



Short-Term Rentals: Making the Sharing-Economy Work for Everyone

Host Compliance helps local governments implement and enforce short-term rental (“STR”) ordinances

Company Overview



- Silicon Valley based start-up company
- Exclusively focused on helping local governments address short-term rental related issues
- Team of seasoned local government technology executives and data-scientists

Services

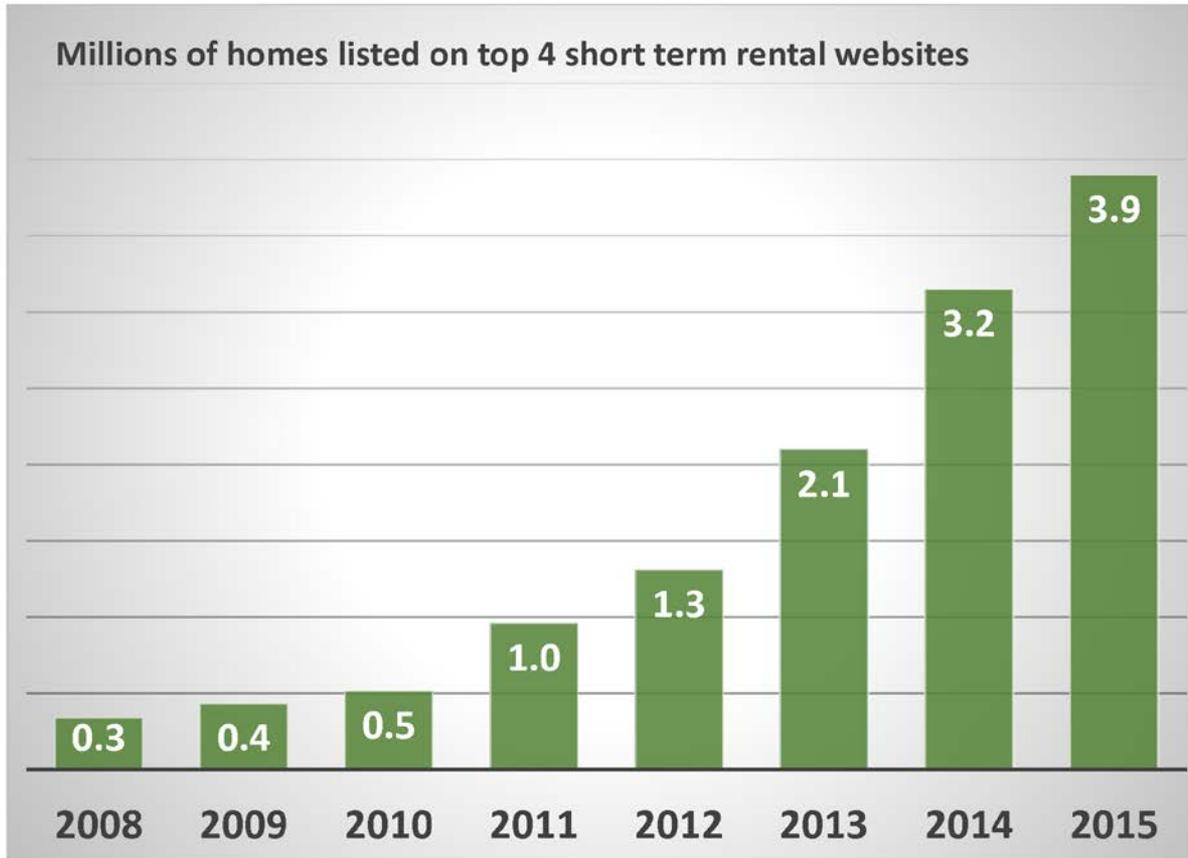
- **Data:** Detailed STR listing and activity data across the 16 top STR websites (~99% of the STR universe)
- **Compliance Monitoring:** Comprehensive suite of solutions to help local governments identify and address non-compliance with STR ordinances
- **Consulting:** We help local governments draft and adopt enforceable STR regulation that fits their specific needs and circumstances

Leading cities and counties are looking to Host Compliance for guidance, data and solutions to their short-term rental challenges



Check <https://hostcompliance.com/clients/> for updates

AirBnb, VRBO and 100's of other vacation rental websites have turned vacation rentals into a booming (underground) economy

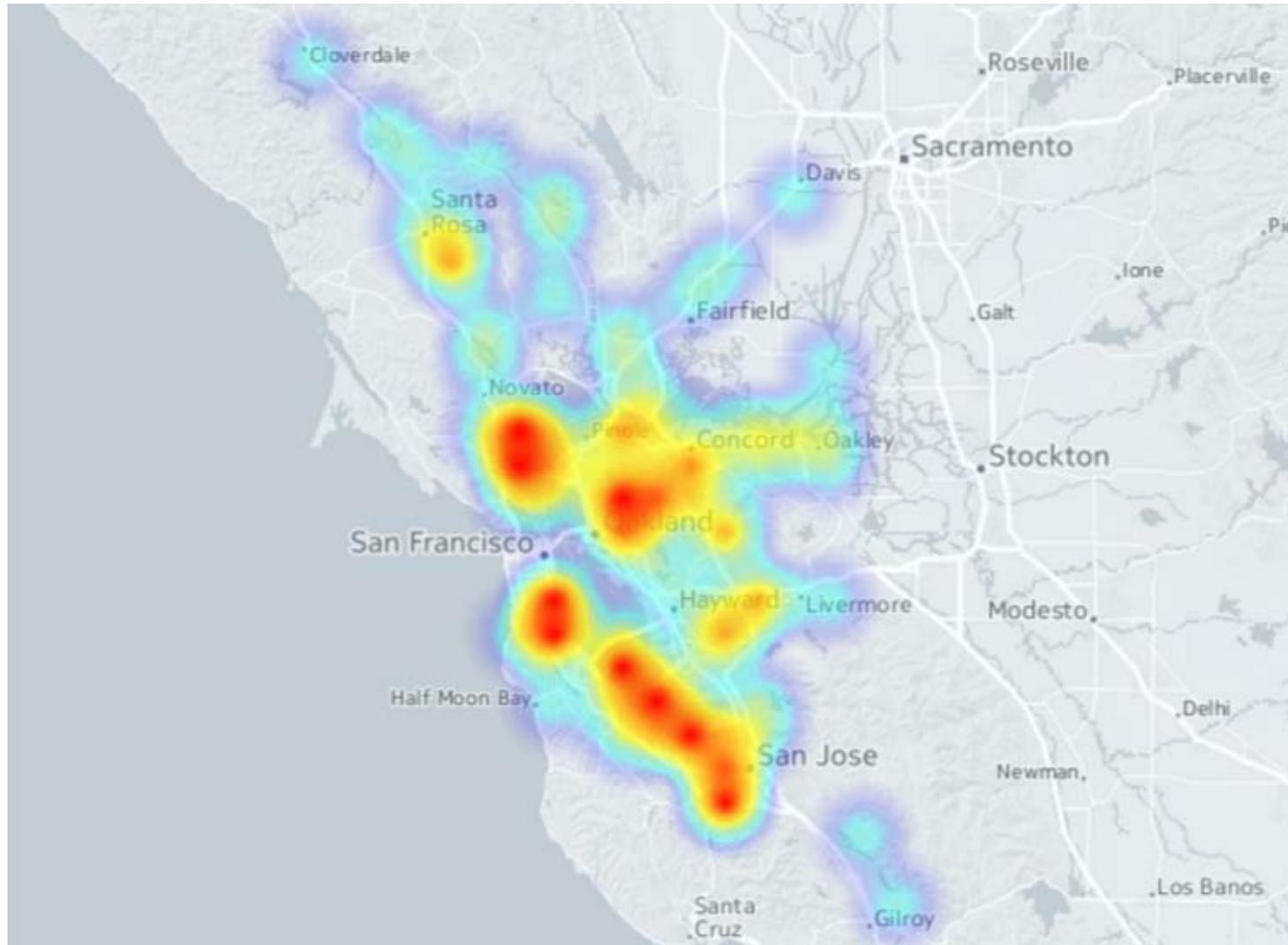


+ 100s of other web platforms

Sources: AirBnB, HomeAway, VRBO and Flipkey



Excluding San Francisco, there are 26,500 active short-term rentals in the Bay Area

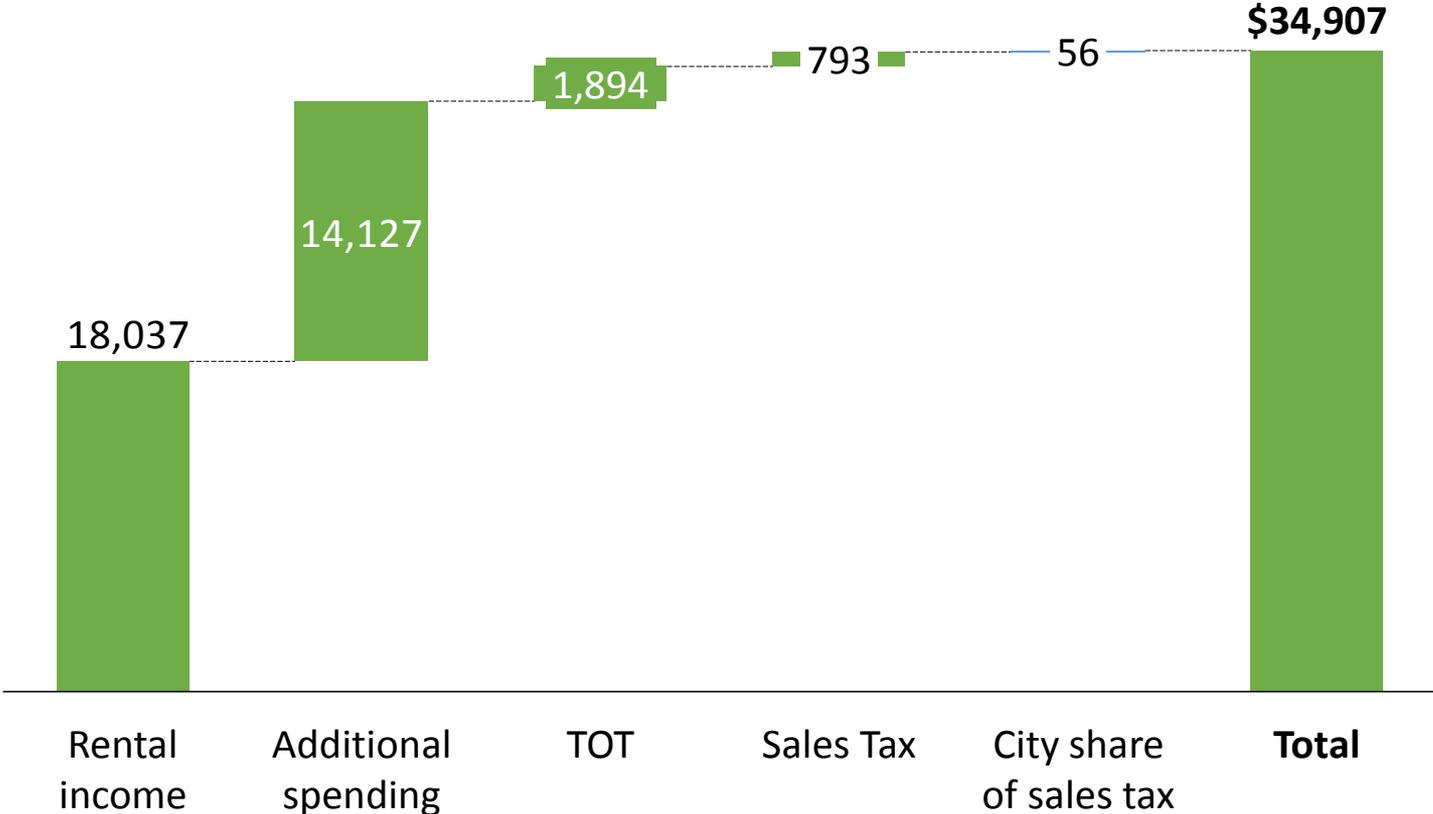


The top local STR markets range from traditional tourist destinations such as Sonoma and Napa to urban areas such as San Jose, Oakland and Santa Clara

Bay Area Ranking	Jurisdiction	Total # of STR Listings	Total # of Unique STR Properties
1	Sonoma County (Unincorporated)	3,592	2,860
2	San Jose	2,829	2,609
3	San Mateo County (Unincorporated)	2,731	2,582
4	Oakland	2,306	2,228
5	Berkeley	1,694	1,611
6	Marin County (Unincorporated)	1,152	1,001
7	Santa Clara	1,022	957
8	Mountain View	870	791
9	Sunnyvale	857	783
10	Palo Alto	783	759
11	Napa County (Unincorporated)	527	498
12	Redwood City	309	293
13	San Mateo County (Unincorporated)	305	280
14	Contra Costa County (Unincorporated)	303	287
15	Daly City	285	274
16	Fremont	282	279
17	Santa Rosa	267	256
18	Cupertino	220	203
19	Milpitas	208	207
20	Santa Clara County (Unincorporated)	202	197

Short-term rentals can drive significant economic growth..

Estimated Annual Economic Impact per STR in the City of San Diego



Source: National University System Institute for Policy Research (October 2015)

...but increased tourist traffic from short-term renters also has the potential to alter neighborhood character while introducing new safety risks, noise issues, trash and parking problems

Increased tourism can change neighborhood character



Visitors don't always know (or follow) local rules



Short-term renters may want to party and have less incentives to keep good neighborly relations



Increased occupancy and short-term renters' "vacation mode" can have negative side-effects



...unregulated (or unenforced) STRs can negatively impact the local economy and regular citizens' impression of their city's ability to effectively protect their interests

- ✓ Cities lose out on tax revenue that could have been invested in improving the quality of life for its residents
- ✓ Conversion of residential units into tourist accommodations results in a tighter housing market, less long-term rental housing units and higher rents
- ✓ Jobs can be lost and wages lowered in the local hospitality industries due to competition from unregulated vacation rentals
- ✓ Limited enforcement can lead to tension between neighbors and the disillusionment with local government

Unfortunately manual compliance monitoring and enforcement is ineffective and prohibitively expensive

- ✓ Rental property listings are spread across 100s of different websites
- ✓ Manually monitoring 100s of properties is practically impossible as listings are constantly added, changed or removed
- ✓ Address data is hidden from listings making it time-consuming or impossible to locate the exact properties and identify owners
- ✓ It is practically impossible to collect taxes as there is no easy way to find out how often the properties are rented and for how much
- ✓ The vacation rental platforms refuse to provide the detailed data necessary for enforcing local ordinances
- ✓ Manual compliance monitoring and complaint-based enforcement often leads to claims of selective enforcement
- ✓ Limited legal basis to evict problematic short-term renters even if several ordinances are violated

Host Compliance's software tools can eliminate costly back-office work and maximize compliance and TOT/permit revenue

Commercially available STR compliance monitoring tools and services



Address Identification Services: Delegate the boring and repetitive detective work to a team of robots. Get an actionable list of addresses!



Compliance Monitoring Services: Deploy technology to automatically monitor websites for compliance and send letters to illegal short-term rental operators (using your city's form letters)



Rental Activity Monitoring Services: Automatically scan STR listings for signs of rental activity to easily identify tax evasion

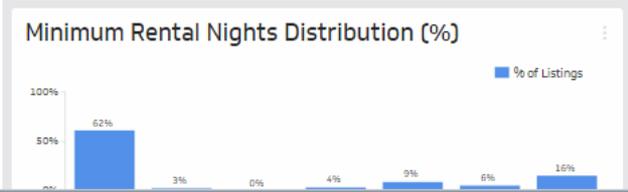
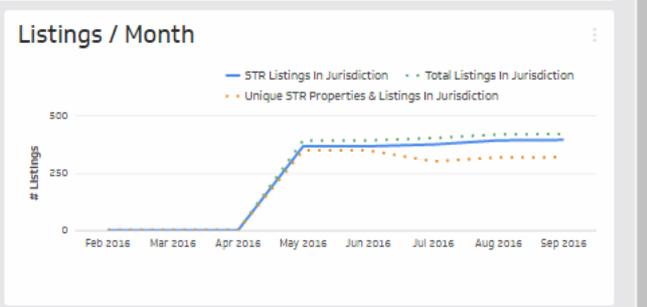
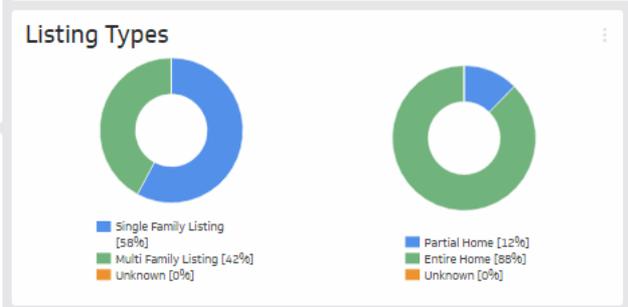
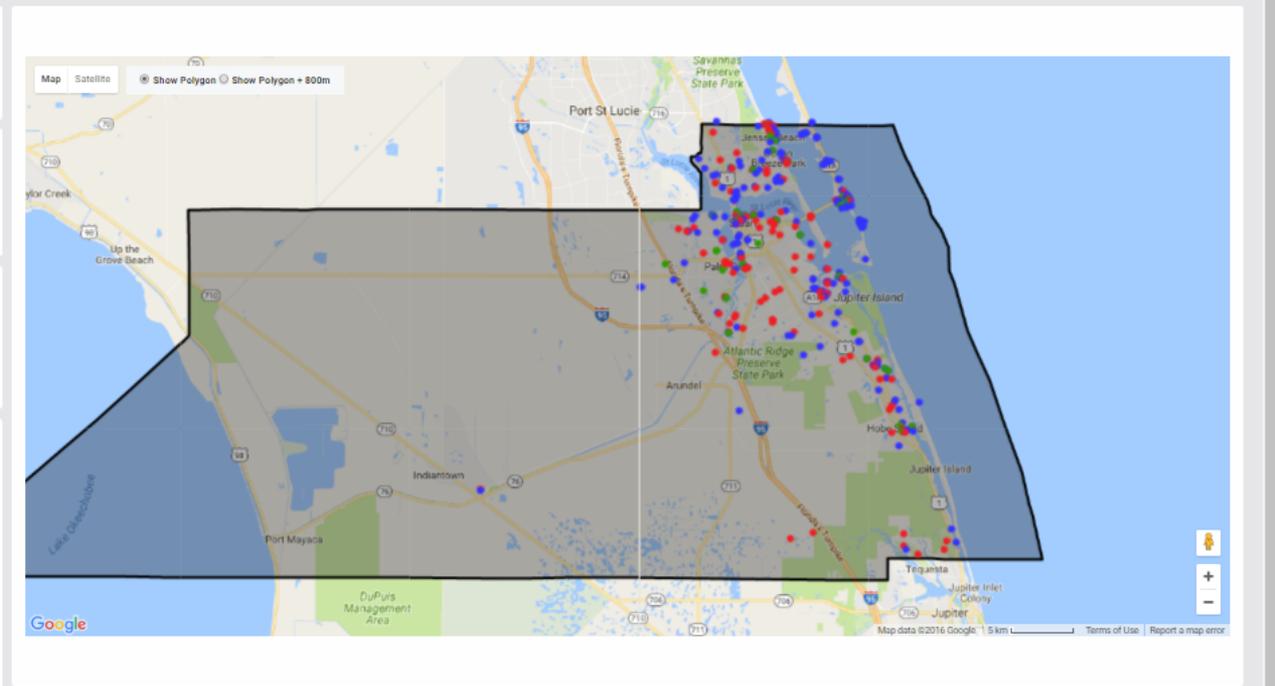
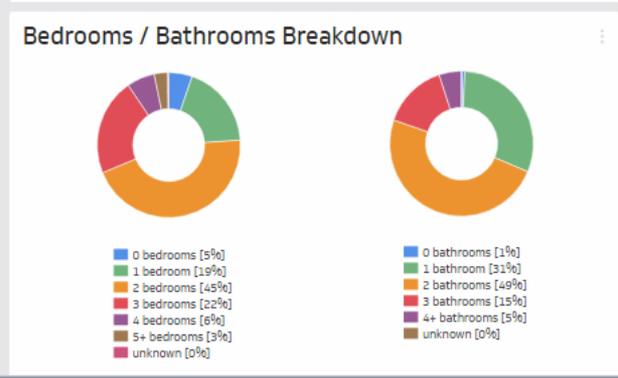


Dedicated Hotline Services: Improve responsiveness and get actionable data by setting up a 24/7 hotline for neighbors to report non-emergency STR problems

343
STR Properties in or near Jurisdiction

132
STR Listings in or near Jurisdiction Added Last Month

95.3%
STR Properties in or near Jurisdiction successfully identified



Listings that have been identified

Parcel Number	Host Complian... Listing ID	Meets STR Definition	Listing's First Activity Date	Listing Site	Listing Title	Listing URL	Identified Address	Identified Unit Number	Identified Jurisdicti...	Owner Name	Owner Address	Listing's Minimum Nights Require...	Listing Room Type	Match Validation Page	Short-term Rental Permit Number	Short-term Rental Policy
34384...	fli2129...	true	Sep 08, 2016	fli	NEW! Lovely 2BR Hobe Sound House w/Priv... Porch!	https://sound-vacatio...rentals...	7063 Southe... Bluebird Circle, Hobe Sound, FL, United States		Uninco... Martin County	KIEFER ERIC C	2801 SAGEM... AVE, PITTSB... PA 15226		Entire home/a...	Validat... URL		
26394...	fli4817...	true	Sep 08, 2016	fli	Tropical Home with heated pool & wifi near beaches	https://sound-vacatio...rentals...	11900 Indian River Drive North, Hobe Sound, FL, United States		Uninco... Martin County	JAFFE, ALAN & LINDA	11910 SE INDIAN RIVER DR N, HOBE SOUND, FL 33455		Entire home/a...	Validat... URL		
31374...	fli8989...	true	Sep 08, 2016	fli	BEACH... BEAUTY Hutchi... Isl Marriott Resort!	https://island-condo-rentals...	379 Northe... Tradew... Lane, Stuart, FL, United States	1-104	Uninco... Martin County							
05384...	fli1138...	true	Sep 08, 2016	fli	The Tree House	https://vacatio...rentals...	512 South... Saint Lucie Crescent, Stuart, FL,	13	Stuart	BURRO... ALAN S	512 SW ST LUCIE CRES, STUART, FL 34994					

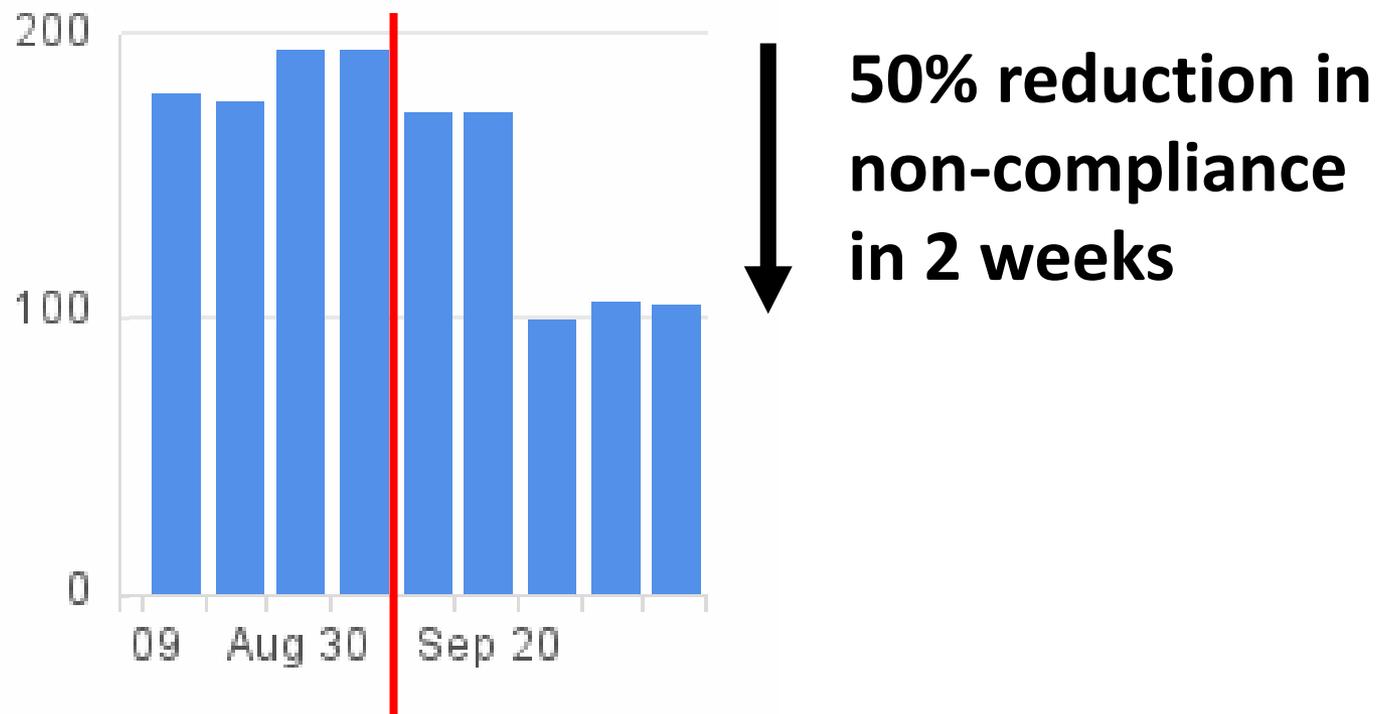
Share

- Download as

Host Compliance's tools have proven to be very effective

Hermosa Beach, CA Case Study

Illegal STR Properties in Hermosa Beach



Host Compliance Begin Sending Letters to Illegal STR operators

Contact info

Please feel free to contact us anytime if you have any questions about short-term rental regulation and how to best address the associated monitoring and enforcement challenges.

Ulrik Binzer

binzer@hostcompliance.com

857.928.0955

www.hostcompliance.com