



Making Short-Term Rentals Work for Everyone in Denver

Agenda

- Host Compliance Overview
- Context: Why Enforcing STR Ordinances is Hard
- How we Help Denver Achieve Compliance
- Other Ways we Could Help
- Q&A

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 easily identify and address non-compliance with STR related regulations
- **Consulting:** We help local governments quickly and painlessly draft and adopt enforceable STR regulation that fits their specific needs and circumstances

Leading cities across North America are looking to Host Compliance for guidance and solutions to their short-term rental challenges



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

What we believe...

Our vision:

“a world in which the sharing economy works for everyone”

Our mission:

“To be the leading independent and trusted third party that local governments turn to for data, tools and impartial advice on how to best adopt and enforce fair and effective sharing economy rules”

What we believe:

- ✓ Regulation of short-term rentals should be done at the local level
- ✓ Full bans are unfair and don't work
- ✓ Smart and targeted regulation combined with effective compliance monitoring and enforcement can effectively address all potential problems
- ✓ Local governments need simple and cost-effective tools to manage compliance
- ✓ Compliance monitoring must take place across all rental platforms
- ✓ Governments must make it easy to comply with the rules

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Context: Manual STR 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
- ✓ For STR properties listed on most platforms 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 generally won't provide the detailed data necessary for enforcing local ordinances
- ✓ Manual compliance monitoring and complaint-based enforcement often leads to claims of selective enforcement

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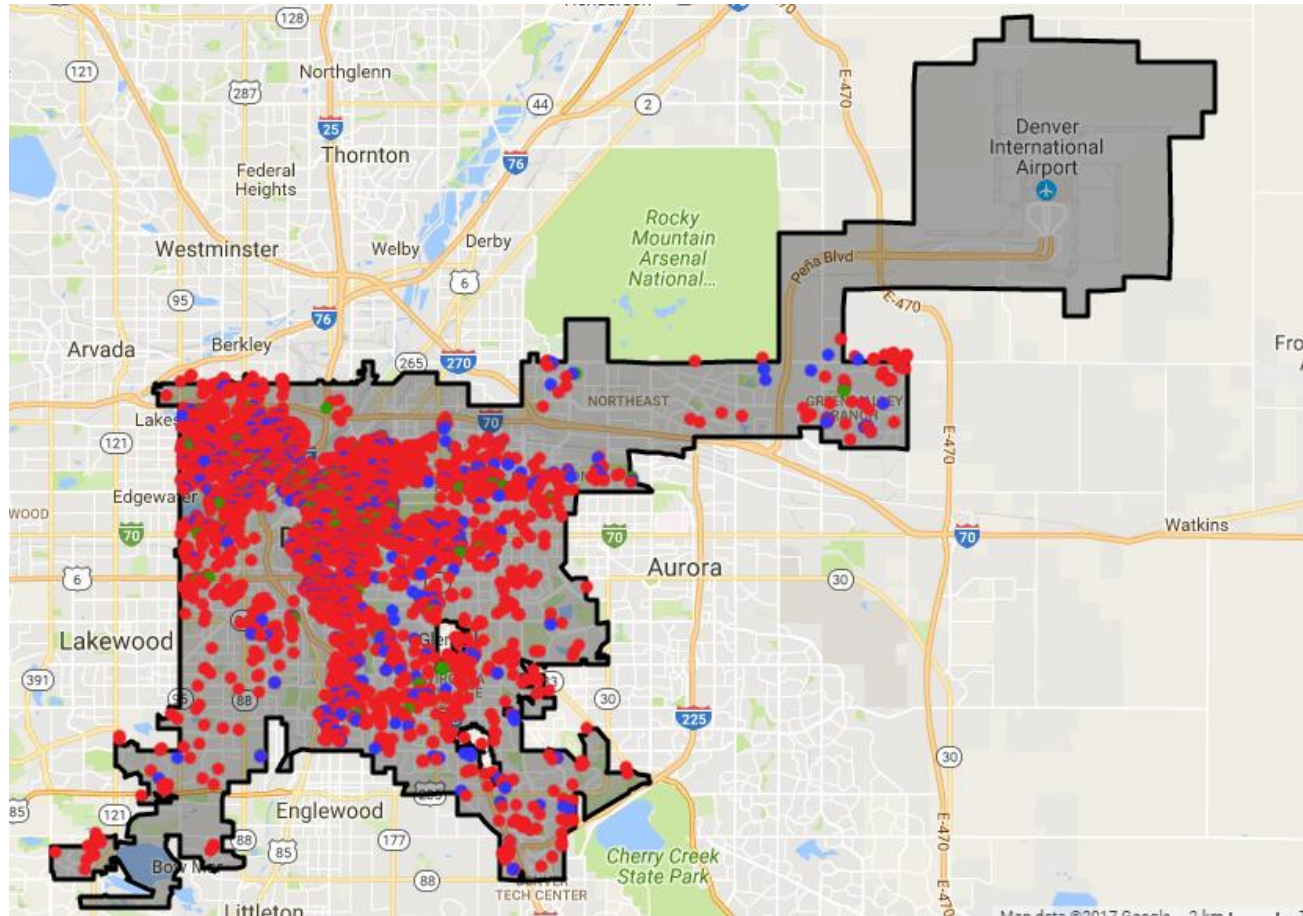
Denver has subscribed to Host Compliance's Address Identification Service which makes it easy to track identify non-registered STRs

Service Overview:

- Weekly scans of the 22 largest STR website representing ~99% of the City's available STR inventory
- Scans done at random days/times to eliminate "gaming"
- Full page screenshots captured of all listing on a weekly basis
- Weekly reports with complete address information and screenshots of all identifiable STRs in the community

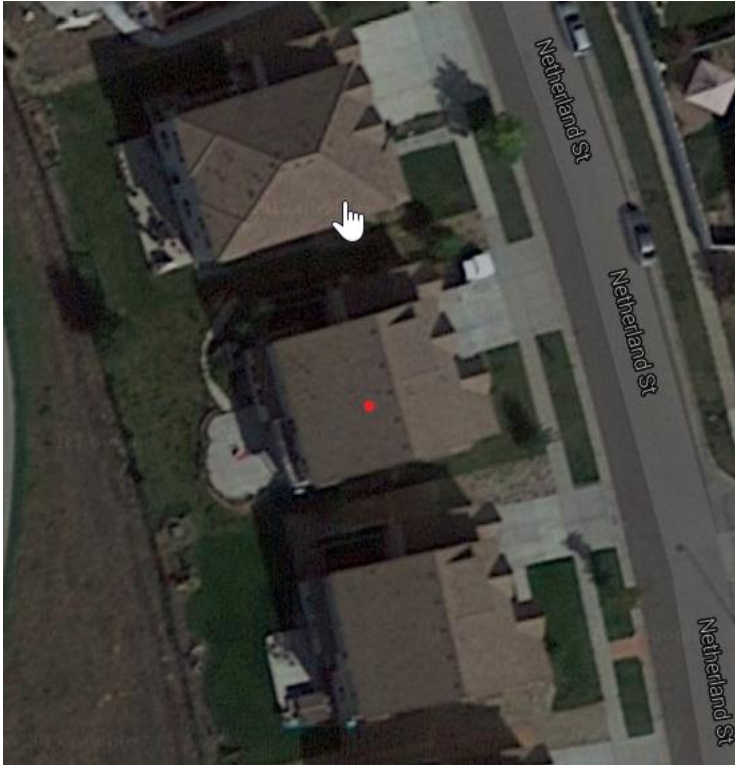
Data and Report Examples (1/3)

There are currently 3,240 STRs in Denver



Data and Report Examples (2/3)

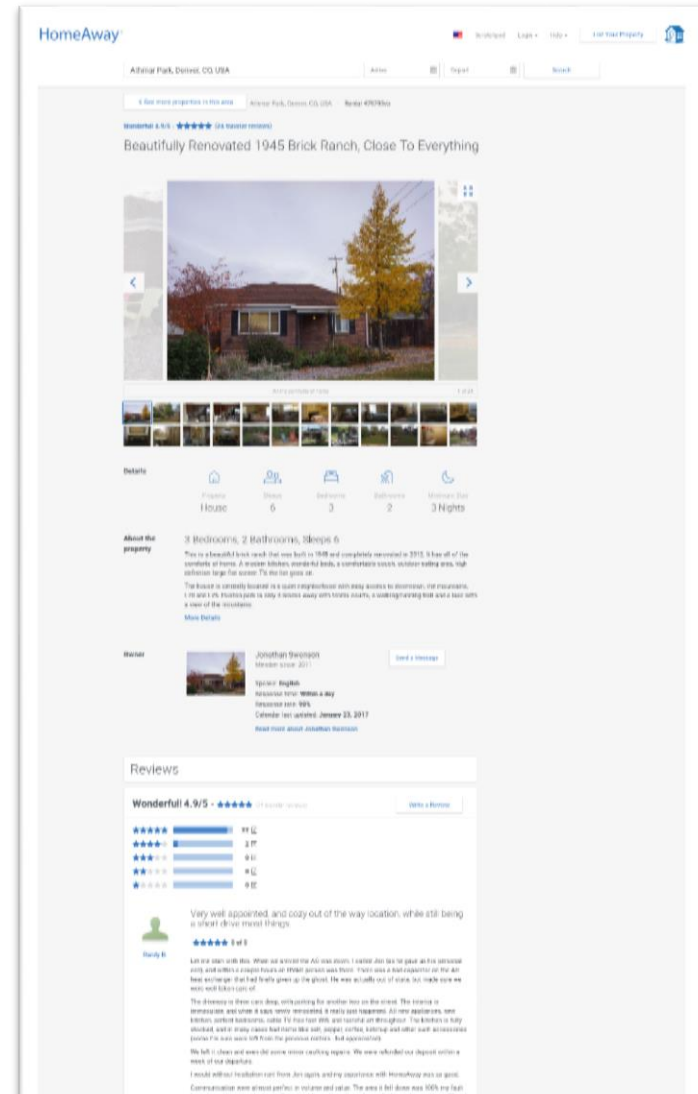
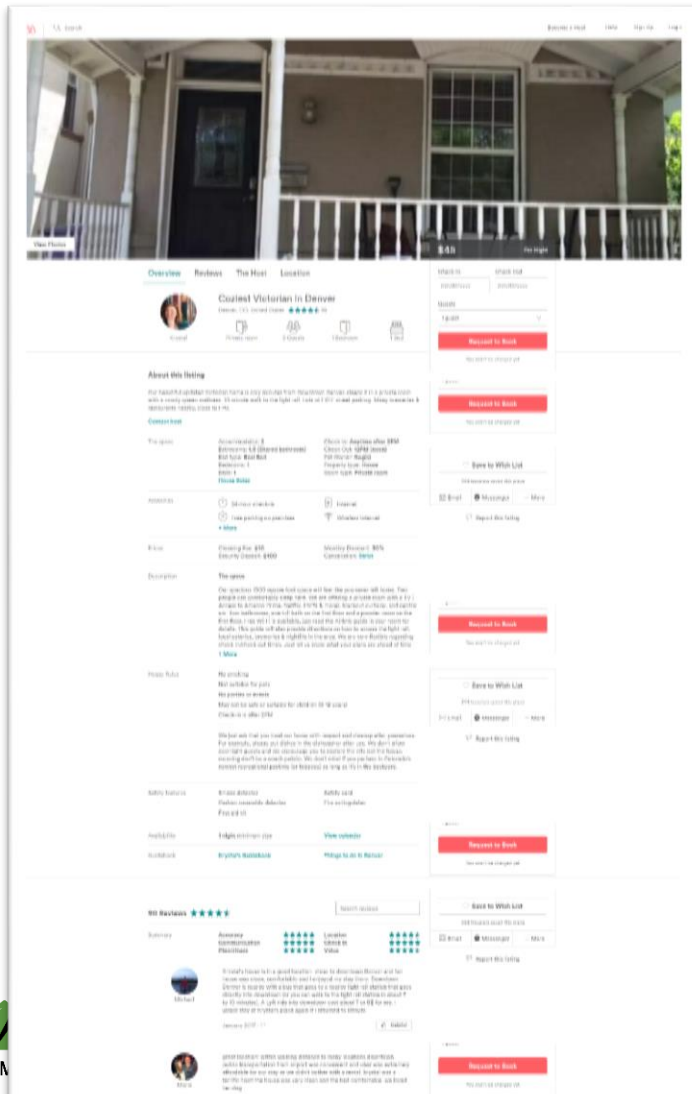
Host Compliance Provides Detailed Location Data:



- Address
- Unit
- Parcel Number
- Owner Name
- Owner's Mailing Address
- ...and more

Data and Report Examples (3/3)

Full Page Screenshots Captured Weekly



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Host Compliance's other services could augment other aspects of Denver's STR compliance monitoring and enforcement capabilities



Compliance Monitoring Services: Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators (using the municipality's form letters)



Rental Activity Monitoring Services: Ongoing monitoring of STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



Dedicated Hotline Services: 24/7 staffed telephone and email hotline for neighbors to report and substantiate non-emergency STR problems

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Contact info

Please contact us 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

(415) 715-9280

www.hostcompliance.com