



Revolutionizing Property Tax Appeals

Martin Froehlich, SRA, Founder & CEO
martin@assessorly.com | (720) 202.9279

Problem



- **Billions in overpaid property taxes annually in the U.S.**
- **Homeowners sense they are over-taxed, but have no tool to let them know and by how much.**
- **The appeals process is cumbersome and difficult to navigate**
- **Few homeowners win an appeal on their own.**
- **Homeowners are often left over-assessed and overcharged.**



Solution: Assessorly

***Assessorly** is a seamless, data-driven platform that helps homeowners reduce their property tax burden.*

We follow a proven process for property tax appeals, eliminating guesswork and uncertainty.

- AI powered algorithms in our valuation models analyze property assessments for fairness.
- Simple, 30 second online intake form.
- We handle the appeal process end-to-end.



Market Opportunity

Total U.S. Property Tax Market: \$797B

TAM : Residential Property: \$352B

- 147M residential properties
- Two Clients:
 1. Homeowners
 2. Res. Portfolio Holders (Black Rock, Goldman Sachs, Invitation Homes, etc.)

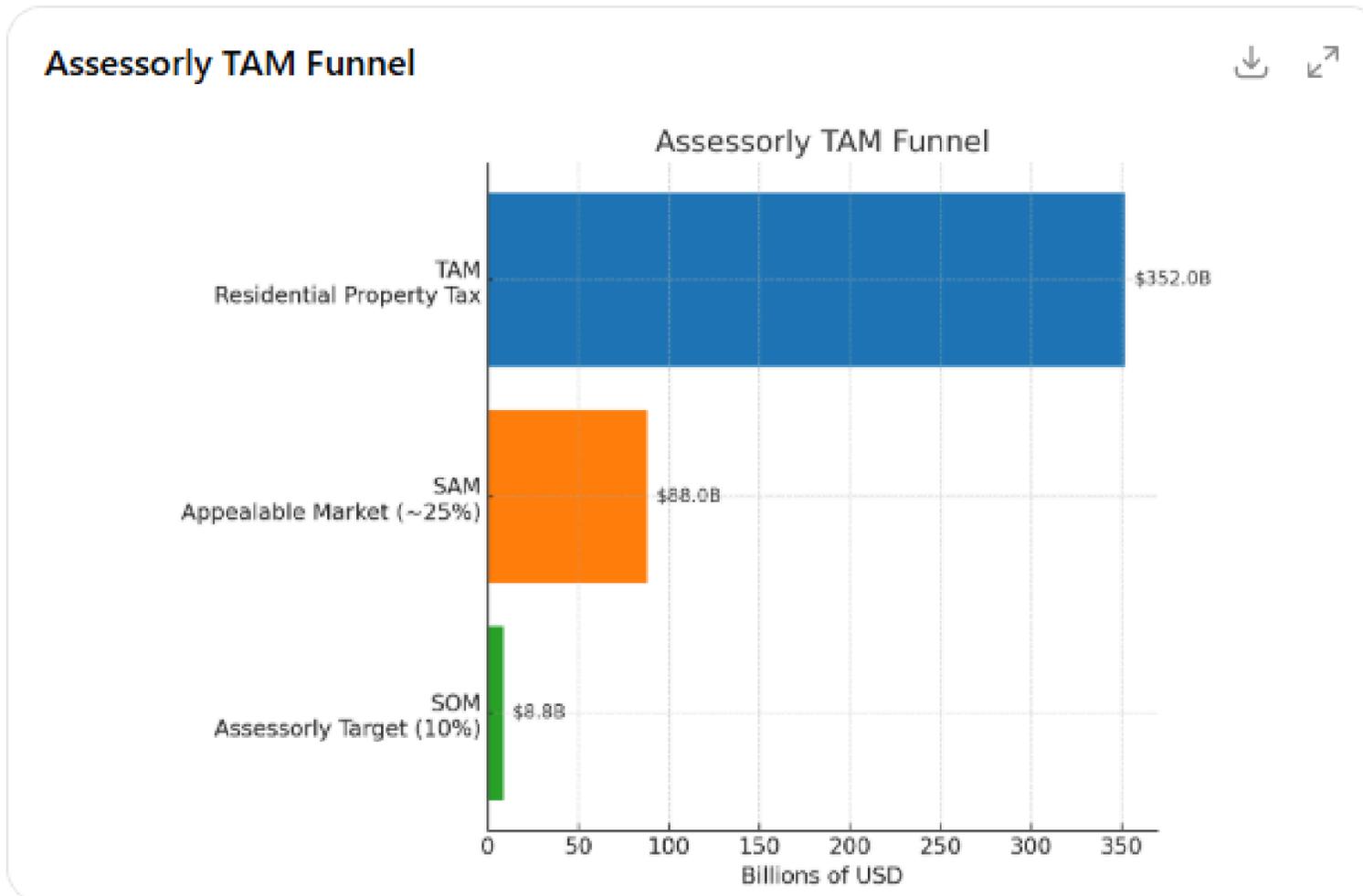
Service Available Market (SAM): \$88B

- Studies show that 20–30% of homes are over-assessed at any given time, assume 25% of \$352B is appealable.

Serviceable Obtainable Market (SOM):\$8.8B

- 10% capture of SAM.

Tax Appeal Market Breakdown



Average Savings to Date:

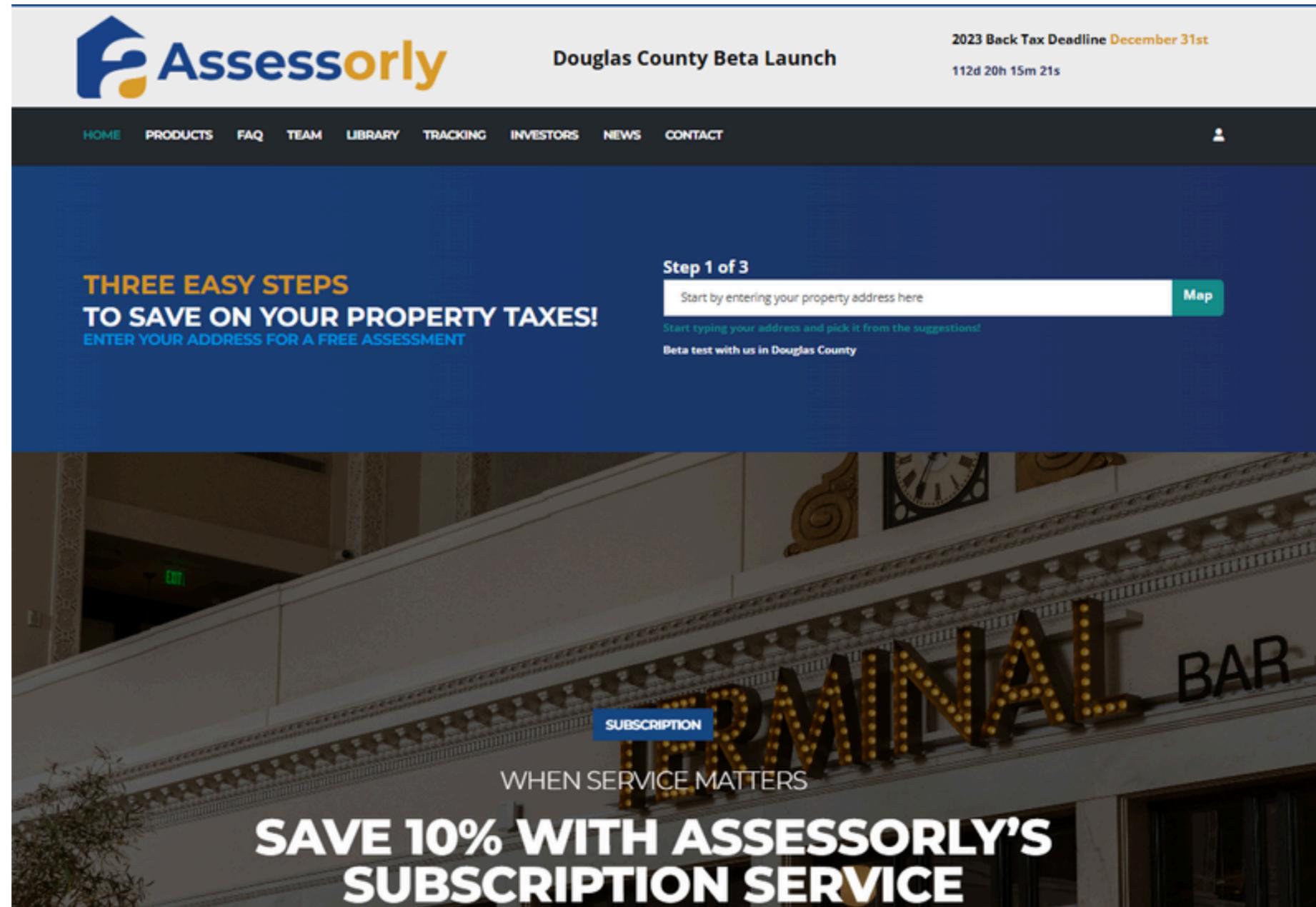
- \$900–1,200/year.
- Highest was \$4,000/year

Some neighborhoods are completely overstated in value!

How it works

Appeal in 3 easy steps

Type in your address and get a free assessment on your property and let Assessorly handle the rest!



The image shows a screenshot of the Assessorly website interface. At the top, the Assessorly logo is on the left, followed by "Douglas County Beta Launch" in the center, and "2023 Back Tax Deadline December 31st" with a countdown timer "112d 20h 15m 21s" on the right. Below the header is a navigation menu with links: HOME, PRODUCTS, FAQ, TEAM, LIBRARY, TRACKING, INVESTORS, NEWS, CONTACT. The main content area features a dark blue background with the text "THREE EASY STEPS TO SAVE ON YOUR PROPERTY TAXES! ENTER YOUR ADDRESS FOR A FREE ASSESSMENT". To the right, there is a "Step 1 of 3" section with a search input field containing the placeholder text "Start by entering your property address here" and a "Map" button. Below the input field, there are instructions: "Start typing your address and pick it from the suggestions!" and "Beta test with us in Douglas County".

Below the website screenshot is a promotional banner for a subscription service. It features a background image of a building facade with a sign that reads "TERMINAL BAR". The text on the banner includes "SUBSCRIPTION" in a blue box, "WHEN SERVICE MATTERS" in white, and "SAVE 10% WITH ASSESSORLY'S SUBSCRIPTION SERVICE" in large white letters.



In seconds, you know

- **Assessorly** instantly retrieves your property data and processes it through our proprietary valuation algorithms.
- A visual confirmation, including a photo and map, is displayed for easy reference.
- We provide a clear, data-backed assessment of your current property tax burden.

STEP 2 OF 3
CHECK FOR SAVINGS

866 SHADOWSTONE DR, Highlands Ranch, CO, 80129

WOO HOO! WE'VE IDENTIFIED \$1,945.71 IN POTENTIAL SAVINGS FOR THE BACK TAX CYCLE.

Below, you'll find the amount paid or owed, along with our estimated property value based on our advanced algorithms and valuation models.

Take the next step and start your appeal with Assessorly today.

Site Size (acres)	0.182 acres	GLA (sq ft)	3,106	Finished Basement (sq ft)	1,504
Unfinished Basement (sq ft)	1	Year Built	1999	Bathrooms	1

Front Taxes (2025-2026 Tax Cycle)	Back Taxes (2023-2024 Tax Cycle)
Douglas County Value: \$1,000,719.00	Douglas County Value: \$1,130,080.00
Assessorly Estimated Value: \$1,073,381.27	Assessorly Estimated Value: \$975,730.12
Douglas County Property Tax: \$6,319.46	Douglas County Property Tax: \$7,122.80
Assessorly Estimated Property Tax: \$6,778.32	Assessorly Estimated Property Tax: \$6,149.94
Potential Savings: \$0 (No overassessment detected)	Potential Savings: \$1,945.71 2023: \$972.85 2024: \$972.85

Join our [Assessorly.com/newsletter](#) for updates!



Marketing Material

Currently, we do not gate the AVM with an email. This will change once we have public trust and buy in. This is a significant loss of marketing ability.

Use of a pop up requesting for an email to send the custom report to their email. This will allow us to capture their email and to have our material sitting with them.

Future purpose for sharing onto social media or email.

FYI: This house sold 09/2021 for \$890K. Given positive market conditions, \$970K is reasonable for the 06/30/22 valuation date, yet the County has this at \$1,130K

Property Tax Over-Assessment Finding

866 SHADOWSTONE DR, Highlands Ranch, CO, 80129






ASSESSORLY.COM offers simple, transparent pricing for property tax appeal services:

AssessorlyAVM
FREE — instant market insights powered by our automated valuation model.

SnapShot Report
\$75 per tax cycle — A report generated by our AssessorlyAVM. The report provides comparable sales, statistical inference of data, mapping of data and pictures of comparable data.

FairValue Report
\$125 per tax cycle — A professionally analyzed and written report, ready to be delivered to the Assessor

Full Service - Flat Fee
\$275 per tax cycle — You pay one fee and get a FairValue Report and representation at the Board of Equalization. If we don't win you will get your money back.

Full Service - Contingency
\$0 upfront — Contingency: You pay \$0 to get started. We review, analyze and appeal your property taxes. If we win, you pay 30% of the recovered funds.

All services include real-time report tracking. Full Service packages provide expert review, appeal optimization, and professional representation before Douglas County's Board of Equalization.

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<p>Potential Savings: \$0 (No overassessment detected)</p> <p><small>Join our Assessorly.com/newsletter for updates!</small></p>	<p>Potential Savings: \$1,945.71</p> <p>2023: \$972.85 2024: \$972.85</p>

ESTIMATED SAVINGS: \$1,945.71

The Assessorly Automated Valuation Model (AVM) provides an estimated property value based on publicly available data, comparable sales, and proprietary valuation algorithms. This estimate is for informational purposes only and is not an appraisal or a substitute for the judgment of a licensed appraiser. Accuracy may vary based on data availability, property characteristics, and market conditions. Valuations may change over time due to updates in market data, improvements to the algorithm, and changes in AVM version. Users should verify all information independently before making financial, legal, or real estate decisions. Assessorly makes no warranties, expressed or implied, regarding the completeness or accuracy of the provided valuation.



Market Segments X Products, Pricing, Margin, and CAC

Market Segment	Products	Margin	Pricing	CAC
Consumer Level	DIY property tax appeal tools and full representation service	70% – 80%	\$75 – \$275 per cycle	\$25 – \$75
Institutional Investors / Portfolio	Snapshot (AVM report) and SnapshotPro (AVM with analyst review)	80% – 90%	Snapshot: \$75/unit, SnapshotPro: \$100/unit	\$15 – \$50
Subscription / Monitoring	Ongoing property value monitoring and alerts	0%	Free (introductory)	\$5 – \$15

Monitoring is a loss leader to increase signups and subscriptions. This is only a technology lift.



AI Use and Adoption

Valuation Engine

We are enhancing our AVM with machine learning to handle non-linear variables such as location nuances and property quality. This results in more accurate valuations and smarter comp selection, foundational to fair tax appeals at scale.

Marketing Intelligence

Every valuation run feeds a growing dataset, enabling geo-targeted marketing campaigns. AI will be used to identify neighborhoods with the highest potential for over-taxation recovery, significantly improving CAC-to-LTV ratios and campaign efficiency.

Conversational AI (Chatbot)

AI-powered assistant guides users through the appeal process, answers real-time questions, and reduces drop-off. The goal is to improve conversion rates, simplifies education, and provides 24/7 support, turning complexity into clarity.

Company Info



CEO: Martin Froehlich, SRA

- Background in electrical engineering and finance
- 25 years of experience in valuations, tax appeals, portfolios, SME
- Executive experience scaling, running business units related to compliance, valuation teams, QC, vendor management.
- Experience building valuation products

CTO: Richard Miles

- Full stack dev
- Design experience with Chess.com and Mckesson Medical

Marketing: Alexis Wessner

Director of Sales: Austin Dilts

- 25 Years of real estate sales experience

Trained Consultants:

4 highly skilled consultants (real estate appraisers) with a combined capacity of 2,000 reports per month.



Traction

Sales :

- Began September with **22 sales**
- Attendance to free workshops and request to speak to HOA's
- 1000% increase in FB views
- Early partnerships forming with real estate agents

Marketing in place

- Door to door with custom flyers
- LinkedIn, IG, Facebook
- Free Workshops in place
- RE Agent Partnerships (Agent Portal will be ready 10/15)

Door to Door:

- People love Assessorly, reaction is great!
- I've been chased down the street by a homeowner. Got the sale!
- Genuine conversations, homeowners see the value but will wait for neighbors.
- Website activity increasing in New users daily.

Beyond Douglas County

- Denver and Arapahoe by 09/30, Boulder and Larimer County next.
- Plan in place for Front Range coverage and to all Tier 1 States: TX, OR, WA
- Plan in place for National Roll Out
- Plan in place for complete AI adoption



Competitive Landscape

Company / Provider	State(s) Active	Tech-Driven	Manual / Individual	Hybrid	Pricing Transparency	Geographic Focus
Assessorly	CO, TX, WA, OR (Tier 1)	✔ Yes	⊖ No	⊕ Yes	✔ Flat + Contingency	Multi-state (growing)
Ownwell	TX, CO, CA, FL, WA	✔ Yes	⊖ No	⊕ Yes	✔ Contingency (25-50%)	Select national markets
KE Andrews	TX	⊖ No	✔ Yes	⊖ No	✘ Varies by case	Commercial focus (TX)
NTPTS (North Texas Property Tax Services)	TX	⊖ No	✔ Yes	⊖ No	✘ No public pricing	Local to DFW area
Paramount Property Tax	CA, TX	⊕ Partial	✔ Yes	⊕ Yes	✘ Case-by-case fees	Regional (CA, TX)
RetaxRefund	WA, OR	✔ Yes	⊖ No	⊖ No	✔ Free analysis, 50% fee	WA/OR (small firm)
TaxEase (loan-based)	TX	⊕ Partial	✔ Yes	⊕ Yes	✘ Loan model	TX only
Local County Tax Appeal Firms	All	✘ No	✔ Yes	⊖ No	✘ Unclear	Local-only

- Most competitors are either regionally locked, manual/consultant-based, or focused only on commercial clients.
- States like Colorado, Oregon and Washington have very little competition and are ideal for early Assessorly penetration.
- Texas has moderate competition, but few with true consumer-grade UX or automation.



Financials - Projected

2025 Sep-Dec

- Revenue: \$90K
- Gross Margin: 65%
- 100 appeals/month @ \$300

2026 Forecast

- Revenue: \$10.8M
- 3,000 appeals/month @ \$300
- Revenue CAGR: 400%
- Market Expansion: 5 more states

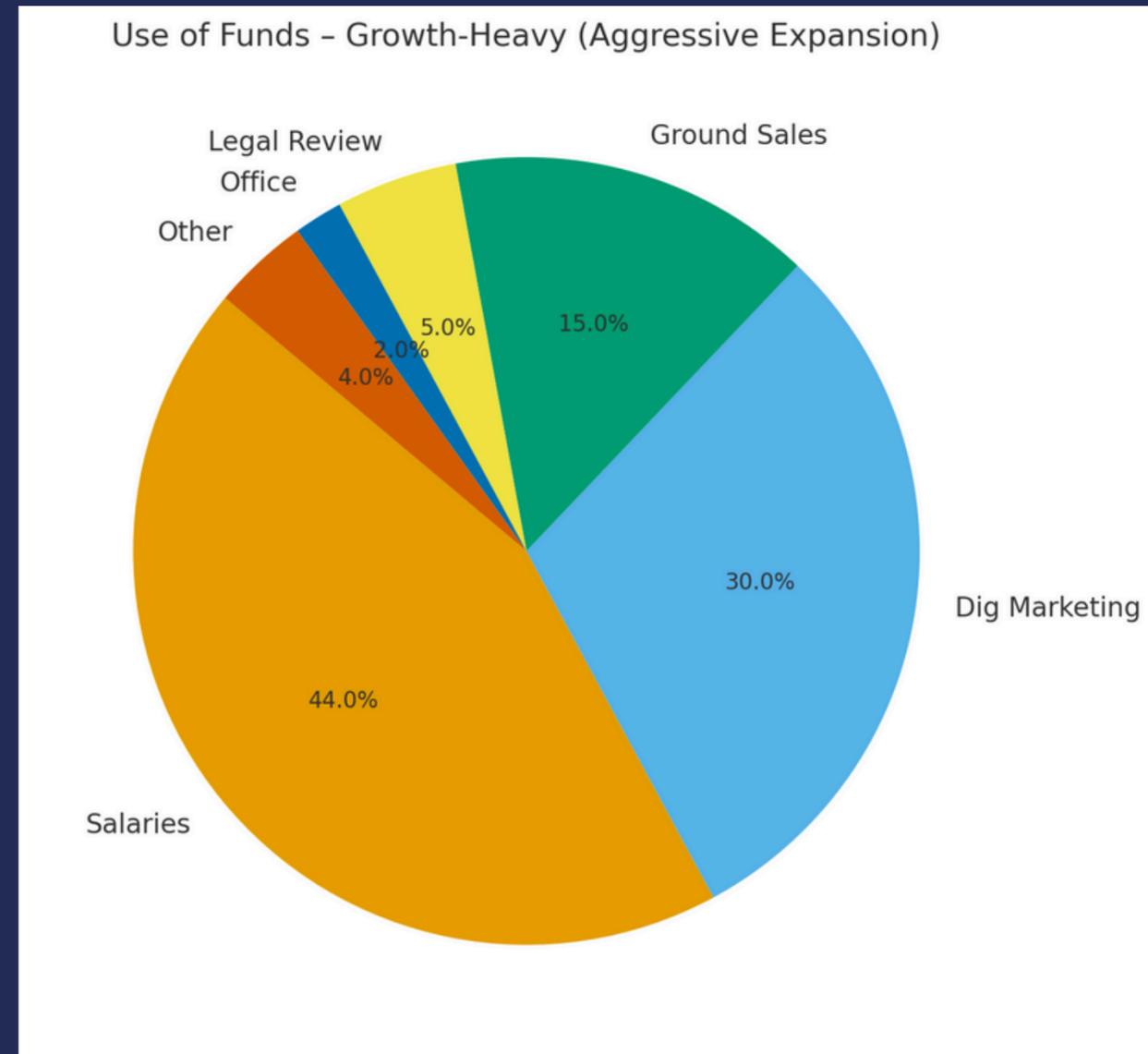
2027 Forecast

- Revenue: \$75M
- 25,000 appeals/month @ \$300
- Revenue CAGR: 900%
- Market Expansion: 6 more states

What's needed

The Ask

- \$5M
- 18 month runway
- Complete CO and begin WA, OR, TX
- Hire additional sales and developer
- Accelerate customer acquisition and strategic partnerships



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