



**APEX** Appraisal  
Solutions  
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# How Hillsborough County Added \$9.2M to the Tax Roll with APEX Appraisal Solutions

## THE CHALLENGE

The Hillsborough County Property Appraiser (HCPA) needed to fulfill a campaign promise to 'Reboot' by utilizing technology to modernize operations and save money. They lacked a systematic review process, relying on an existing workflow of traditional field work that drove up taxpayer costs for fuel, vehicle repairs, drive time, paper, and printing materials.



## THE PIVOT



To transform their operations, the county partnered with APEX Appraisal Solutions to transition to a remote validation and review workflow. By implementing the GeoViewPort (GVP) Desktop Review application and Management Module, the HCPA successfully integrated their CAMA application with high-resolution aerial photography and geo-referenced sketches. This allowed appraisers to assign workflows and review parcels remotely from their desks.

## THE PROOF



### Revenue Generation

The updated desktop assessments added \$9.2 million of residential value to the county tax roll.



### Annual Yield

This perpetual value increase generated approximately \$184,000 in additional annual revenue for the county's school board and other local taxing authorities.



### Efficiency at Scale

Appraisers identified value changes on approximately 10,066 parcels, saving thousands of work hours compared to time-consuming field inspections.



### Award-Winning Innovation

The HCPA's successful deployment earned them an international "Digital Government" award in the "Government Internal" category.

*"With this and other technological improvements we are making in our office, we are literally on the cutting edge of property appraising... And the benefits to the taxpayer more than makes up for the initial investments."*

**Bob Henriquez,**  
Hillsborough County Property Appraiser

