

MODERNIZING VALUATION: LEVERAGING GIS TO IMPROVE ASSESSMENT

PROWEST
& Associates

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AGENDA

- Problem & Opportunity
- Parcel Fabric Foundation
- Connected Data
- Solutions & Extensions
- Key Takeaways

PARCEL FABRIC AS THE FOUNDATION

AUTHORITATIVE PARCEL SYSTEM

Single source of truth

MODERN WORKFLOWS

Structured multi-user editing

DATA INTEGRITY

Consistent and reliable information

Foundation for connected assessment workflows

WHAT MAKES PARCEL FABRIC DIFFERENT



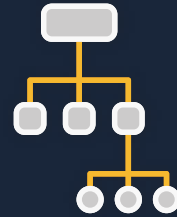
RECORD-DRIVEN PARCEL MANAGEMENT

Edits tied to legal records



BUILT-IN VERSIONING WORKFLOWS

Structured multi-user editing



TRACKS PARCEL LINEAGE

Understand parcel history

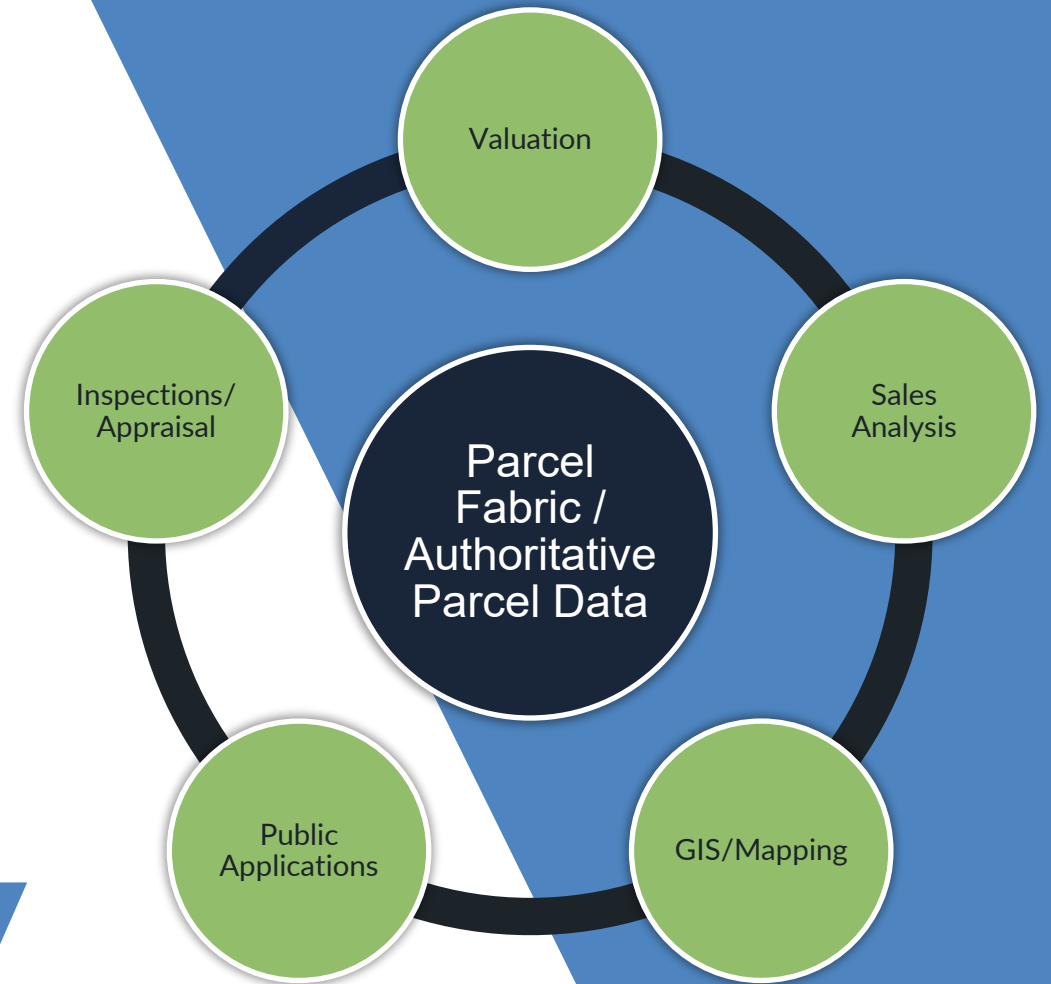


SUPPORTS AUDITABILITY

Trace parcel changes

WHY IT MATTERS

- Single source of truth
- Reduces data inconsistencies
- Improves cross-department coordination
- Builds trust in data



One authoritative parcel dataset → used by many

**Parcel Fabric is the foundation—
but it's not the finish line.**



FROM PARCELS → CONNECTED ECOSYSTEM

Data, Workflows, Business Rules



Tools, Information Products

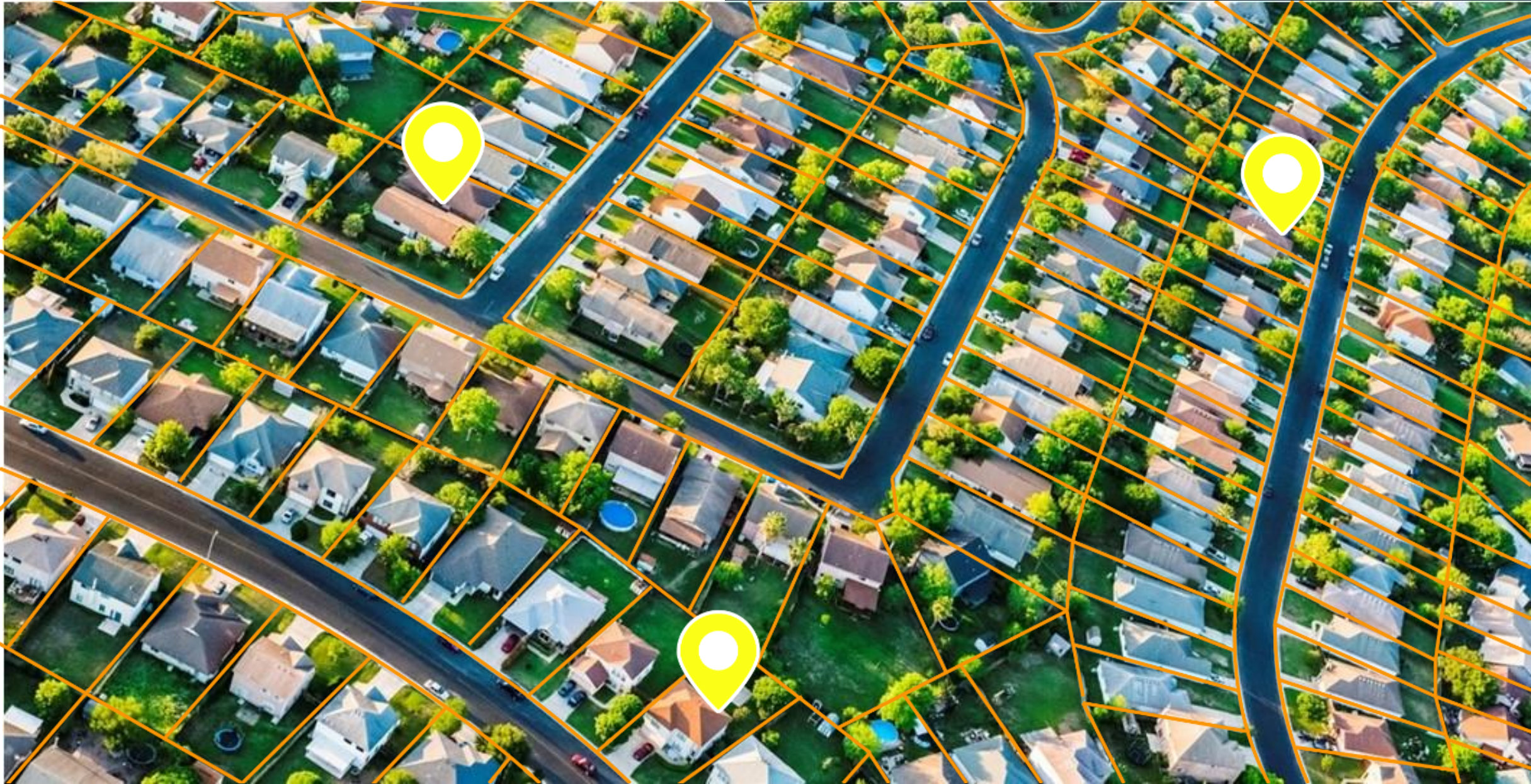
Individual pieces create value together.

Ecosystem















- **Imagery**
- **Parcels**
- **Sales**
- **Foreclosures**
- **Appeals**
- **Neighborhoods**



**Understanding value starts
with connection**



ArcGIS Solutions

Ready-to-Use ArcGIS Configurations

- Land Records
- Public Works
- Emergency Management
- Utilities / Network Management
- Planning and Development
- Natural Resources
- Transportation
- Defense
- Public Safety
- Telecommunications
- Conservation
- Elections
- Health / Human Services

- Extensive (150+)
- Easy to Deploy
- Fully Supported
- Included with ArcGIS

Local & State Governments



Utilities & Telecom



Public Safety & Security



Health & Human Services



Credit: Esri.

Rapidly Deliver Business Value

ARCGIS SOLUTIONS AVAILABLE TODAY



Address Data Management

Address Data Management can be used to maintain an authoritative address repository and continuously improve the quality of address data.



Performance Management

Performance Management can be used to monitor key performance metrics and communicate progress made on strategic outcomes to the general public and other interested stakeholders.



Equitable Property Value

Equitable Property Value can be used to promote fair and equitable property values and share authoritative property information with the public and other interested stakeholders.



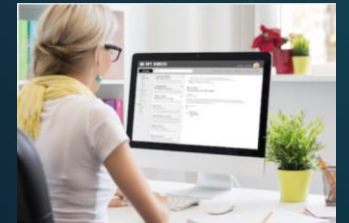
Agricultural Parcel Analysis

Agricultural Parcel Analysis can be used to improve agricultural property valuation and assessment.



Tax Reverted Property

Tax Reverted Property can be used to collect delinquent tax property information and market properties available for sale to land development companies, real estate professionals, and the general public.



Public Notification

Public Notification can be used to identify a collection of properties and create structured mailing lists of owners and occupants.



Parcel Value Analysis

Parcel Value Analysis can be used to visualize key property characteristics on a map, discover neighborhood patterns, analyze sales ratios, and identify outliers and inequities.



School Locator

School Locator can be used to inventory educational facilities and relevant districts, communicate neighborhood schools, and promote educational resources available in a community.



Community Data Aggregation

Community Data Aggregation can be used to aggregate authoritative data (for example, addresses and parcels) and deliver focused maps and locators to key stakeholders.



Tax Parcel Data Management

Tax Parcel Data Management can be used to develop an inventory of tax parcels from record information and share this information with internal and external stakeholders.



PARCEL VALUE ANALYSIS

- **Preconfigured** assessment solution
- Parcel and sales ratio analysis
- Identify value outliers
- Ready-to-use maps & dashboards
- Configurable and extendable



EQUITABLE PROPERTY VALUE

- Preconfigured public-facing solution
- Single, map-based experience
- Transparent property comparisons
- Configurable and extendable

The screenshot displays the Polk County Assessor's website interface. The main content area is divided into several sections:

- Parcel Information:** Parcel ID 45.00511.00, Site Address 37857 216TH AVE SE, Owner AASAND LESLIE J II & SHELLY LYNN THOMPSON, Owner Address 37857 216TH AVE SE, and Subdivision NORTHERN LIGHTS ADD.
- Map:** A map showing the property location within a larger neighborhood grid.
- Values:** Assessed Value \$411,400 and Taxable Market Value \$411,200.
- Assessed Value Trend:** A line graph showing the assessed value trend over time, with values ranging from 0 to 600,000.
- Improvements:** A table listing property details: Improvement Type (Single-Family / Owner Occupied), Year Built (2007), Style (1 Story Frame), Quality (2), Exterior Material (Cement Board), Total Rooms (9), Bedrooms (4), Baths (4.5), Total Area (2,355 sqft), Basement Area (0 sqft), Garage Floor Area (1,236 sqft), and Porch Area (56 sqft).
- Land:** A section for land-related information.

Overlaid on the bottom right is a search results window titled "Polk County Assessor" with a search bar and "132 Records Returned". The search results show a list of properties, with the first entry matching the main page's details: 45.00511.00, 37857 216TH AVE SE, Owner: AASAND LESLIE J II & SHELLY LYNN THOMPSON, Assessed Value: \$411,400. Below the search results is a thumbnail image of the property.

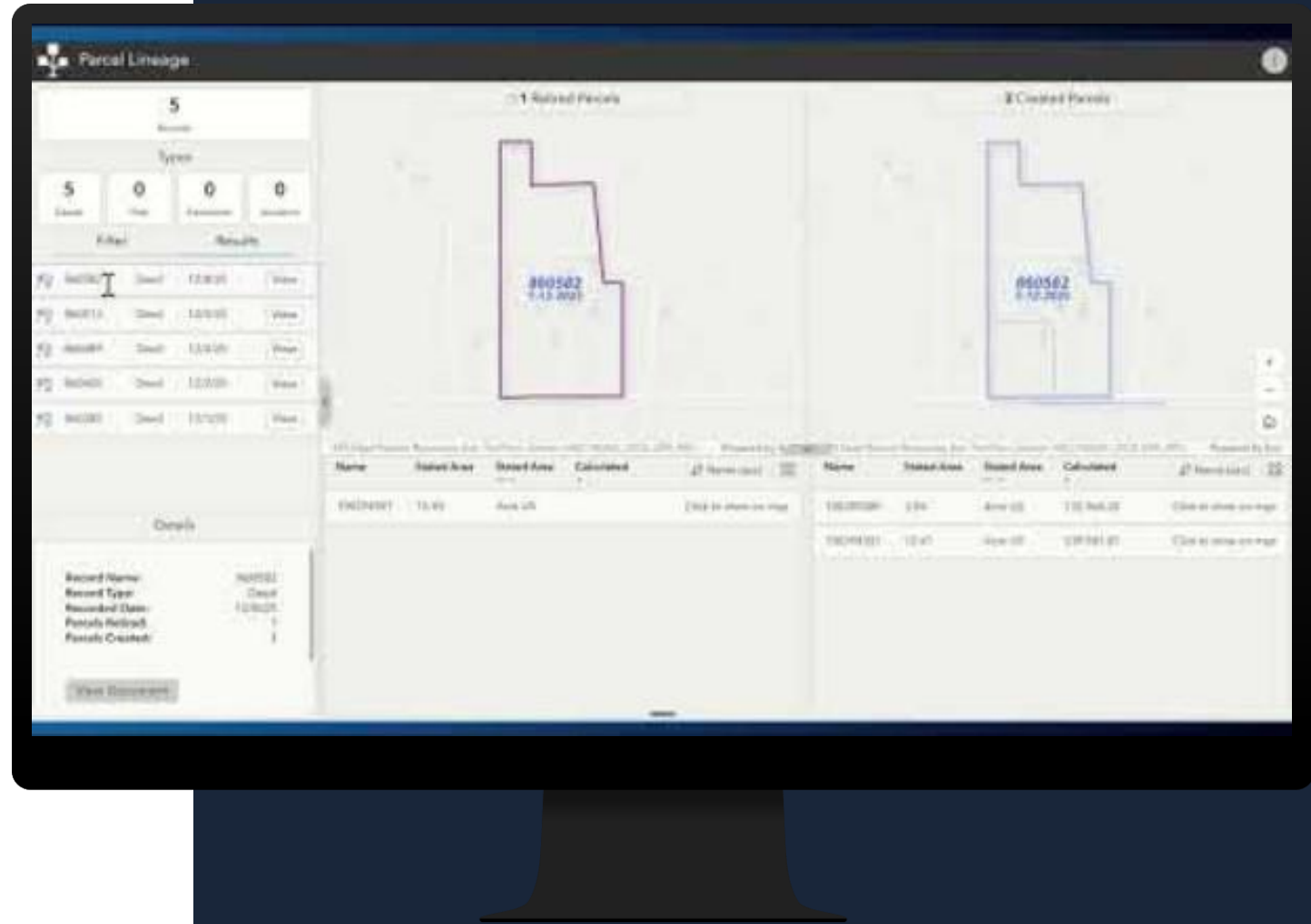


ArcGIS Solutions give you a strong foundation — but every organization's workflows are unique.

The real value comes from designing solutions that fit how your team works.

PARCEL LINEAGE

- Connects records and documents
- Shows before-and-after parcel changes
- Tracks parcel history over time
- Helps staff research ownership history
- Supports accountability and transparency



COMPARABLE SALES ANALYSIS

- Identify comparable properties
- Connect parcel and sales data
- Filter by key characteristics
- Supports consistent valuation decisions

Comparable Sales Analysis

Comparable Sales Analysis can be used to evaluate comparable property sales in support of assessment and valuation workflows.

Sales data is updated nightly and includes the most recent three years of verified property sales, with the study period advancing each October 1 to reflect the current sales study cycle.

Tax parcel data is refreshed regularly, with geometry typically updated monthly and property characteristics updated nightly from the tax and CAMA systems.

Use the filters to refine the results.

City / Township Name
0 Selected

Sale Cycle
0 Selected

Sales Ratio
0 Selected

12/12/24 | 23-050-2090 | 227 N 7TH ST

Zoom to

Sale Info
Sale Amount: \$159,000 | Adjusted: \$159,000
Sales Ratio: 102.85
Date Recorded: 12/12/24 | Transaction Date: 12/1/24
Sale Code Description: ESTATE SALE
Vacant/Improved: IMPROVED

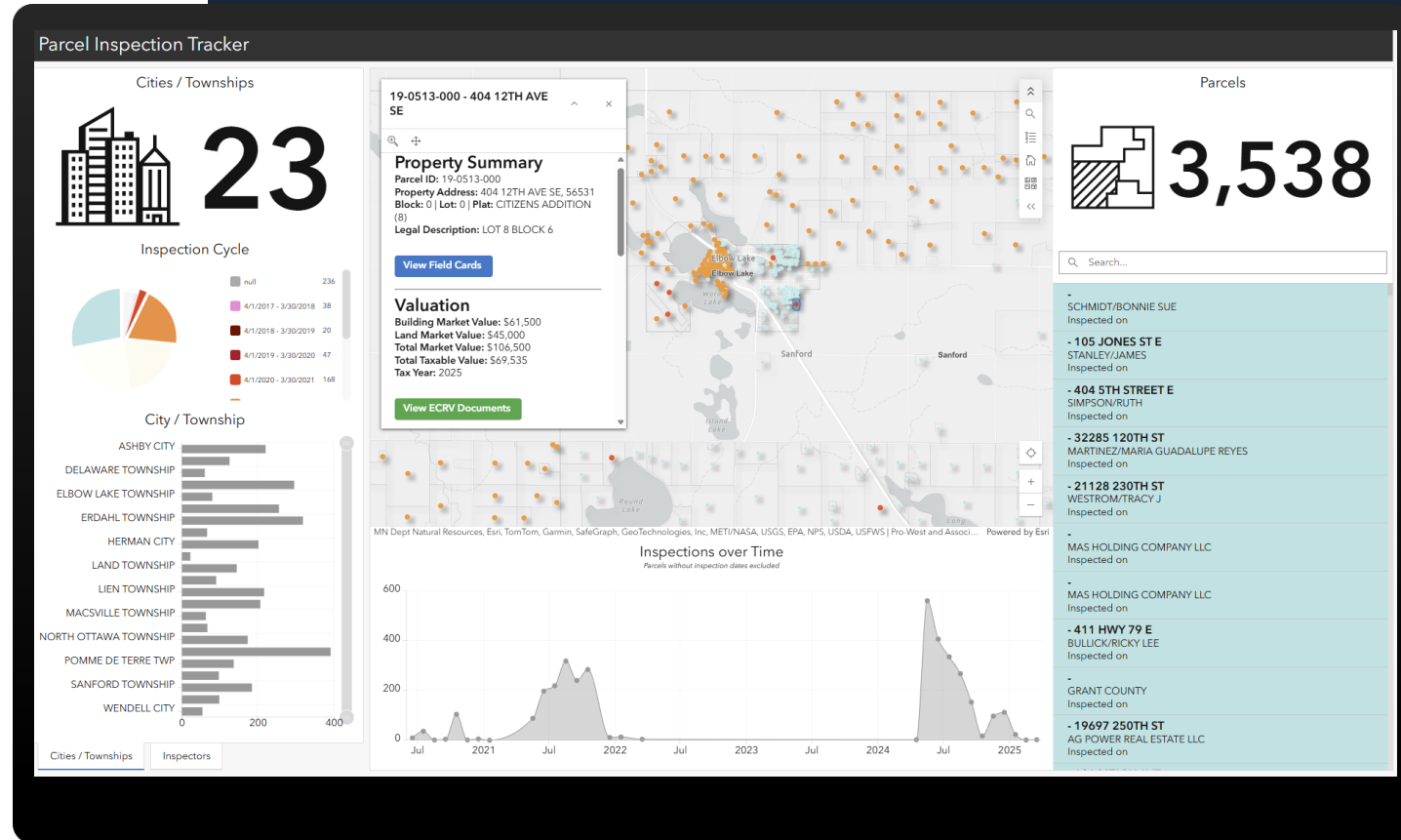
Valuation & Assessment
Assessed Value: \$154,600

Property Info
Address: 227 N 7TH ST
City/Township: BRECKENRIDGE CITY
Deeded Acres: 0.00
Property Class: RESIDENTIAL (LESS THAN 4 UNITS)

1 of 4

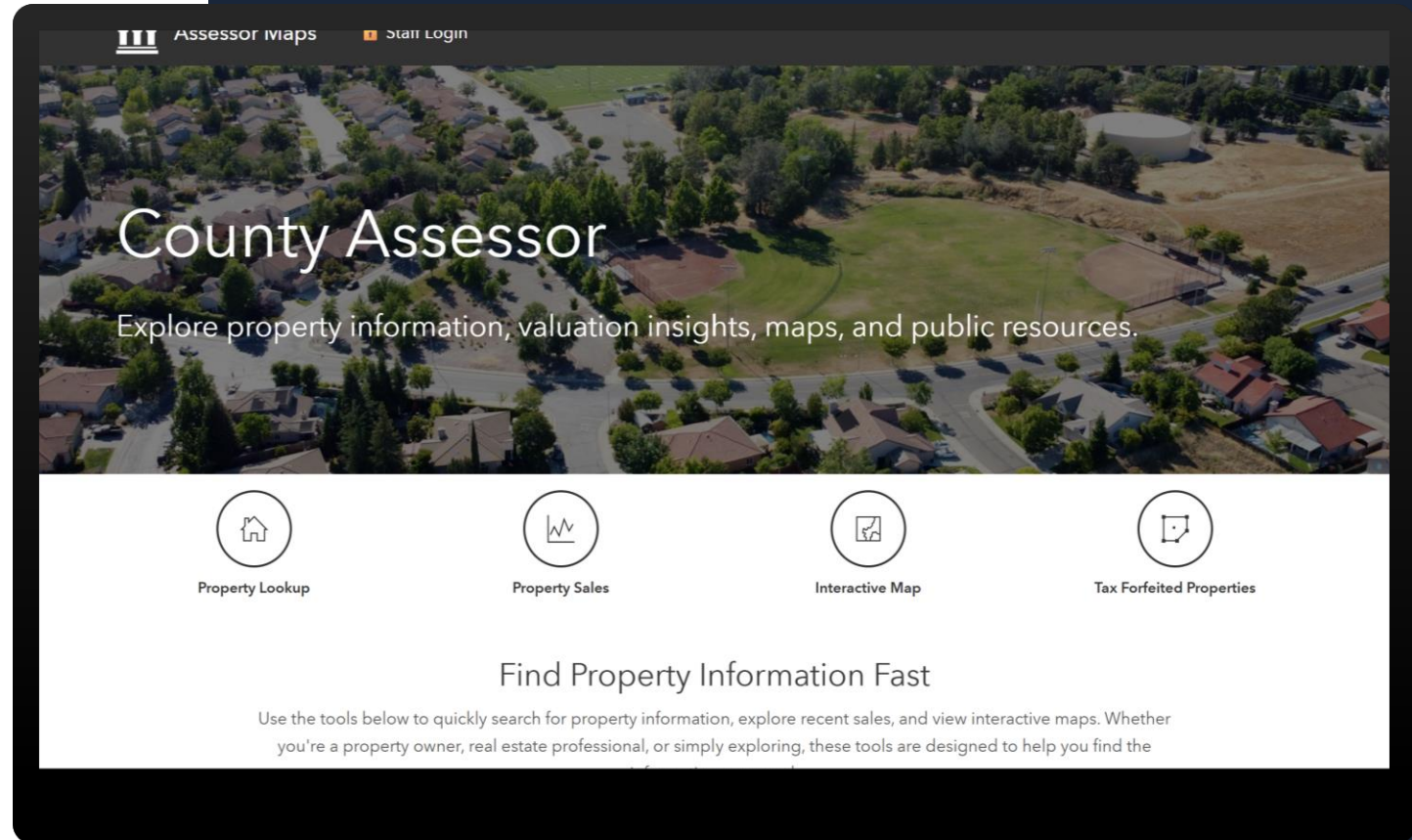
PARCEL INSPECTION TRACKER

- Tracks completed inspections
- Identifies pending inspections
- Integrates CAMA inspection data
- Supports routing and planning
- Connects analysis to field work



ASSESSMENT INFORMATION HUB

- Central access point
- Maps, applications, and data
- Public and internal access
- Organized user experience
- Builds trust and clarity



WHAT THIS LOOKS LIKE IN PRACTICE

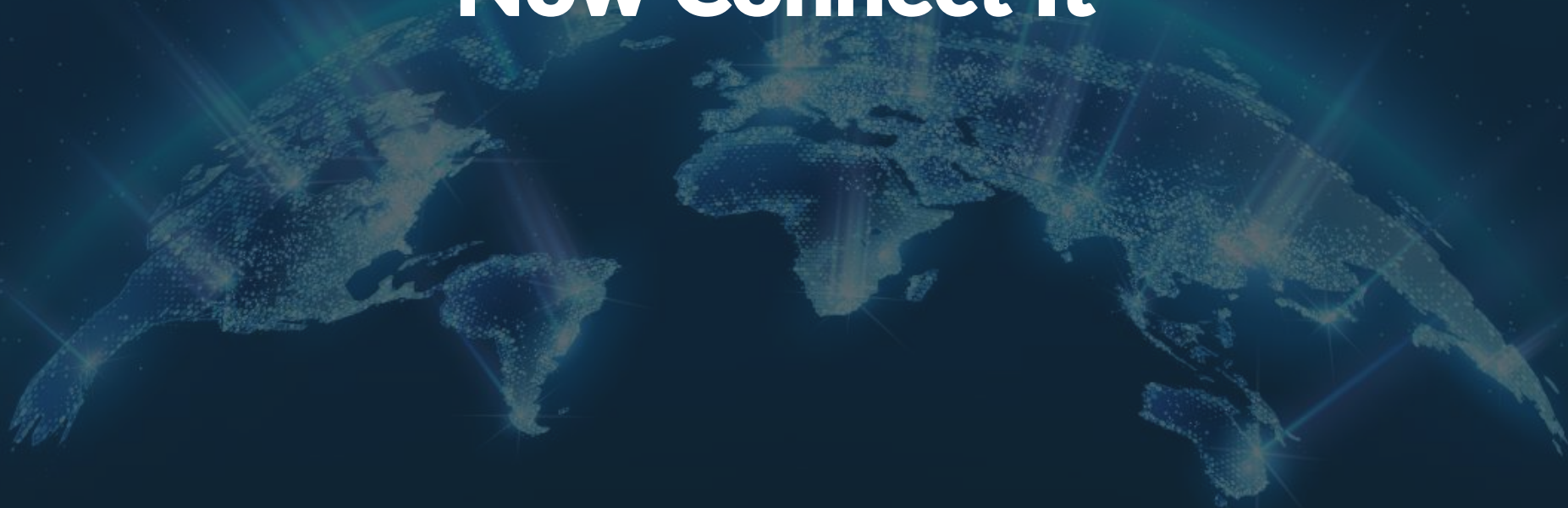
01 **UNDERSTAND HISTORY**
Parcel Lineage

02 **SUPPORT VALUATION**
Comparable Sales

03 **EXECUTE WORK**
Inspection Tracker

04 **UNIFY EVERYTHING**
Assessment Information Hub

**You Already Have the Data—
Now Connect It**



WHERE ARE YOUR WORKFLOWS STILL DISCONNECTED?

- Data in separate systems
- Manual, repetitive processes
- Inconsistent or conflicting data
- Difficult to explain decisions

PRACTICAL STARTING POINTS

- Start with a strong foundation
- Connect key datasets
- Leverage existing solutions
- Focus on one workflow
- Expand incrementally

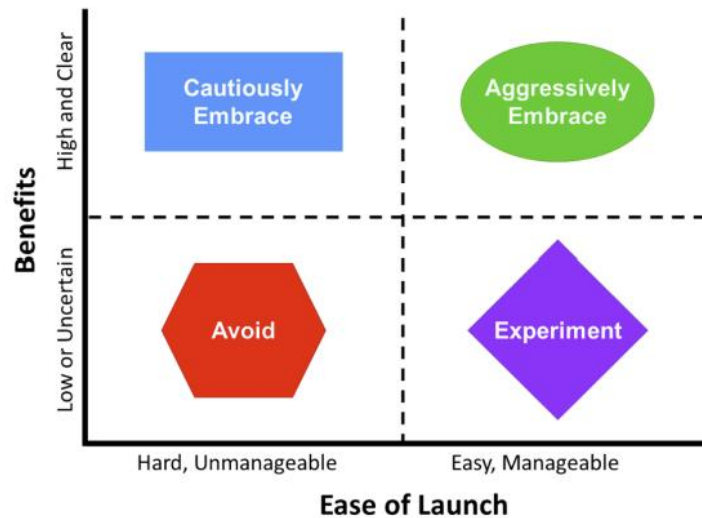
BUILD OVER TIME

- Start small, stay focused
- Build on what works
- Expand connections over time
- Prioritize high-value workflows
- Focus on progress, not perfection

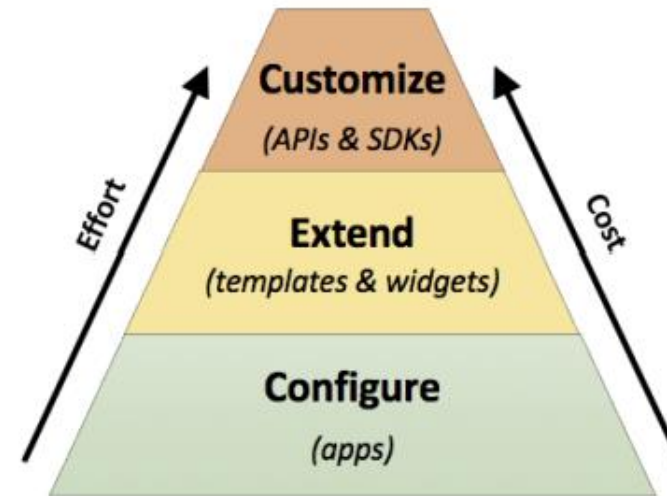
PRIORITIZE SMART, BUILD EFFICIENTLY

Prioritize high-value wins → Configure first → Customize only when necessary

Prioritization Approach



Application Implementation Strategy



Credit: Esri.

RESOURCES TO GET STARTED

- [ArcGIS Solutions](#)
- [Architecting ArcGIS Best Practices](#)

ArcGIS Solutions

Overview Resources View Gallery

ArcGIS Solutions
The largest collection of geospatial solutions

Deploy location-based mapping solutions
ArcGIS Solutions is a collection of industry-specific configurations of ArcGIS that meets your organization's needs. These mapping solutions leverage your authoritative data and are designed to improve operations; provide new insight; and enhance services in government, utility, defense, public safety, and telecommunications organizations.

ESRI
EXTERNAL
February 2023

Architecting the ArcGIS System: Best Practices

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CLOSING

Connect Your Data

**Strengthen Your
Decisions**

Build Trust

THANK YOU

PROWEST
& Associates



THANK YOU

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Find us at the booth during the conference



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