



Suspension of Competition Acquisition Request

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1. Fully describe the product(s) and/or service(s) being requested.

The County of Fresno is requesting the Just Appraised Deeds Solution, an advanced automation platform designed to streamline deed processing and ownership transfer management. This solution includes automated data extraction using OCR and AI, integration with the Mainframe property system, and workflow management tools. These features will enable the Assessor's Office to eliminate a multi-month backlog, automate manual data entry, automate routing, and improve scalability to handle increasing transfer volumes effectively.

2. Identify the selected vendor and contact person; include the address, phone number and e-mail address for each.

Just Appraised

- Blake Curtis, Account Executive
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- blake.curtis@justappraised.com

3. What is the total cost of the acquisition? If an agreement, state the total cost of the initial term and the amounts for potential renewal terms.

The total cost for the initial three-year base term will be approximately \$477,000, comprising:

- Year 1 (October 1, 2025 - September 30, 2026): \$199,000 (including \$60,000 one-time implementation fee + \$139,000 ARR)
- Year 2 (October 1, 2026 - September 30, 2027): \$145,950 ARR
- Year 3 (October 1, 2027 - September 30, 2028): \$153,248 ARR

4. Identify the unique qualities and/or capabilities of the service(s) and/or product(s) that qualify this as a Suspension of Competition acquisition.

Fresno County has been exploring automation solutions to address deed processing challenges. Just Appraised's Deeds Solution offers unique capabilities, including OCR and AI-driven data extraction, integration with existing Mainframe systems, and scalable workflow management. Implementing a new system would require extensive retraining and disrupt current operations, given the multi-month backlog and understaffing. The solution's proven success in counties like San Joaquin, Ventura and Riverside, with reduction in processing time, justifies its selection. Beyond that, there are critical proof points that make Just Appraised the only viable solution for the Fresno County Assessor:

Proven Integration with Fresno's CAMA Environment

In late 2024, Just Appraised partnered with our office to design and implement a no-cost proof of concept. This pilot successfully demonstrated Just Appraised's technical ability to bridge deed

data and document decisions directly into our existing legacy mainframe system in real-time. The data was extracted, reviewed, and transmitted with a high degree of accuracy, requiring minimal intervention from our internal team. This verified technical fit eliminates integration risk and avoids duplication of effort. We previously worked with a different outside vendor to do some code migration with no success over a multi-year period.

Just Appraised was able to demonstrate verifiable success in 1 week.

CAMA System Compatibility and Experience

Just Appraised has deep experience integrating with over 50 CAMA systems nationwide, including ours. Their platform supports real-time data synchronization, drastically reducing the risk of errors and rework associated with manual entry. Their in-house integrations team has already established the necessary technical pathways specific to our infrastructure.

Operational Impact and Risk Mitigation

The proof of concept confirmed that our office would see substantial efficiency gains and staff time savings. By automating parcel matching and data extraction, Just Appraised enables our staff to focus on high-priority appraisal work. Their workflow tools also provide new visibility into processing metrics, allowing better performance management. Choosing another vendor would delay implementation, duplicate technical work, and introduce unnecessary risk.

Prop 19 Data Exchange

Just Appraised's product builds in access to a proprietary means of data exchange with other California counties to streamline taxpayer Prop 19 requests. No other solution would allow us to send and receive these requests in real-time because it does not have the same network of assessors on a single platform. This access provides significant taxpayer experience benefits that no other deed processing and integration software could provide.

5. Identify from Administrative Policy #34 what circumstances constitute a Suspension of Competition.

- ☐ In an emergency when goods or services are immediately necessary for the preservation of the public health, welfare, or safety, or for the protection of County property.
- ☐ When the contract is with a federal, state, or local governmental agency.
- ☐ When the department head, with the concurrence of the Purchasing Agent, finds that the cost of preparing and administering a competitive bidding process in a particular case will equal or exceed the estimated contract amount or \$5,000 whichever is more.
- ☐ When a contract provides only for payment of per diem and travel expenses and there is to be no payment for services rendered.
- ☐ When obtaining the services of expert witnesses for litigation or special counsel to assist the County.
- ☒ When in unusual or extraordinary circumstances, the Board of Supervisors or the Purchasing Agent/Purchasing Manager determines that the best interests of the County would be served by not securing competitive bids or issuing a request for proposal.

6. Explain why the unique qualities and/or capabilities described above are essential to your department.

The Just Appraised Deeds Solution is critical for the Assessor's Office to eliminate a multi-month backlog caused by understaffing and manual processes, ensuring accurate tax bills and restoring public trust. Its automation reduces data entry, mitigates risks from staff turnover, and doubles processing capacity as volumes increase. Integration with Mainframe enhances efficiency, allowing staff to focus on critical tasks like customer service and problem deed research.

7. Provide a comprehensive explanation of the research done to verify that the recommended vendor is the only vendor with the unique qualities and/or capabilities stated above. Include a list of all other vendors contacted, what they were asked, and their responses.

The Assessor's Office, in collaboration with IT, reviewed Just Appraised based on its current use by counties like San Joaquin and Riverside, demonstrating a 98% accuracy rate and seamless Mainframe integration. Demonstrations confirmed its OCR and AI capabilities exceed manual methods for the specific workflow requirements necessary to deliver an accurate tax roll. Just Appraised has been procured via Sole Source in other California counties and we have reviewed vendor response documentation from prior solicitations to confirm there are no other equivalent vendors.

Just Appraised's centralized automation and proven track record make it the sole viable option, especially with Fresno County's urgent needs.

mdhaliwal 7/10/2025 6:31:47 PM

Requested By:

Deputy Recorder-
Business Manager

Title

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I approve this request to suspend competition for the service(s) and/or product(s) identified herein.

mdhaliwal 7/10/2025 6:31:50 PM

Department Head Signature

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rblackburn 8/1/2025 10:57:41 AM

Purchasing Manager Signature

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