



nearmap

NEARMAP FOR PROPERTY ASSESSMENT

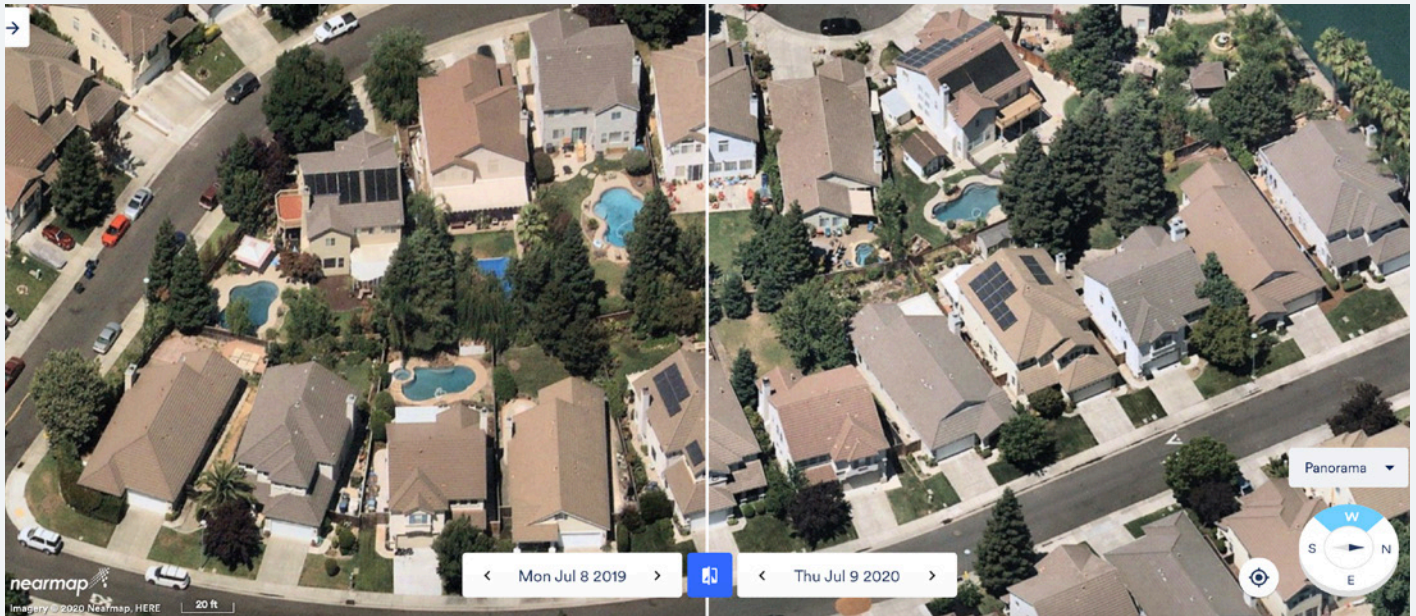
A better way to spot new taxable activity, reduce field visits, and simplify the appeals process

🕒 JULY 2020 | SACRAMENTO, CA U.S

Property assessors are faced with many challenges throughout the annual assessment process, such as not enough manpower in the field, difficulty in viewing entire parcels, indiscernible structural changes, and defending against time consuming appeals. Nearmap offers a quick and convenient solution to these common property assessment headaches with frequently updated, high-resolution aerial imagery. For when you need to see clearly and value properties more accurately, you need reliable location content to show you truth on the ground.

AERIAL IMAGERY TAILORED FOR ASSESSOR'S WORKFLOWS

Understanding a parcel's land, size, structures, and location are crucial when determining an accurate property value. Nearmap provides a smarter approach to visualizing and analyzing these key factors, digitally transforming how property assessment can be performed. Industry leading technology enables you to complete more desktop reviews and remote assessments, streamlining your workflows and improving your operational efficiency.



Proactively Updated Location Content

Scheduling flyovers is no longer necessary; Nearmap is continuously capturing aerial imagery throughout locations in United States, 365 days a year. With patented camera systems and scalable image processing, Nearmap ensures the freshest imagery is streamed to your workflows within days of capture.



Current Imagery

Nearmap captures large urban areas up to 3 times per year, so you always have up-to-date aerial imagery at your fingertips, dated and timestamped. With years of historical imagery also available in most coverage area, compare and contrast imagery to easily detect changes in structures and land.



Seasonal Content

Nearmap captures imagery during different seasons throughout the calendar year, providing both leaf-on and leaf-off imagery. Our year-round captures give you up-to-date imagery throughout the annual assessment process, offering you current content for your assessment/tax roll due dates.



Crystal Clear Clarity

Instead of using outdated, pixelated satellite imagery or incurring the high costs of a custom drone program, implement high resolution aerial content from Nearmap with areas captured at scale. Gain richer context on the ground to accurately measure widths, heights and areas for better informed assessments.



Insanely Easy to Adopt

A Nearmap account can be set up in a matter of minutes, with no additional software required. Instantly stream high-resolution aerial imagery from Nearmap on any connected device via our web platform, MapBrowser, or integrate through our APIs. Easily view, measure, and export Nearmap content.

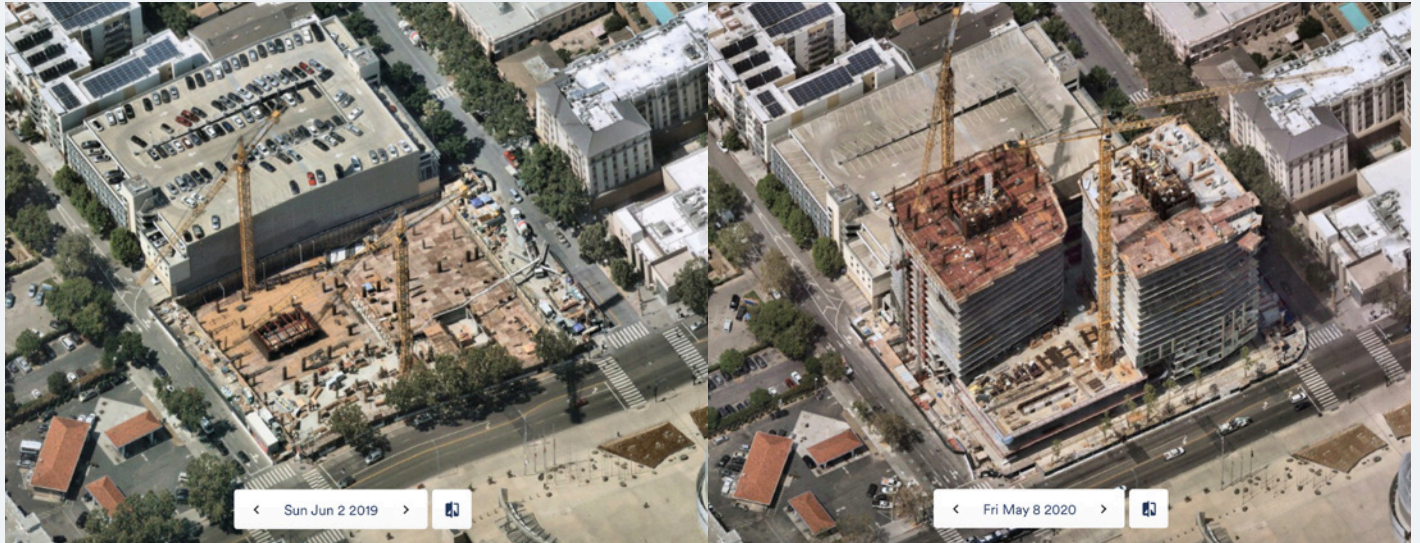
WE'VE GOT YOU COVERED

Nearmap regularly captures the urban and suburban areas — up to three times a year, both leaf-on and leaf-off.

74 million residential U.S. parcels
3.3 million commercial U.S. parcels
430 Major urban areas
95% coverage of 25 most populated U.S. cities
330,000 square miles covered annually

PROPERTY ASSESSORS RELY ON NEARMAP TO SIMPLIFY THE ANNUAL ASSESSMENT PROCESS

Introduce Nearmap into your day-to-day activities to spot new taxable items, make accurate property valuations, verify parcel data, meet assessment roll deadlines and shorten the appeals process. Nearmap is here for you during every step of the process. Be more accurate on the front end with your property valuations, thus reducing the amount of appeals on the back end. When appeals do get filed, use Nearmap to accurately defend your valuations with indisputable visual proof.



Spot New Taxable Activity

See properties throughout your jurisdiction in much greater detail than ever before. Easily track construction in progress, view newly built structures, and measure taxable items. Adjust your view from a top down to an oblique angle to view into backyards for pool, patio, and shed construction. Quickly identify detached garages, rooms turned into living quarters as well as confirm building occupancy.

Easily Detect Changes Over Time

Nearmap makes your reassessment of thousands of properties easier with frequently updated imagery throughout the calendar year. Compare current and historical imagery to identify any additions or modifications that have been made to buildings, and see if or where permit violations exist. Spot changes throughout your taxing districts and the parcels you assess to make equitable valuation decisions.

Reduce Field Visits

Perform virtual site visits, reducing the need to go into the field. Remotely view current truth on the ground with Nearmap by quickly panning and zooming over residential and commercial properties. Minimize the hassle of dealing with trees, fences, and gated communities that hinder your ability to clearly see properties.

Improve Accuracy of Valuations

Gain an accurate visual depiction of parcels to make better informed decisions for your property assessments. Confirm sketches/drawings you have on file for accuracy and verify your parcel management data. With fair and validated assessments, improve your community engagement and reduce the number of appeals.

Simplify the Appeals Process

Lessen the headache and time consuming nature of the appeals process by incorporating Nearmap into your workflows. Support your property valuations with accurate, up-to-date imagery to streamline your assessment defense. Be transparent in your communication by using visual proof in response to residential and commercial appeals.

WHAT OUR CUSTOMERS SAY

"I wish I had the time to go into Nearmap's image library every single day; because each time I go on to view property, I spot taxable property right and left. Every single time I'm on there, I'm able to capture assessed value which equates to growth—it's money we can collect in the next year. And I do it all from my desktop because I don't have enough bodies to go outside."

Trisha Favulli
- Director of Assessing, Town of Falmouth

NEARMAP PRODUCT SPECIFICATIONS

Nearmap is a subscription-based service with flexible options customized to suit assessor's needs. Be able to view, measure and export Nearmap Vertical, Oblique and AI content.

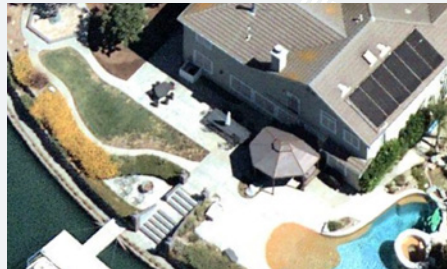


IMAGERY AND CONTENT



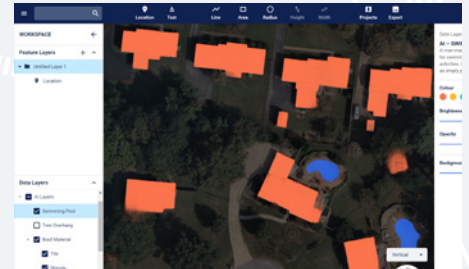
Nearmap Vertical

- High Resolution: 2.2" - 3" GSD
- Top down imagery
- Accurate length, area, or radius measurements



Nearmap Oblique

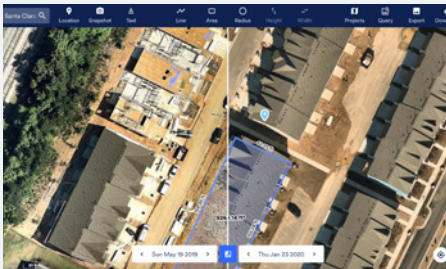
- Resolution: 3" GSD
- Multi-perspective views at a 30-45 degree angle
- A gallery of images from all four cardinal directions
- Accurate height, width and area measurements



Nearmap AI

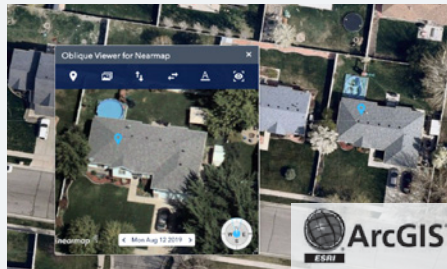
- AI Datasets: Building footprints, construction sites, swimming pools, solar panels, and more
- On-demand export of AI datasets for easy third-party integration

WORKFLOW APPLICATIONS



MapBrowser

- Intuitive web application for viewing Nearmap Vertical, Oblique and AI content
- Export imagery and AI datasets into preferred applications



Esri ArcGIS

- Stream current and historical Nearmap Vertical inside of the suite of ArcGIS products: Enterprise, Online, Pro, Collector
- Stream current and historical Nearmap Oblique inside of apps built with ArcGIS Web AppBuilder



ABOUT US

Founded in 2007, Nearmap is a leading aerial imagery and geospatial technology provider, delivering content at scale and covering large urban areas throughout Australia, the United States, New Zealand, and Canada.

Nearmap is one of Fast Company's 10 Most Innovative Companies of 2020 and a Sydney-headquartered technology pioneer listed on the ASX 200. Nearmap combines patented plane-mounted camera systems, a world-class survey operations capability, and an automated photogrammetry pipeline to provide imagery within days of capture. Nearmap provides quality at scale, covering large urban areas to empower businesses to perform virtual site visits and make critical business decisions without leaving the office.



www.nearmap.com