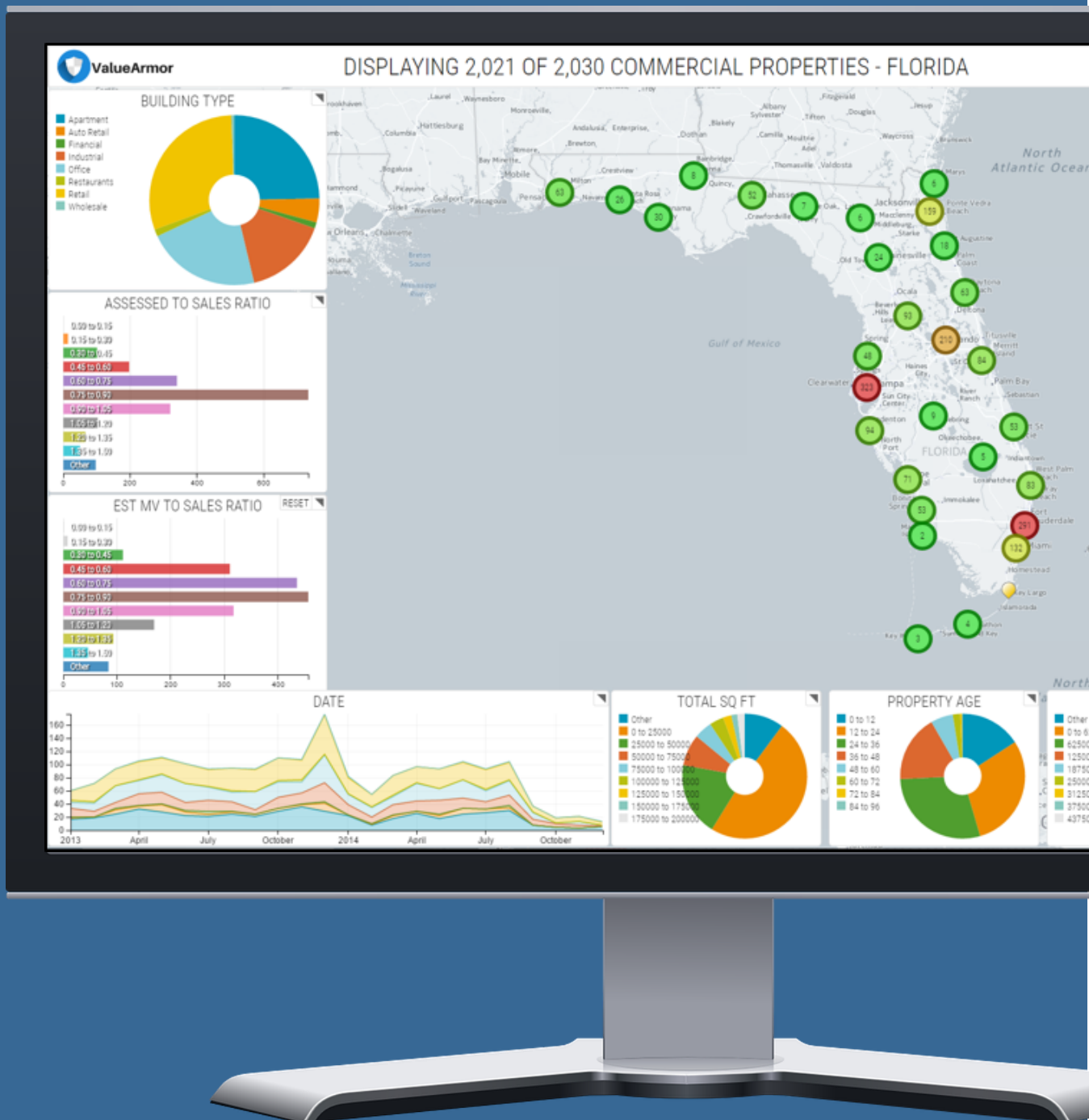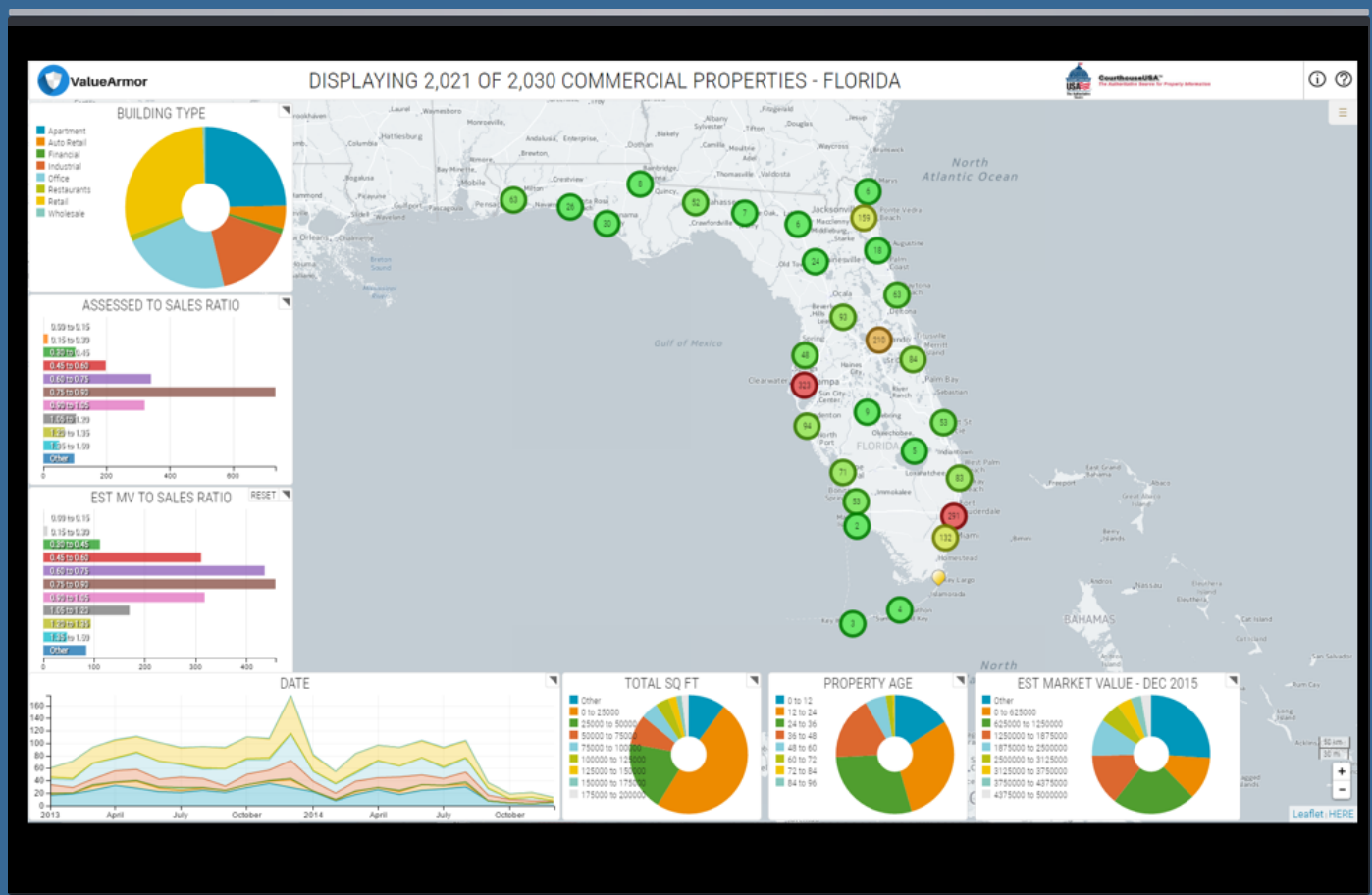# ValueArmor
User Guide

ValueArmor
Defend against big box stores

ValueArmor is a big data analytics product provided by CourthouseUSA.   It involves comparing and analyzing statewide valid sales for the majority of commercial properties of a given class to support a value for comparable commercial property in a local area within that state. ValueArmor gives assessment jurisdiction commercial appraisers a tool to prepare assessments and defend against the onslaught of appeals filed in bulk by large tax appeal firms, which are shifting the tax burden to other local businesses and all homeowners.
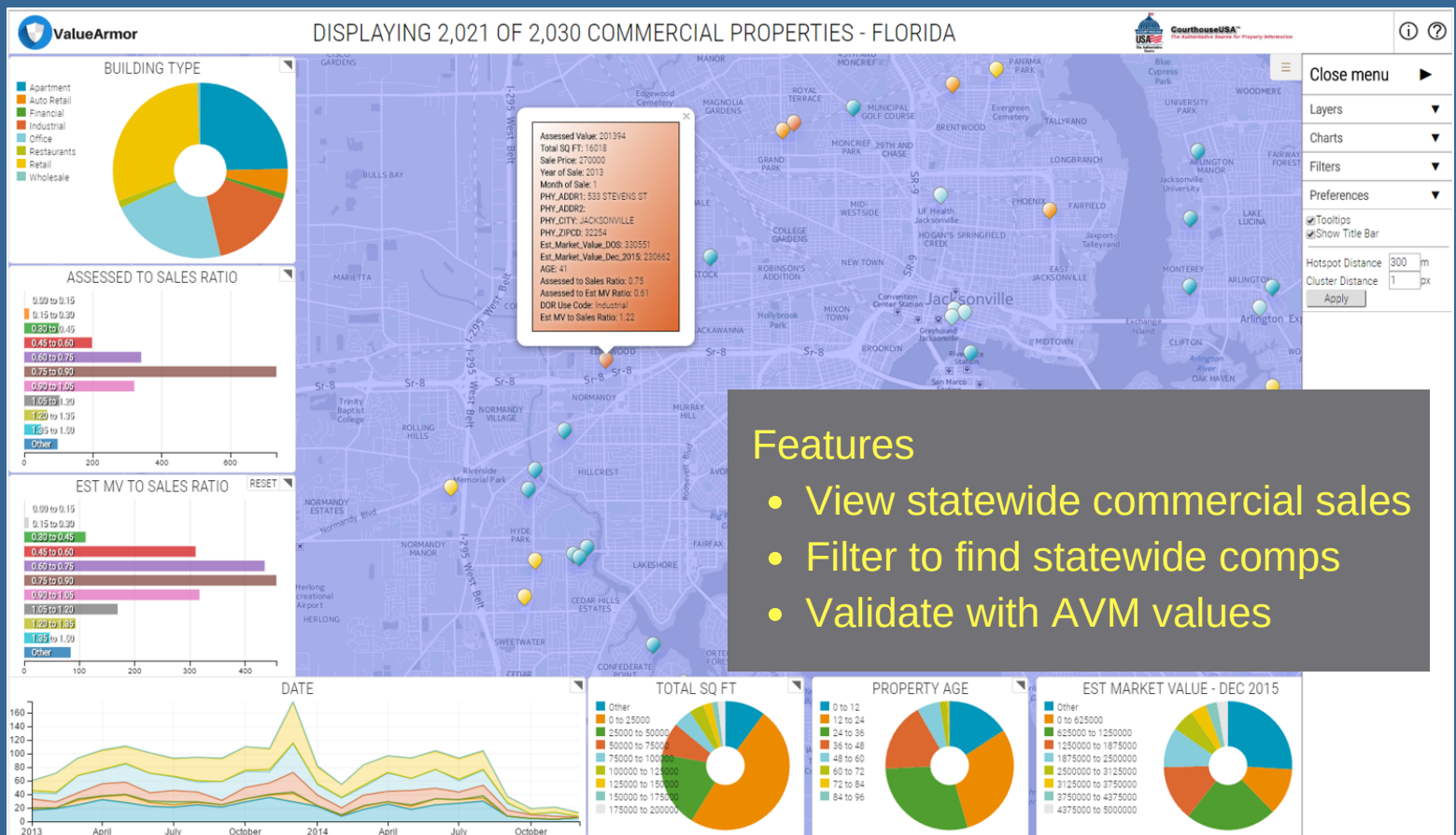
ValueArmor
Defend against big box stores

ValueArmor is a web-based tool developed by industry veterans Patrick M O'Connor, Marlene Jeffers, and Billy Burle. Patrick M. O'Connor, developer of the ValueArmor valuation model, is known to the mass appraisal industry as one of the most knowledgeable and respected modelers.

ValueArmor is unique because it:
- Expands the geographic area from the local assessment jurisdiction to a statewide geographic coverage.
- Provides access to a data set of filtered statewide sales and standard estimates of market value for most commercial and industrial properties within the state.

Features
- View statewide commercial sales
- Filter to find statewide comps
- Validate with AVM values

ValueArmor User Guide

ValueArmor by CourthouseUSA is your best defense for a fair value by utilizing an unbiased statistical model developed by mass appraisal expert, Patrick M. O'Connor. It allows you to expand the geographic area of data and market analysis to provide statistical support of estimates of market values with sufficient sales transactions.

Navigation

The ValueArmor Map viewer built using a platform developed by Hexagon Geospatial provides an easy to use interface for viewing the data for commercial properties within your state.

Users can zoom in an out by either using the button located in the lower right corner or by using the mouse wheel. The pan feature allows users to click and drag around the map.
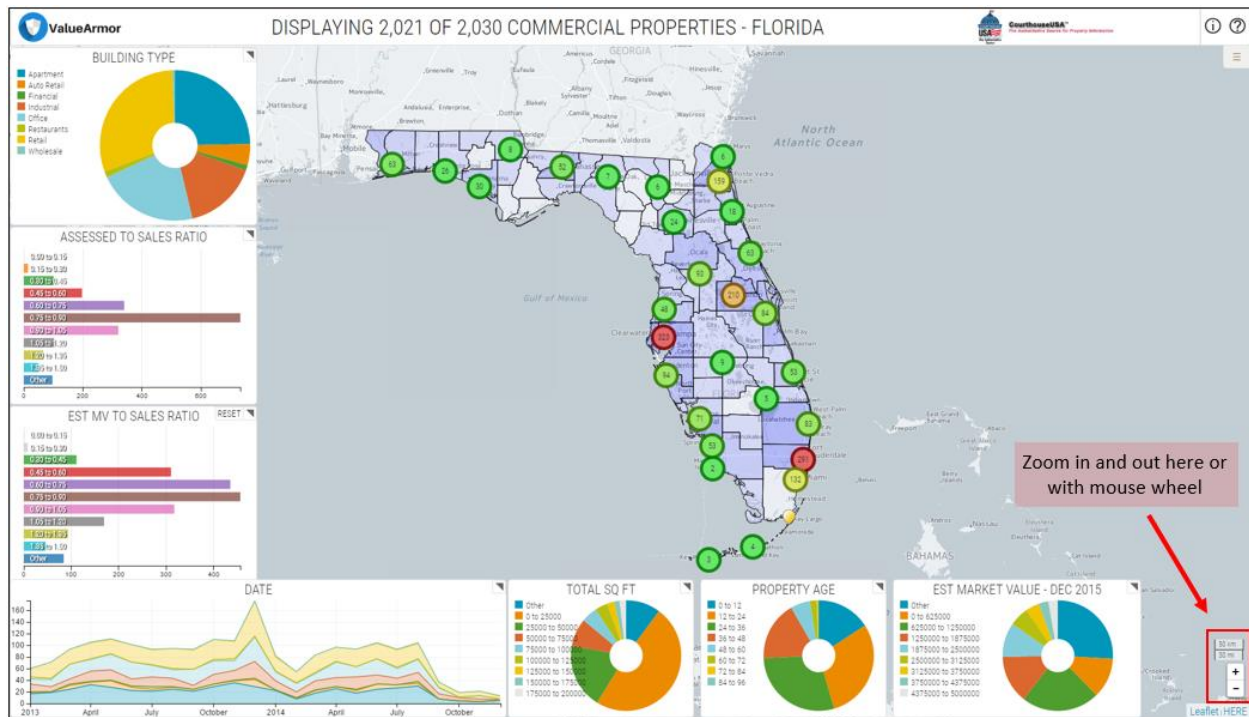
Clustering

The clustering feature helps to easily view the data on the map without excessive overlap of points that are within close proximity to each other. The large circles on the map are labeled with a number representing the number of properties within that particular cluster.
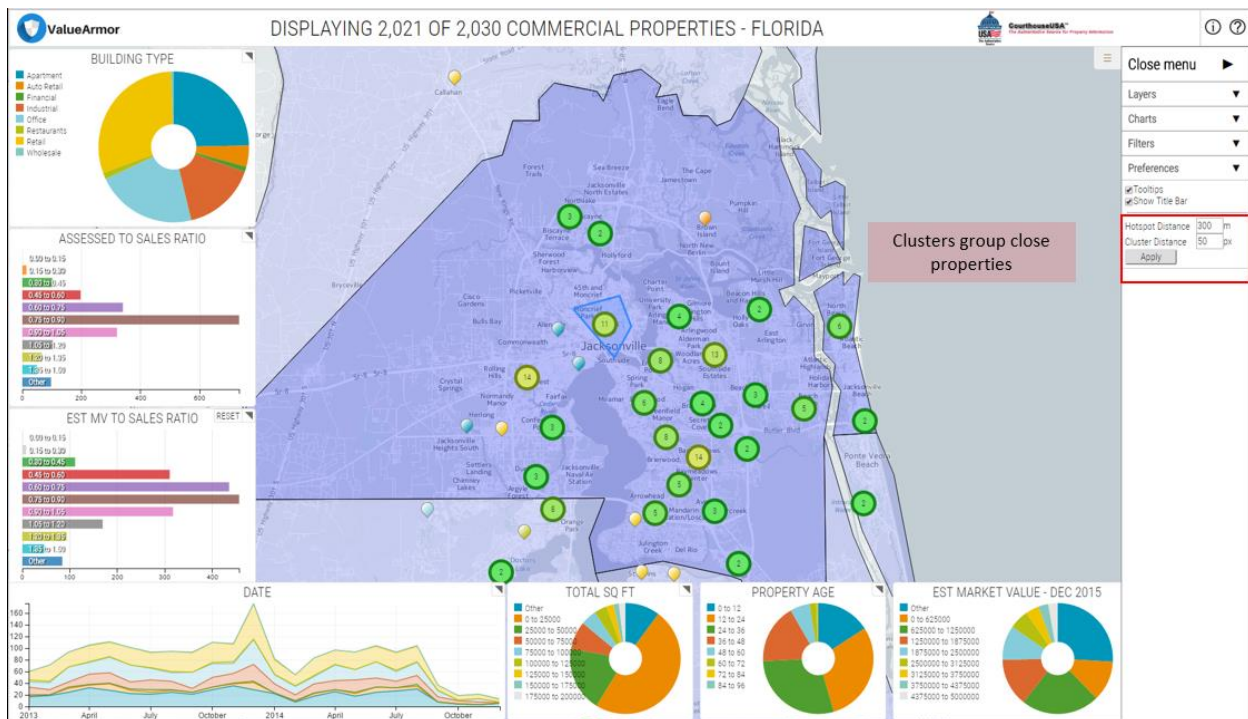
The blue outline around the cluster in the middle of the map is displayed when you hover over that point with your mouse. In this example, the blue box represents the geographic boundary of the 11 properties within that cluster. The cluster distance is user defined and can be changed at any time while viewing the map. The example above shows a cluster distance of 50 while the example below shows a cluster distance set to 1.
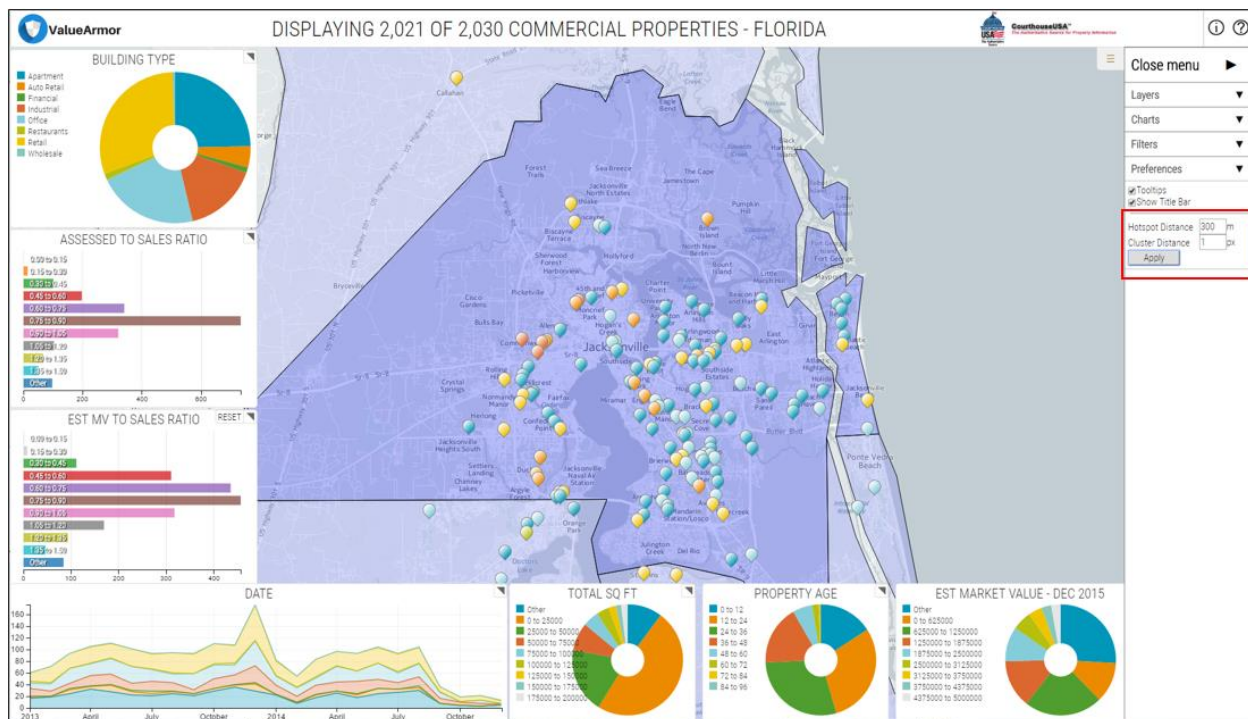
Viewing the Data

The points representing commercial properties are color coded by building type (i.e. Apartment, retail, industrial)
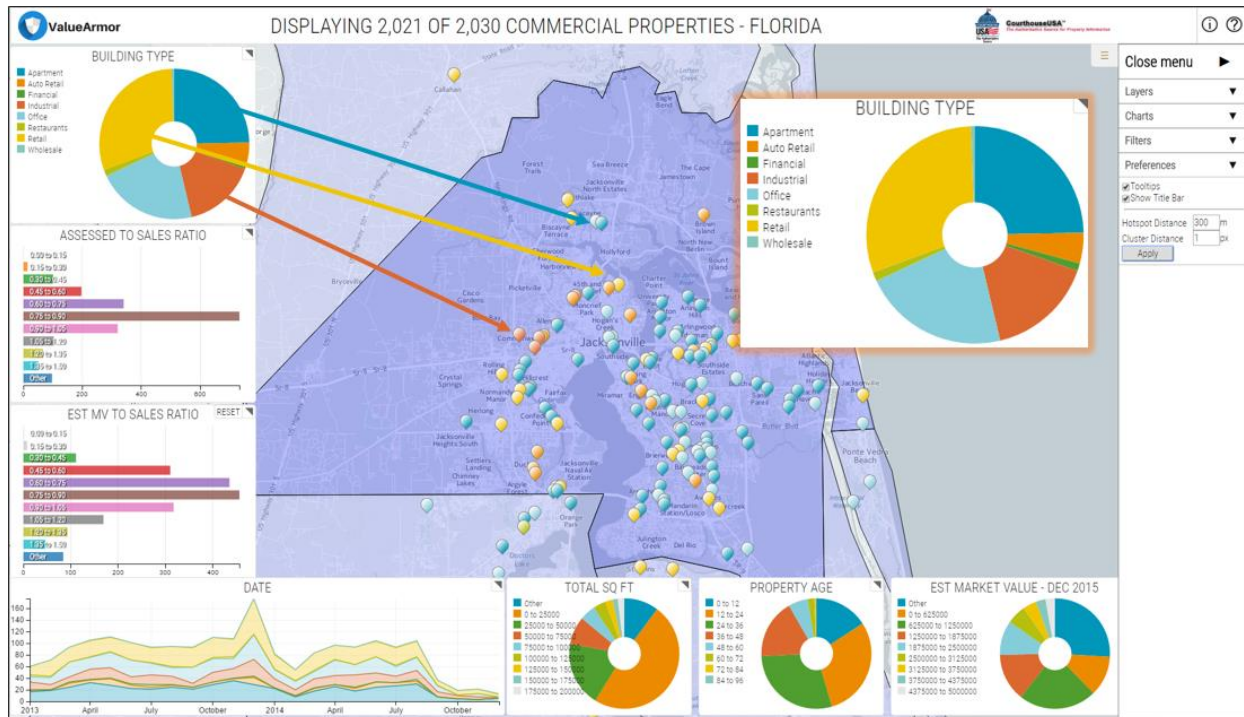
To view the information about a single property, click on the point to pop up an informational window with the associated attributes for that point.

Exporting

User have the ability to selected a clustered point to view the data for all the clustered parcels and to export the data to an Excel format.

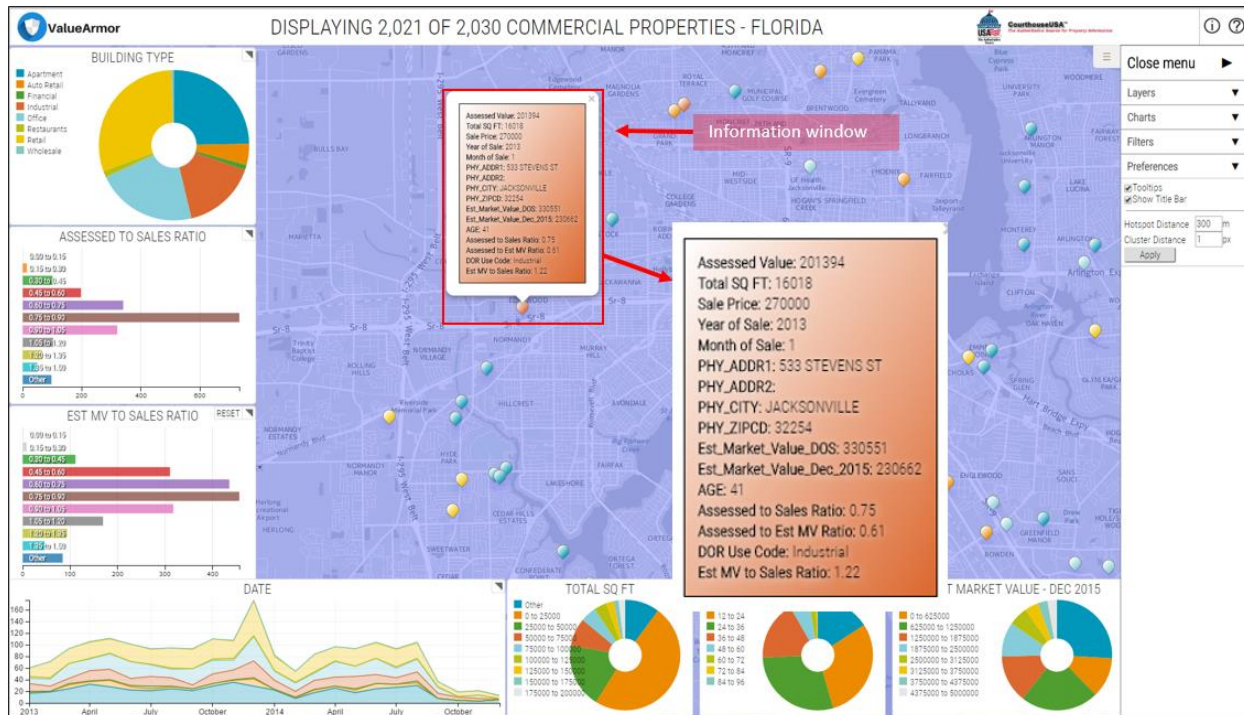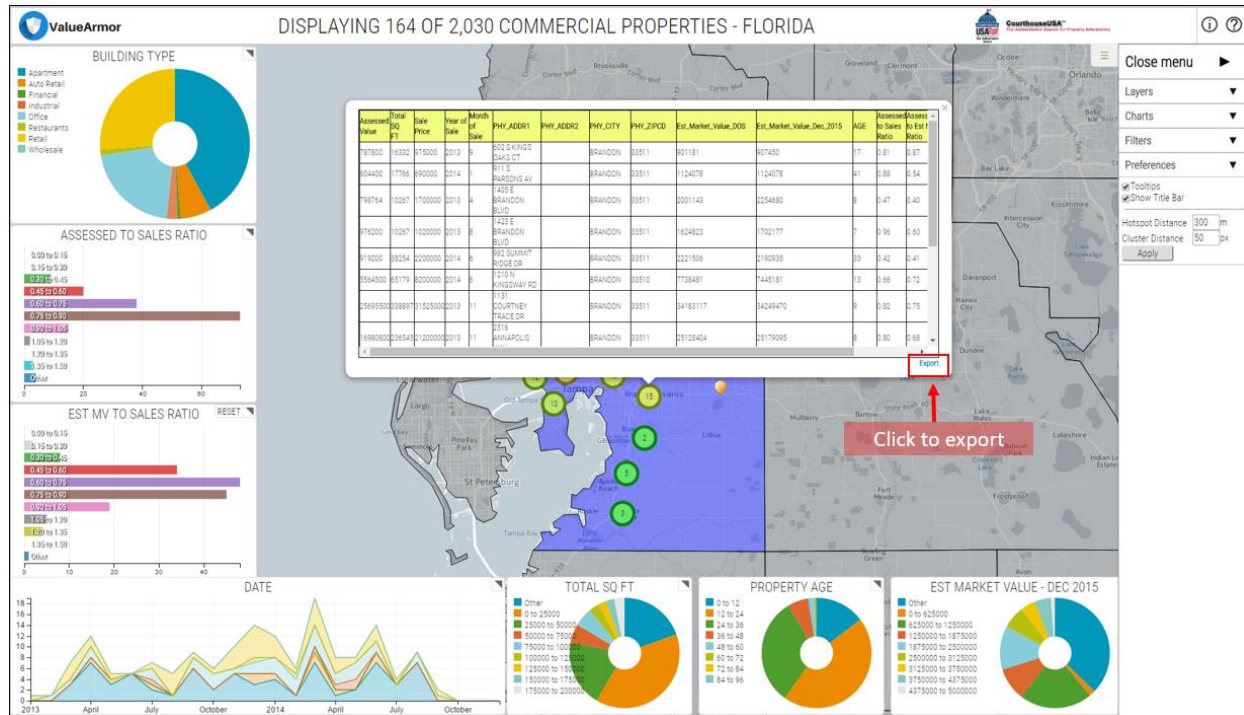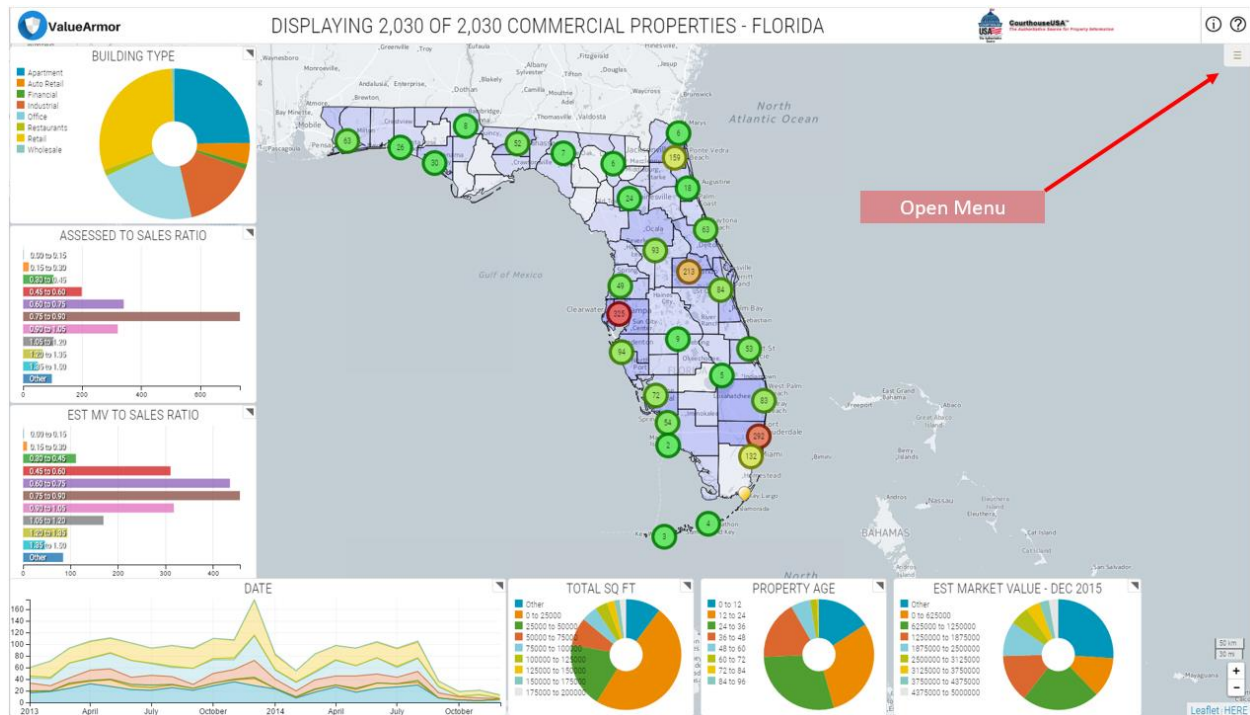| Assessed Value	Total SQ FT	Sale Price	Year of Sale	Month of Sale	PHY_ADDR1	PHY_CITY	PHY_ZIPCD	Est_Market_Value_DOS	Est_Market_Value_Dec_2015	AGE	Assessed to Sales Ratio	Assessed to Est MV Ratio	DOR Use Code	Est MV to Sales Ratio
787800	16332	975000	2013	9	602 S KINGS OAKS CT	BRANDON	33511	901181	907450	17	0.81	0.87	Apartment	0.92
604400	17766	690000	2014	1	911 S PARSONS AV	BRANDON	33511	1124078	1124078	41	0.88	0.54	Office	1.63
798764	10267	1700000	2013	4	1405 E BRANDON BLVD	BRANDON	33511	2001143	2254680	8	0.47	0.4	Retail	1.18
976200	10267	1020000	2013	8	1423 E BRANDON BLVD	BRANDON	33511	1624823	1702177	7	0.96	0.6	Retail	1.59
919200	38254	2200000	2014	6	982 SUMMIT RIDGE DR	BRANDON	33511	2221506	2190935	33	0.42	0.41	Apartment	1.01
5564500	65179	8200000	2014	6	1210 N KINGSWAY RD	BRANDON	33510	7738481	7445181	13	0.68	0.72	Retail	0.94
25695500	338897	31525000	2013	11	1131 COURTNEY TRACE DR	BRANDON	33511	34183117	34249470	9	0.82	0.75	Apartment	1.08
16980800	236545	21200000	2013	11	2516 ANNAPOLIS WAY	BRANDON	33511	25128404	25179095	8	0.8	0.68	Apartment	1.19
19698200	262013	24700000	2013	11	10301 MARSH HARBOR WY	RIVERVIEW	33578	24931302	24976771	16	0.8	0.79	Apartment	1.01
29047500	390732	38800000	2013	6	1210 WESTBURY POINTE DR	BRANDON	33511	38832705	39618208	9	0.75	0.75	Apartment	1
1716577	13591	1880000	2013	12	926 PROVIDENCE RD	BRANDON	33511	1500921	1500921	16	0.91	1.14	Restaurants	0.8
1710700	16263	2300000	2013	3	2119 W BRANDON BV	BRANDON	33511	1721762	1999395	16	0.74	0.99	Retail	0.75
653000	16630	936000	2014	2	110 GORNTO LAKE RD	BRANDON	33510	949618	943740	26	0.7	0.69	Apartment	1.01
1731000	45767	3549400	2014	8	1651 S LAKE MEADOW CR	BRANDON	33510	2842344	2794538	28	0.49	0.61	Apartment	0.8
1839600	33342	2100000	2013	7	615 WARE BV	TAMPA	33619	2400509	2400509	19	0.88	0.77	Office	1.14

Filtering

With 1 click filtering options, users have the ability to quickly narrow down the properties they are searching for that match a single criteria or a combination of criterion. Simply click a colored area on any one of charts to view only the properties within that category. The example below shows 4 properties that are building type of retail, have a low assessed to sales ratio, and square footage between 100,000 and 125,000.

To undo the filtering, click on the "reset" button on each chart. If a user now wants to export the results they can change the clustering level to a larger number to get the 4 sales within a single cluster and export to excel.

Menu

To open the menu, click the 3 line button in the top right corner. The menu contains options for layers, charts, filters, and preferences.

Below are the items in each section of the menu.