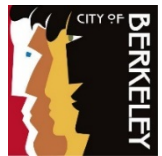
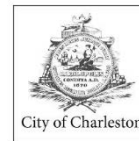




Cost-effective solutions to Hapeville's short-term rental registration, compliance monitoring, fraud, audit and enforcement challenges

More than 300 of North America's leading cities and counties are looking to Host Compliance for guidance, data and solutions to their short-term rental challenges

Select Major City/County Clients



In Georgia we are currently partnering with 6 local jurisdictions to address their STR related challenges

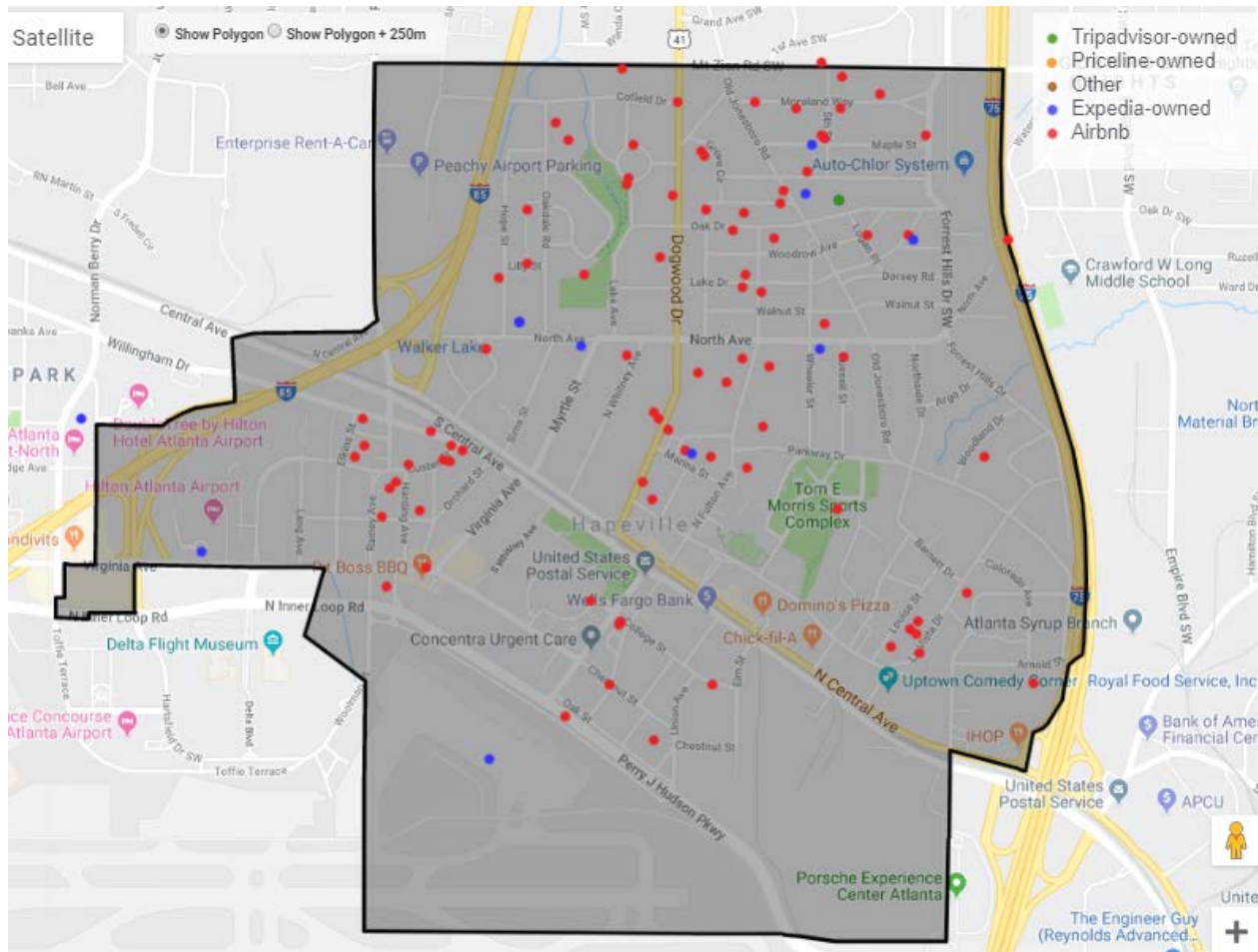
- Putnam County
- City of Columbus
- City of Sandy Springs
- Cartersville-Bartow
County
- City of Brookhaven
- Hall County
- Forsyth County

Agenda

- Introductions
- USA and Hapeville Market Context
- The Host Compliance Solution
- Discussion and Next Steps

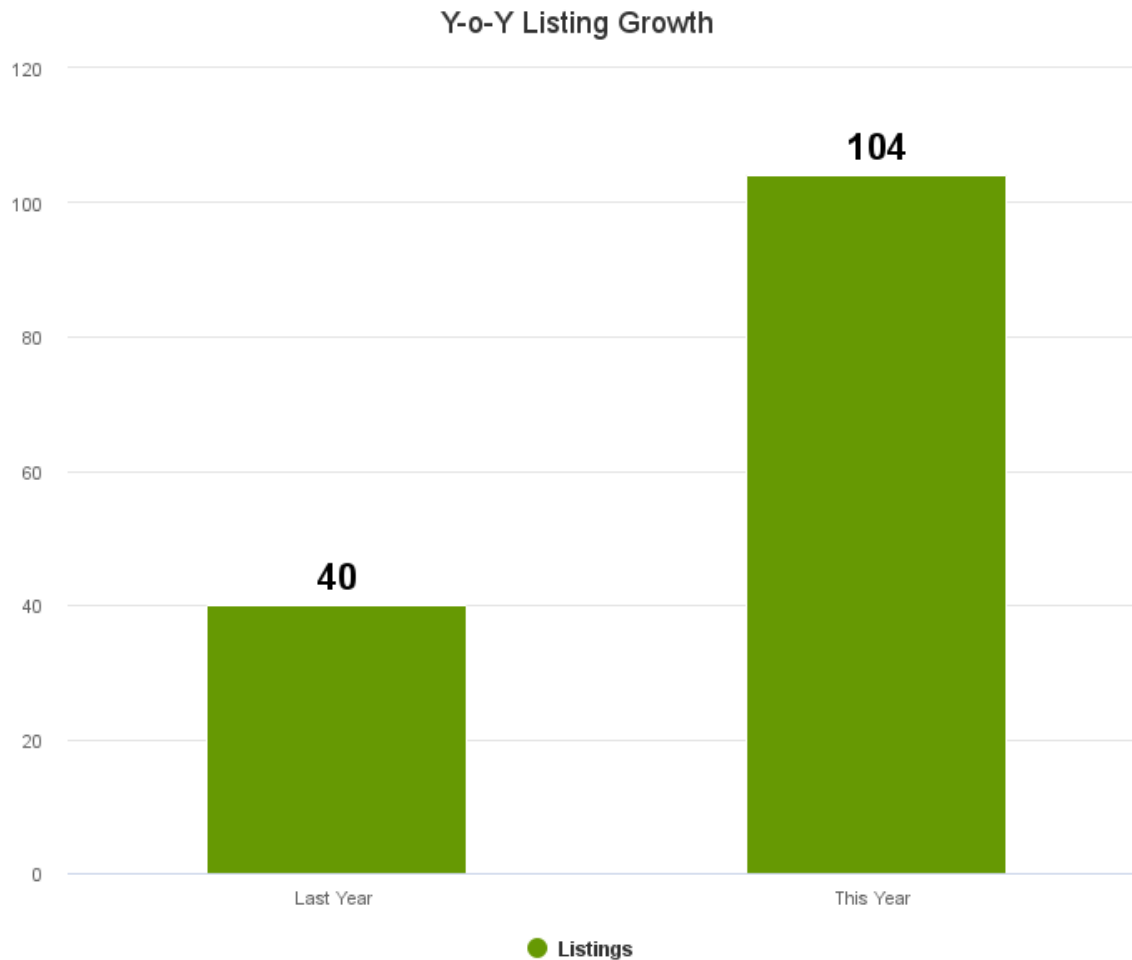
...and in Hapeville we have identified 104 listings, representing 99 unique rental units*

Short-term rentals in Hapeville as of October, 2019



* Host Compliance's pricing is based on the count of listings and rental units that would need to be analyzed and monitored for compliance. In terms of listings, this number is 113 as we will expand our search area by several hundred yards beyond the borders of Hapeville to capture all relevant listings. Source: Host Compliance Proprietary Data

The number of short-term rental listings has grown 160% in Hapeville over the last year



160%
*YoY Listing
Growth*

Counting only unique rental units, Hapeville has seen 154% growth since last year



154%
*YoY Rental
Unit Growth*

The Bad: Short-term rentals can displace long-term tenants, alter the neighborhood character and raise legitimate parking, noise, safety, trash and fairness concerns

Conversion of long-term rentals into STRs can affect housing availability



Increased tourism can change the neighborhood character



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



Short-term renters may not care about keeping good neighborly relations



Increased occupancy can have negative trash related side-effects

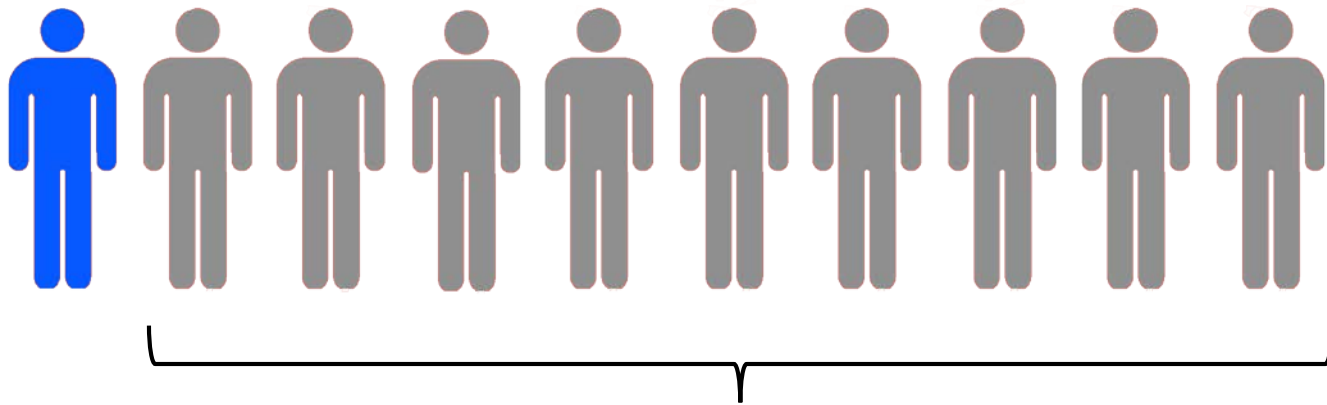


Unfair competition from VRBOs can cause conflicts and hotel job losses



Without proper enforcement, only a fraction of short-term rentals will get registered and pay their fair share of taxes

IN GENERAL LESS THAN 10% OF STR OWNERS VOLUNTARILY GET REGISTERED AND PAY ALL OF THEIR TAXES



Large potential for increasing
permit/license/registration fee income and
tax revenues

Agenda

- Introductions
- USA and Hapeville Market Context
- The Host Compliance Solution
- Discussion and Next Steps

Host Compliance's software and services can address all Hapeville's short-term rental related challenges



Mobile-Enabled Registration and Tax Collection: Mobile/web forms and back-end systems for streamlining registration and tax collection processes and capturing required documentation, signatures and payments electronically



Address Identification: Automated monitoring of 50+ STR websites and online dashboard with complete address information and screenshots of all identifiable STRs in Hapeville's jurisdiction



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



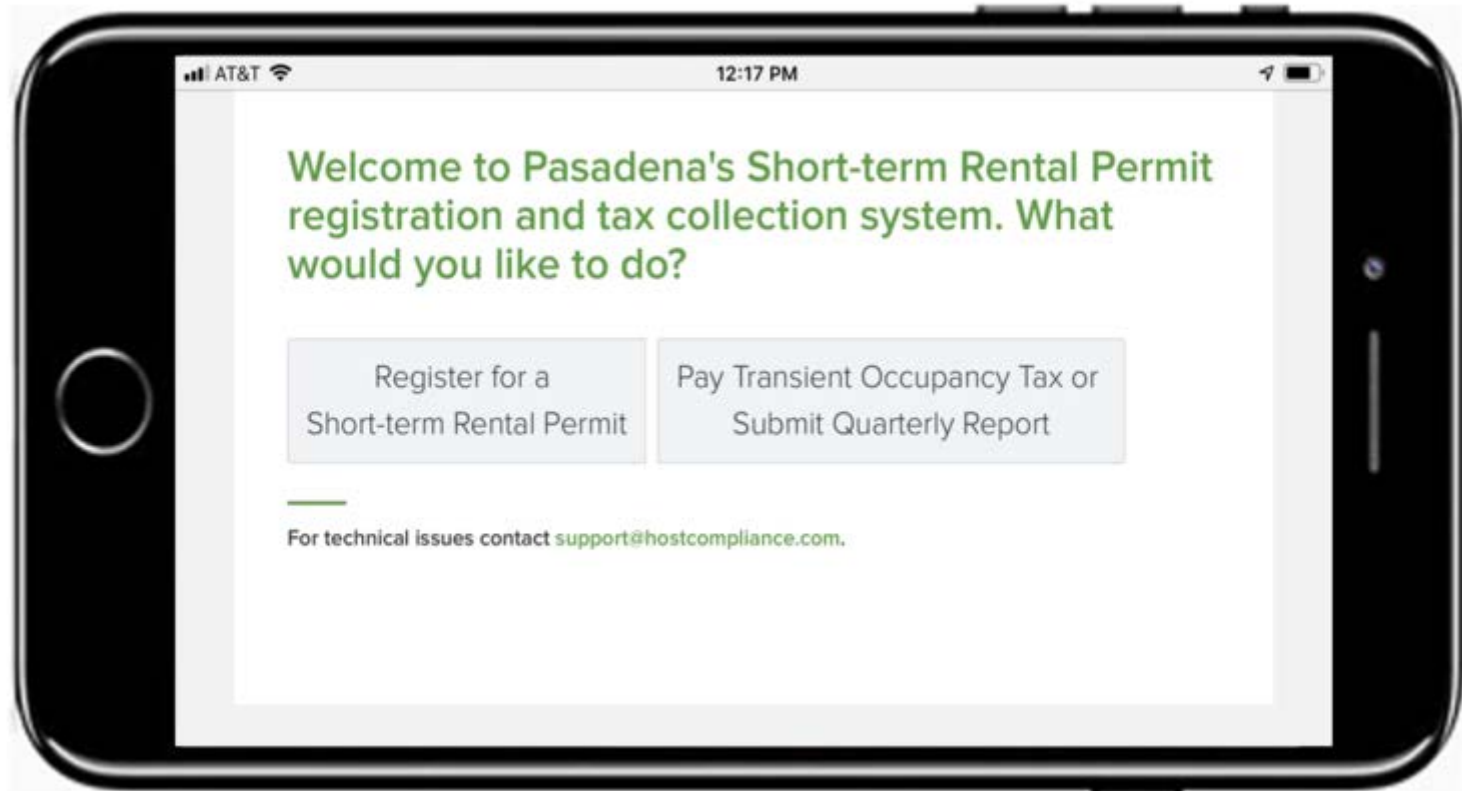
Rental Activity Monitoring and Tax Calculation Support: Ongoing monitoring of Hapeville's STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



Dedicated Hotline: 24/7 staffed telephone hotline and online platform for neighbors to report non-emergency STR problems, submit evidence and initiative automatic follow-up activities



Mobile-Enabled Registration/Tax Collection: Simplify Hapeville's registration/permitting/tax collection process and significantly reduce the administrative costs on the back-end



Mobile-Enabled Registration/Tax Collection: Make it as easy to register, submit documentation and pay for your STR license/permit/taxes as it is to make a purchase from Amazon.com

We customize the online workflow to meet Hapeville's specific Ordinance requirements

The user-experience is designed to delight citizens, reduce errors and guide applicants through the process



Clearly lays out necessary documents for registration

If applicant is not eligible for STR permit (i.e., not a primary residence), site does not allow user to proceed (and waste his/her time)

We let hosts pay their registration fees and taxes whichever way they prefer



We collect supporting documentation and electronic signatures to ensure compliance with all laws

By sending my electronic signature, I certify under penalty of perjury that this information in this application and in the supplemental forms is complete and accurate and that I have read and agree to comply with the City's Short-Term Rental Ordinance including, but not limited, to the following regulations:

- The total number of guests is limited to 3 guests per bedroom plus 2 additional guests.
- There can be no more than 6 guests in the entire unit at any one time.
- Guests cannot hold commercial meetings such as fundraisers, seminars, wedding receptions, etc.
- Storage exceeding the amount allowed is prohibited.
- Parties for all guests must be provided on-site.
- The short-term rental permit cannot be used for any other purpose including online platform, advertisements, etc.
- The City of Atlanta will conduct random inspections of the short-term rental permit. If a permit is found to be in violation, the permit will be suspended.
- On a quarterly basis, I will remit the Short-Term Rental Fee along with the number of nights that my property was short-term rented and a sum of the revenues collected.

Ulrik Binzer

Date/Signature

For technical issues contact support@happcompliance.com.

Host Compliance systematically captures data from 54 major short-term rental platforms every 3 days

- Abritel
- Agoda.com
- Airbnb.com
- AlugueTemporada
- BedandBreakfast.com
- Belvilla
- Bookabach
- Booking.com
- Bungalo
- CanadaStays
- Cofman
- CyberRentals
- Dobovo
- e-domizil
- Evolve
- Expedia.com
- Flat4Day
- Flipkey.com
- Great Rentals
- HolidayLettings.com
- HomeAway.co.uk
- HomeAway.com
- HomeAway.com.au
- HomeAway.de
- HomeAway.es
- Homelidays.com
- HomeLike
- HomeStay
- HouseTrip.com
- HRS Holidays
- Kozaza
- LoveHomeSwap
- LuxuryRetreats.com
- MountainSkiTrips
- Niumba.com
- Novasol
- Orbitz
- OwnersDirect
- PerfectPlaces
- Stayz.com.au
- Toprural.es
- travelmob.com
- TravelStaytion
- Tripadvisor.com
- TripBeat
- Tripz
- Vacasa
- VacationCandy
- VacationRentals.com
- Villas.com
- VRBO.com
- WeNeedAVacation
- Wimdu
- 9flats.com

Address Identification: Our proprietary address identification technology and processes makes it possible to easily monitor Hapeville's STR market and find the addresses and owners of all identifiable STRs

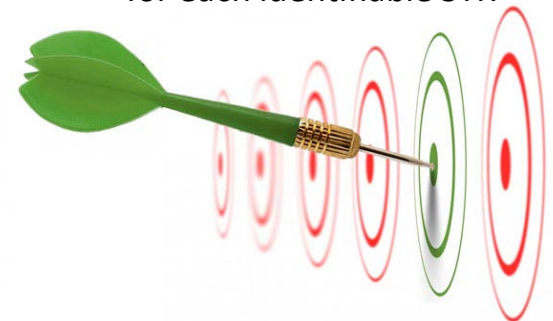
Step 1: We scan the world's 50+ largest STR websites for all listings in Hapeville



Step 2: We geocode each listing and extract as much information as possible to allow our AI models to narrow down the list of possible address/owner matches



Step 3: We combine AI and human analysts to identify the exact addresses and owner information for each identifiable STR



Address Identification: While scanning each STR platform every 3 days, Host Compliance captures listing status, metadata and full-screen screenshots which are time-stamped and made available to our clients in real time

Search

Become a host Help Sign up

May 17, 2019 9:14pm

Share

View Photo

Stunning Entertainment Home North Nashville

Goodlettsville

Entire house

Jonny is a Superhost
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Sparkling clean
6 recent guests said this place was sparkling clean.

Self check-in

Jonny

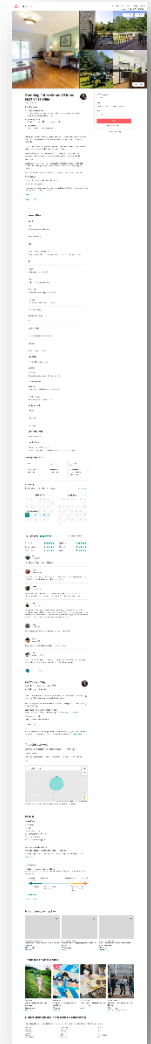
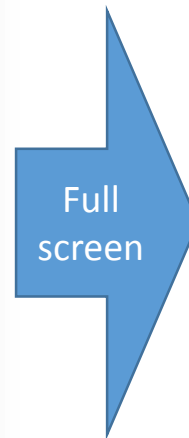
\$179 per night
★★★★★ 14

Dates
05/19/2019 → Checkout

Guests
1 guest

Book

You won't be charged yet

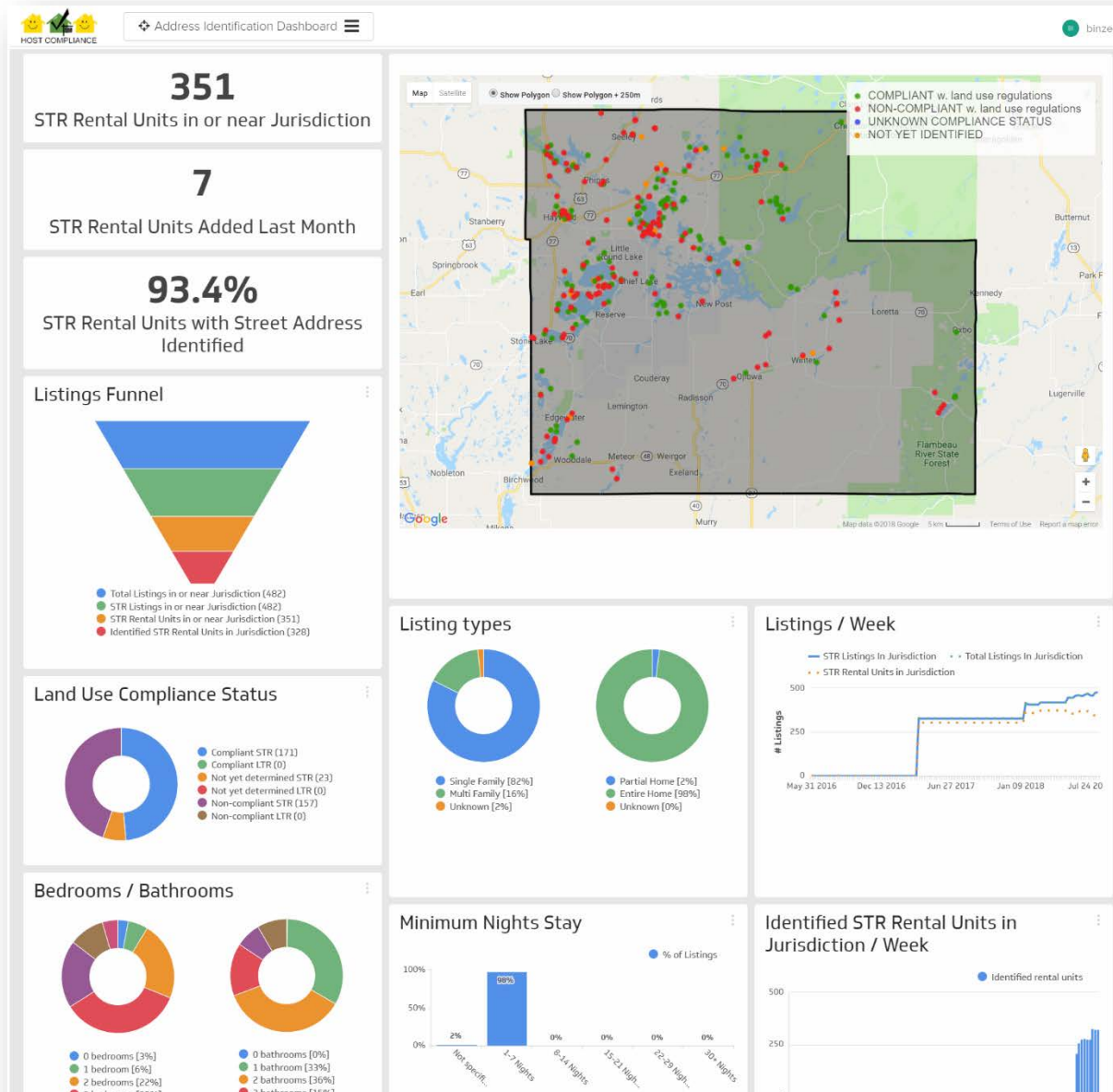


Address Identification: The data and screenshots we collect are made available to authorized city personnel in an easy to use online dashboard and records management system

The screenshot displays a web browser window with the URL `Matched property listing`. The page is titled "Host Compliance" and features a "My Dashboard" link. A green status indicator shows "Active Identified" with a checkmark and a "PRINT" button. Below this, a section titled "Address Match Identification Report" shows a match for listing ID "VRBO - 321579566-126883". The main content area is divided into two columns. The left column contains a large photo of a living room with a brown leather sofa and a fireplace, with four smaller thumbnail photos below it. The right column features a Google Street View image of a house with a large tree in the foreground. Below the Street View are four smaller thumbnail images. At the bottom, a "Matched Details" section shows the "Analyst" as "LNY3" and the "Explanation" as "House number visible in listing photo and full name matches tax records." A "Owner Name Match" section is also visible at the bottom.

The screenshot shows a web browser window with the URL `Matched property listing`. The page is titled "Listing Details" and displays information for a property in San Francisco, CA 94110, US. The "Listing URL" is `iframe.vacationrentalsapi.com/property/5f6e6v3oca7yMy+P?geid=16000506805688key=...`. The "Listing Status" is "Active". The "Host Compliance Listing ID" is `VRBO - 321579566-126883`. The "Listing Title" is "Mountain Hideaway with Modern Conveniences, Pet-Friendly". The "Listing Info Last Captured" is "May 06, 2017" and the "Screenshot Last Captured" is "May 04, 2017". The "Price" is "\$200/night". The "Information Provided on Listing" section shows the "Contact Name" as "LNY3", "Latitude, Longitude" as "37.7749, -122.4212", "Minimum Stay (# of Nights)" as "2", "Max Sleeping Capacity (# of People)" as "1", "Number of Reviews" as "23", and "Last Verified Stay" as "Mar 2017". The "Listing Screenshot History" section shows a timeline of screenshots from March to May 2017. The "Owner Address" section shows "San Francisco, CA 94110, US". The "Registration / Permit Number" is "126883". The "Revenue" section shows "Documented, Last 12 Months" as "\$2,000" and "Estimated, Last 12 Months" as "\$5,071". The "Timeline of Activity" section shows a series of events and documentation pertaining to the property, including "2 Documented Stays" in March 2017, "2 Documented Stays" in January 2017, "First Warning Received: Sent" in December 2016, "First Warning: Sent" in October 2016, "1 Documented Stay" in September 2016, "Listing rma321579566-126883 Identified" in August 2016, "Listing rma321579566-126883 First Created" in April 2016, "1 Documented Stay" in January 2016, and "Listing rma321579566-126883 First Activity" in August 2015.

Address Identification: Host Compliance's software provides real-time dashboards that makes it easy for staff and elected officials to understand the current state of Hapeville's short-term rental market



Address Identification: Our system supports all Hapeville's enforcement efforts with evidence of every address match and signed declarations, affidavits and expert testimony whenever needed

Example of Searchable Evidence

✓ **Matched Details**

Analyst IXMJ

Explanation
The exterior shown in the listing photo has all of the identical features to the one shown on the assessor website. The property is hosted by [REDACTED] and [REDACTED], which matches the two owners listed by the assessor.

Listing Photos **Matching 3rd Party Sources**

Same exterior.

[REDACTED] and [REDACTED] mentioned as hosts, they are owners of property.

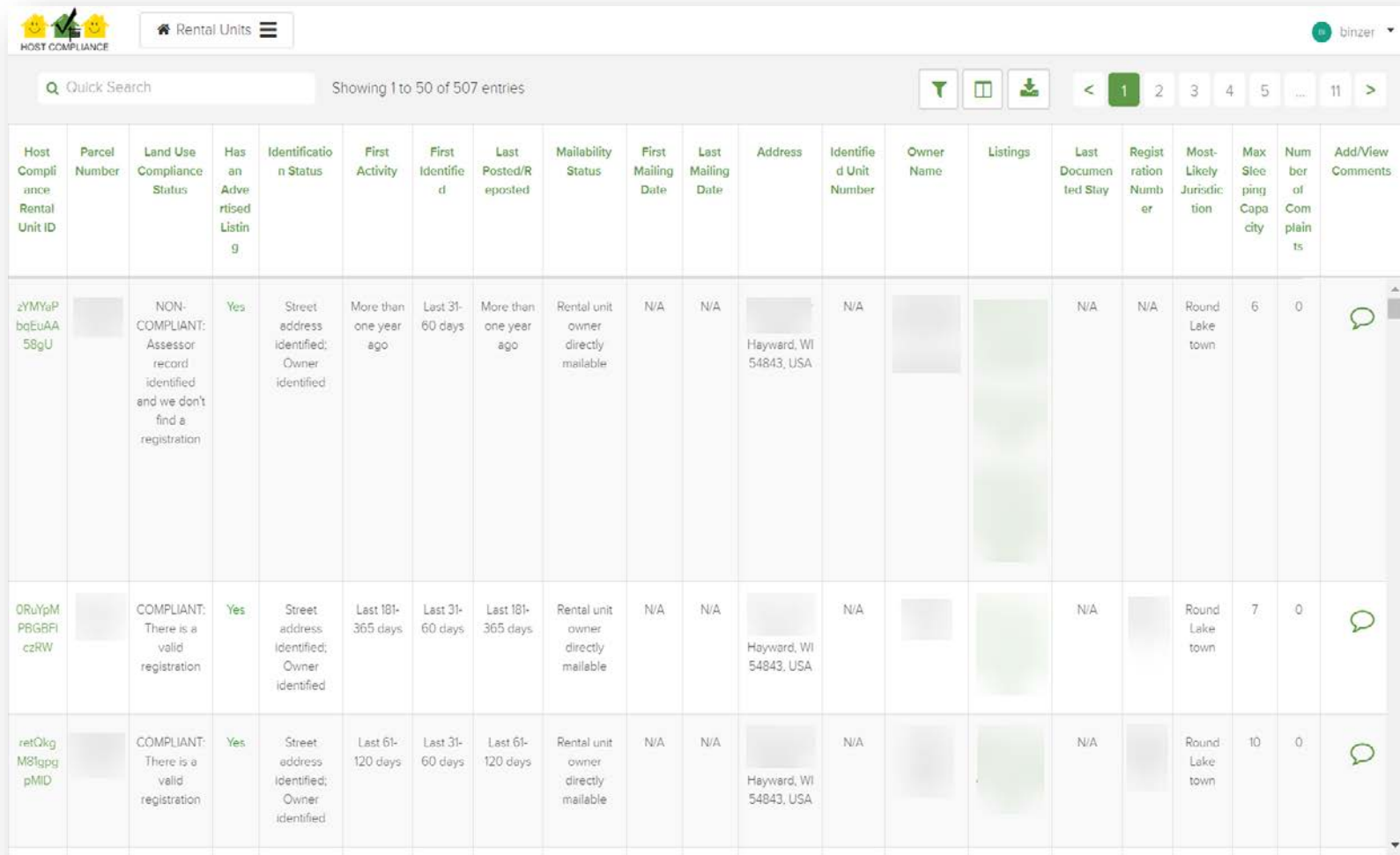
Example of Legal Declaration

1
2
3
4
5
6
7
8 CITY OF IMPERIAL BEACH-ADMINISTRATIVE CITATION APPEAL
9
10 In the Appeal Of Citation Number [REDACTED] **Code Enforcement Case [REDACTED]**
11 [REDACTED] **DECLARATION OF ULRİK BINZER**
12 [REDACTED] **[IMAGED FILE]**
13 Appellant,
14 vs. Hearing Officer: May 30, 2018
15 CITY OF IMPERIAL BEACH, Hearing Date: 10:00 a.m.
16 Respondent. Hearing Time: Mayor's Office
Hearing Location: 825 Imperial Beach Blvd.
Imperial Beach, CA 91932

17
18 I, Ulrik Binzer, declare as follows:
19
20 1. I am the Chief Executive Officer of Host Compliance, LLC. I have personal
21 knowledge of all the matters stated herein and, if called as a witness, I could competently testify
22 thereto.
23
24 2. Host Compliance, LLC ("Host Compliance") is a California Limited Liability
25 Company that was formed on October 15, 2015 with its principal place of business located at 735
26 Market Street, Floor 4, San Francisco, CA 94920. I have worked for Host Compliance since its
27 inception.
28 3. As the, CEO, my duties at Host Compliance include managing all aspect of the
Company's operations. I am also the Founder and CEO of Host Compliance. I previously served

1
DECLARATION OF ULRİK BINZER

Address Identification: All data is made available in detailed data reports that can be customized to Hapeville's exact needs and easily downloaded into Excel/CSV format



Host Compliance Rental Unit ID	Parcel Number	Land Use Compliance Status	Has an Advertised Listing	Identification Status	First Activity	First Identified	Last Posted/Reposted	Mailability Status	First Mailing Date	Last Mailing Date	Address	Identified Unit Number	Owner Name	Listings	Last Documented Stay	Registration Number	Most Likely Jurisdiction	Max Sleeping Capacity	Number of Complaints	Add/View Comments
zMYuP bqEuAA 58gU		NON-COMPLIANT: Assessor record identified and we don't find a registration	Yes	Street address identified; Owner identified	More than one year ago	Last 31-60 days	More than one year ago	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A	N/A	Round Lake town	6	0	
QRuYpM PRGBFI czRW		COMPLIANT: There is a valid registration	Yes	Street address identified; Owner identified	Last 181-365 days	Last 31-60 days	Last 181-365 days	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A		Round Lake town	7	0	
retQkg M8tqpg pMID		COMPLIANT: There is a valid registration	Yes	Street address identified; Owner identified	Last 61-120 days	Last 31-60 days	Last 61-120 days	Rental unit owner directly mailable	N/A	N/A	Hayward, WI 54843, USA	N/A			N/A		Round Lake town	10	0	

Address Identification: Host Compliance's system makes it easy to track the status of individual rentals and create case notes as needed

The screenshot displays the Host Compliance web application. At the top, there's a navigation bar with the 'HOST COMPLIANCE' logo and a 'Rental Units' menu. The main content area is titled 'Add or review comments'. It features a text input field with a pre-filled comment from 'ulrik.binzer@hostcompliance.com' dated August 14th, 2018, stating that a property owner was visited on 4/17/2018 and found to be in non-compliance. Below the text field is a dashed box for file uploads with the instruction 'Drag and drop files or click to select'. A green 'Add Comment' button is positioned at the bottom of the form. To the right of the form, a sidebar shows a user profile for 'ulrik.binzer' and a notification about a property owner visit on 4/17/2018. At the bottom of the screen, a table lists various rental units with columns for compliance status, address identification, and other details.

Host Compliance Rental Unit ID	Pre-De	Has an	First Ac	Mailin	Host Compliance Rental Unit ID	Pa	Nu	COMPLIA	Yes	Yes	Street address identified; Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly available	More than one year ago	More than one year ago	N/A	N/A	948	N/A	N/A	TOWN OF TRUCKEE	Truckee	2	Not provided	N/A
jsBWL					gLux3l	19	0	NT: There is a valid registration																			

Address Identification: All our data can be easily filtered, sorted and grouped in real-time

HOST COMPLIANCE

Rental Units

Quick Search: 1 filter(s) applied: Showing 1 to 50 of 1,689 entries

Pre-Defined Filter Combinations

Has an Advertised Listing (Any) Meets STR Definition (Any) Land Use Compliance Status (Any)

First Activity (Any) First Identified (Any) Last Mailing Date (Any) Identification Status (Any)

Mailability Status (Any) Registration Number (Any)

Has an Advertised Listing - Yes

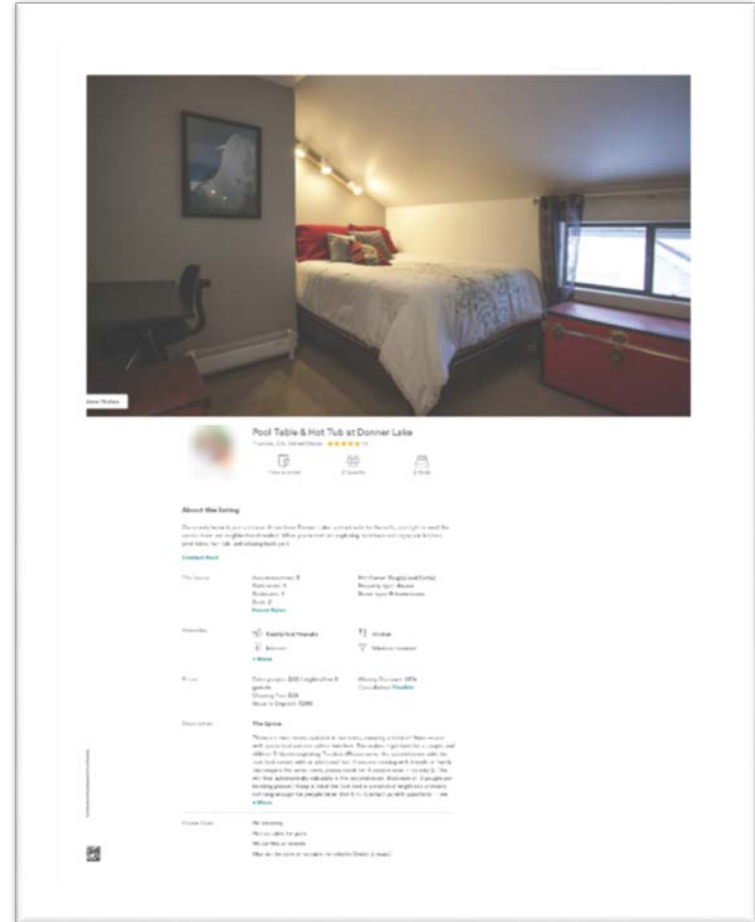
Select Filters...

- Land Use Compliance Status
- Has an Advertised Listing
- Meets STR Definition
- Identification Status
- First Activity
- First Identified
- Last Posted/Reposted
- Mailability Status
- First Mailing Date
- Last Mailing Date
- Identified Unit Number
- Last Documented Stay
- Registration Numbers on Listings
- Case Number
- Vacation Rental District
- Most-Likely Jurisdiction
- Max Sleeping Capacity
- Registration Holder
- Registration Holder Mailing Address
- Zoning or Use Code

Host Compliance Rental Unit ID	Parcel Number	Land Use Compliance Status	Has an Advertised Listing	Meets STR Definition	Identification Status	First Activity	First Identified	Last Posted/Reposted	Mailability Status	First Mailing Date	Last Mailing Date	Address	Registration Numbers on Listings	Case Number	Vacation Rental District	Most-Likely Jurisdiction	Max Sleeping Capacity	Registration Holder	Registration Holder Mailing Address	Zoning or Use Code	Add/View Comment
gLuXl cOEt r aEpp		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified, Owner identified	Last 181-365 days	Last 181-365 days	Last 181-365 days	Rental unit owner directly mailable	N/A	N/A		N/A	N/A			14		Not provided	N/A	
j9aWL ZaRE WVVJ MxT		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified, Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly mailable	More than one year ago	More than one year ago		N/A	N/A			2		Not provided	N/A	
gESU AOfb8 TdXy		COMPLIANT: There is a valid registration	Yes	Yes	Street address identified, Owner identified	More than one year ago	More than one year ago	More than one year ago	Rental unit owner directly mailable	N/A	N/A		N/A	N/A			4		Not provided	N/A	

OK

Compliance Monitoring: Put Hapeville's compliance monitoring and outreach efforts on auto-pilot by automating the mailing of notices to non-compliant short-term rental operators



Compliance Monitoring: Automate the entire mailing and follow-up process and track the status and outcome of each letter in real-time

Permit compliance mailing sequence



HOST COMPLIANCE

Letters

Quick Search

Showing 1 to 50 of 7,674 entries

No filters have been applied.

Letter ID	Letter	Mailing Date	Recipient Status	USPS Delivery Status	Parcel Number	Unit Number	Recipient Name	Recipient Address	Property Address	Has an Advertised Listing	Meets STR Definition	Land Use Compliance Status	Estimated Tax Basis	Returned	Letter was sent to correct recipient	Property is now in compliance	Rental Unit Record(s)	Registration Type	Report Issue	Add/View Comments
58691	First Warning - No STR or Tax	2019-08-04	Delivered	Delivered	15007001100	N/A				No	Yes	COMPLIANT: No longer advertised	estimated_revenue_upper_bound	No	Yes	Yes	Rental Unit Record	N/A	Report Issue	Tim, Below is basically the process you'll need to follow...
58690	First Warning - No STR or Tax	2019-08-04	Delivered	Delivered	14908018800	N/A				No	Yes	COMPLIANT: No longer advertised	estimated_revenue_upper_bound	No	Yes	Yes	Rental Unit Record	N/A	Report Issue	
58689	First Warning - No STR or Tax	2019-08-04	Delivered	Delivered	14815013500	N/A				No	Yes	COMPLIANT: No longer advertised	estimated_revenue_upper_bound	No	Yes	Yes	Rental Unit Record	N/A	Report Issue	

Compliance Monitoring: Stay in control but save time by having us send your enforcement letters with the click of a button

Rental Unit Record

30 First Ave, Nashville, TN 37203, USA

Active ☒
Identified ☒
Compliant ☒

PRINT
SEND A LETTER

Listings Information

Airbnb - 24645873 VRBO - 3213206693757469







Matched Details

Analyst QZ4P

Explanation
The property was successfully identified after finding a picture of the short term rental permit on the listing then validating the address on the Nashville short term rental permit site, then pulling the parcel up on the tax assessor site thus getting all other information.

Rental Unit Information


Google
© 2019 Google

Identified Address
TN 37203

Identified Unit Number
None

Identified Latitude, Longitude

Parcel Number

Owner Name

Owner Address

 SEND A LETTER

< Back | Select Letter Template



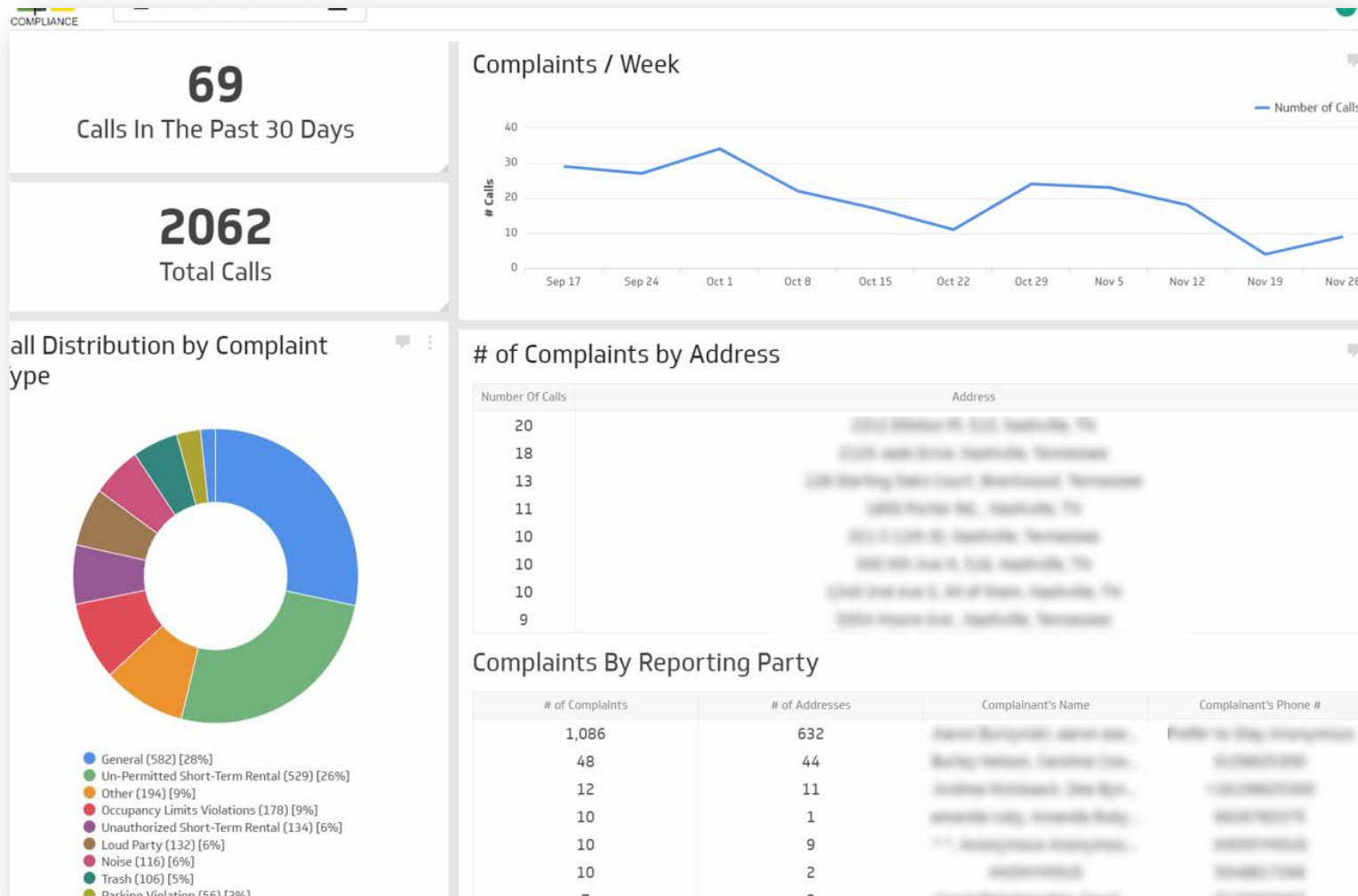
First Warning - No
STR or Tax

First Warning - No
STR Permit

First Warning - No
Tax Reg

Airbnb Letter

24/7 STR Hotline: Get detailed reports and dashboards to track all short-term rental related complaints in real-time and over time



24/7 STR Hotline: Get detailed real-time incident reports and easily review call recordings to quickly find out what is going on and determine appropriate next steps

The interface displays a table of incident reports with the following columns: Call Time, Caller Name, Caller Callback Phone, Call Recording, Reported Address, Reported Issue, Unit Permit/Registration Number, Unit Emergency Contact Number, Caller Requested Notification of Unit Emergency Contact, Unit Emergency Contact was Notified, Contact Person Acknowledged Call, Caller Requested Automatic Callback, Caller Indicated Problem Resolved, Caller Transferred to Police, Caller-Provided Evidence, Source, and Add/View Comments.

Call Time	Caller Name	Caller Callback Phone	Call Recording	Reported Address	Reported Issue	Unit Permit/Registration Number	Unit Emergency Contact Number	Caller Requested Notification of Unit Emergency Contact	Unit Emergency Contact was Notified	Contact Person Acknowledged Call	Caller Requested Automatic Callback	Caller Indicated Problem Resolved	Caller Transferred to Police	Caller-Provided Evidence	Source	Add/View Comments
2018-02-13 11:54AM			Call Recording		Nuisance at a Short-term Rental: parking. There are 10 cars parked by a rental property, the address			Yes	No		Yes	No	No	Caller-Provided Evidence	hotline	
2017-10-05 06:01AM					Please call Parking related issues: Guest are blocking access/ parking in the allow						N/A			Caller-Provided Evidence 1	web form	
2018-09-11 05:57PM								No	No		N/A			Caller-Provided Evidence 1	web form	
2017-12-31 08:00AM																
2018-09-12 08:24AM																

New Short-term Rental hotline call received regarding , Estes park, Co

From: [redacted]
To: [redacted]
Sent: February 13, 2017 12:46 PM

You got a new Short-term Rental Hotline call!

We wanted to let you know that we just received a new call on the Rental Hotline. You'll find the details below.

[Listen to call recording](#)

Call Details
Call ID 1477575
Call Time 2017-02-13 13:41:19
Caller Name [redacted]
Caller's Callback [redacted]
Property's Contact Person Called [redacted]
Property's Contact Person's # None

Reported Issue
Reported Address [redacted]
Reported Issue Detail to know more about the received information at callback [redacted]
Permit/Registration # [redacted]

Play Call Recording

0:01 / 2:46

Close

To accommodate any budget and ensure a high ROI for our clients, our services are priced based on the number of STRs that needs to be monitored

Cost per STR Listing/Rental Unit



**Mobile-Enabled Registration/
Tax Collection**

TBD



Address Identification

\$45.00 /yr



Compliance Monitoring

\$15.00 /yr



Rental Activity Monitoring

\$30.00 /yr



24/7 Dedicated Hotline

\$12.00 /yr

Note: The exact scope of work can be adjusted to meet Hapeville's exact monitoring needs in terms of geography, listing sites, listing types and other variables

Affordable modular pricing tailored to Hapeville's needs



**Mobile-Enabled Registration/
Tax Collection**

\$5,000 /yr



Address Identification

\$5,085 /yr



Compliance Monitoring

\$1,485 /yr



Rental Activity Monitoring

\$2,970 /yr



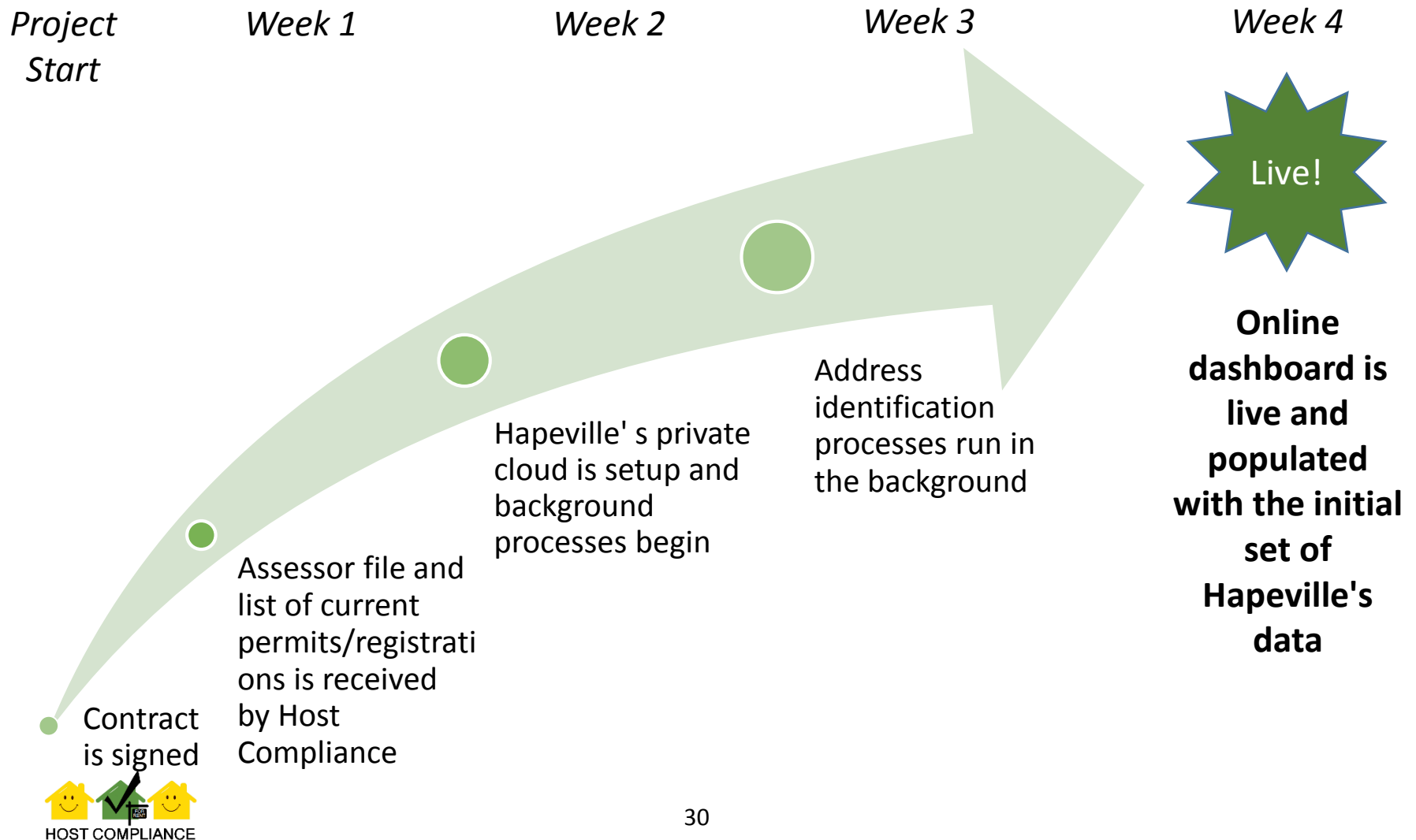
24/7 Dedicated Hotline

\$1,188 /yr

Note: Above pricing assumes 113 short-term rental listings and based in USD. Host Compliance would be happy to discuss alternative SOWs, contract terms, contract durations and pricing structures if that would be of interest.

Implementation Steps and Timeline: Our Customer Success Team has already completed hundreds of implementations and can get Hapeville up and running in less than a month

Typical Address Identification Implementation Timeline



Benefits to using Host Compliance's services

- ✓ Ensures fair, continuous and consistent compliance monitoring and enforcement
- ✓ Frees up valuable staff time that can be focused on higher-value added activities
- ✓ Minimizes noise, parking and trash violations
- ✓ Minimizes the impact on local law and code enforcement agencies as complaints are first handled by our 24/7 hotline and routed to the appropriate property owner before further enforcement actions are triggered
- ✓ Maximizes Hapeville's tax and permit fee collections
- ✓ REVENUE POSITIVE – in most cases, the additional registration fees alone pays for Host Compliance's services several times over
- ✓ Requires NO up-front investment or complicated IT integration
-> we can be up and running in 4 weeks!
- ✓ **6 MONTH UNCONDITIONAL MONEY BACK GUARANTEE!**

Feedback

TELL
US WHAT
YOU THINK...