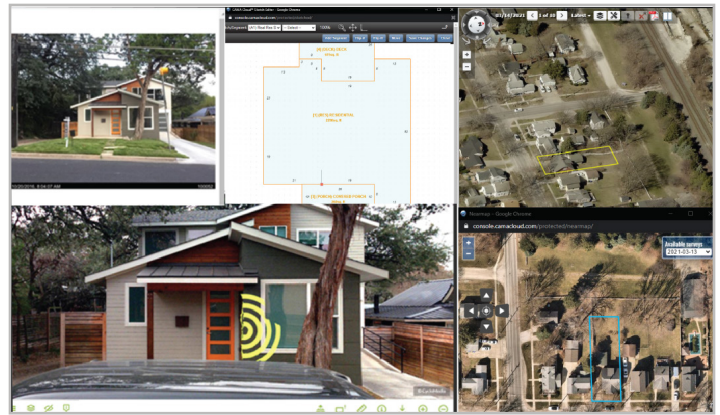
## Comparable Properties

The Comparable Properties module identifies properties comparable to a subject parcel and determines if the subject's current valuation is fair and equitable. With access to both sold and unsold (estimated, fair market) values, this module enables appraisers to generate the supporting evidence needed to reduce costly and time-consuming appeals.



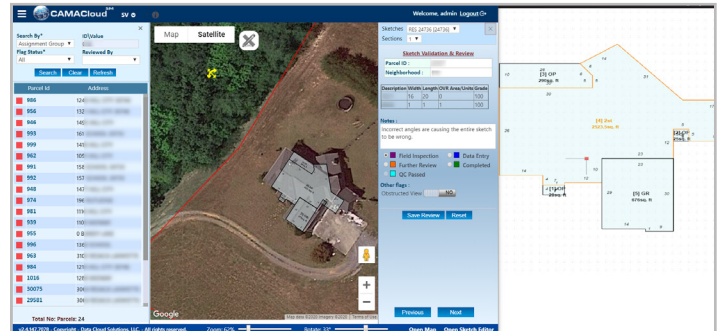
## Data Analyzer

The Data Analyzer module helps appraisers leverage their experience to perform multiple regression analysis against the data hosted in CAMACloud. The user-friendly interface enables appraisers to build and test valuation models based upon their local knowledge—without needing a statistician. High-quality analytics lead to more accurate assessment values and reduce assessment appeals.



## Desktop Review

The Desktop Review module helps jurisdictions locate new or razed structures, verify existing data and flag data discrepancies. Desktop Review integrates virtually all data assets into a synchronized system with customizable workflows, supporting the complete remote verification of 180 to 300 parcels per person per day—far more than the 45 to 65 per person per day using traditional methods. Additionally, Desktop Review provides a complete audit trail of all workflow triggers, field visits and property edits.



## Sketch Validation

Sketch Validation enables jurisdictions to identify and correct new construction, raze or even clerical errors quickly and efficiently before ever entering the field. Using the most current CAMA data, sketches and imagery, this module provides a more comprehensive approach than simple imagery comparison to simplify reappraisals and ensure fair and equitable taxation.

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