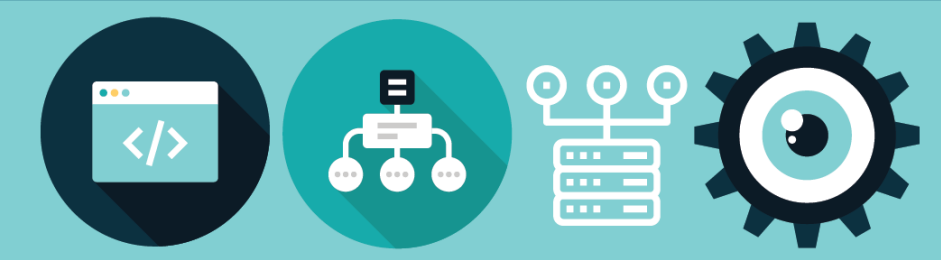
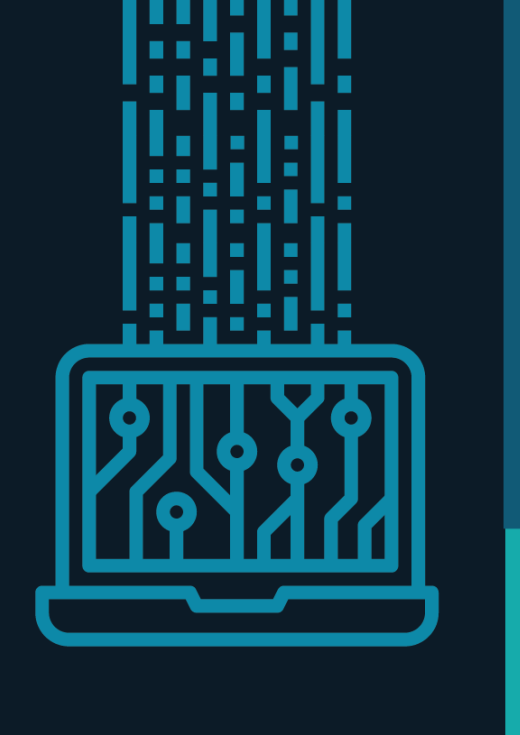
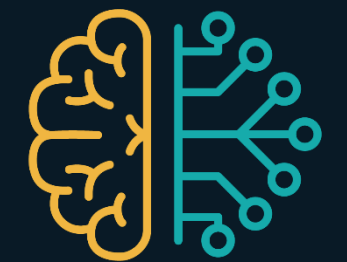


**DECKARD**  
TECHNOLOGIES



# DECKARD TECHNOLOGIES



**DECKARD**  
TECHNOLOGIES

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Rentalscape



Propertyscape

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**BALANCING ACT: OPTIMIZING SHORT-TERM RENTALS FOR  
COMMUNITY BENEFIT AND MITIGATION OF NEGATIVE IMPACT**

# Short Term Rentals

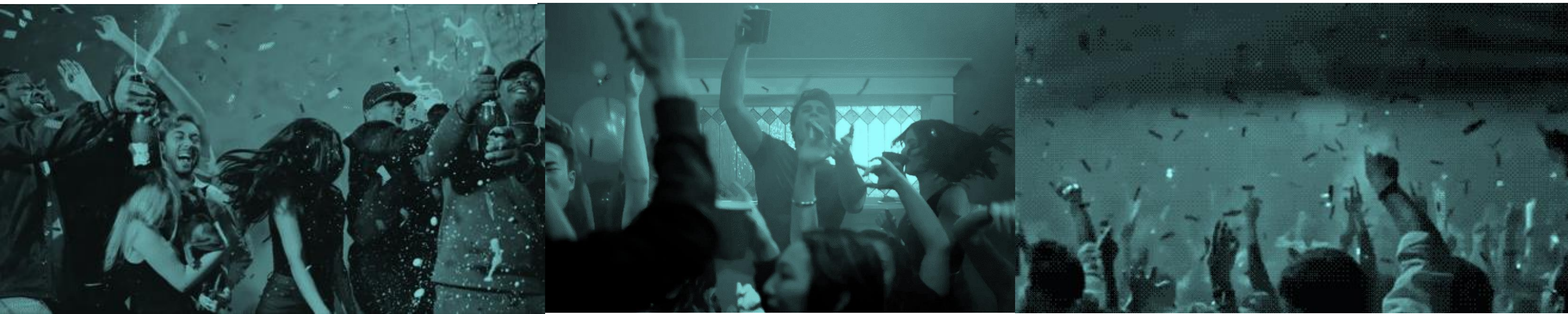
They are so great,  
right?

- \* Fantastic especially for group travel
- \* Increase tourism revenue
- \* Supplement hotel capacity especially during events
- \* Great benefit in rural areas
- \* Supplemental income for homeowners

# Short Term Rentals

They are a problem,  
right?

- \* Noise disturbances
- \* Negative impact on housing affordability
- \* Increased cost for the community
- \* Increased competition for the hospitality industry



# Short Term Rentals

Either way, they are here to stay

- Continual growth
- In some places, communities now rely on them
- Both hosts and guests expect them to be available



# Short Term Rentals

## TOP 7 RECOMMENDATIONS



- Banning STRs is rarely the best solution
- Neither is an unregulated free-for-all



# Short Term Rentals

## TOP 7 RECOMMENDATIONS

2

- STR properties should require registration
- STR hosts are running a business



# Short Term Rentals

## TOP 7 RECOMMENDATIONS

# 3



- Require registrations to be published

→ STR hosts are running a business

×

### About this space

This stunning property is brand new, spanning over two levels, it is located in a quiet street near popular cafe the Byron General Store and a short walk to Byron's famous beaches, great restaurants, cafés, and boutique shopping.

Offering a resort-style family atmosphere with it's spacious layout, natural light and relaxing outdoor areas, it really is the perfect pool-side getaway for groups of up to 11 people.

#### The space

The pool is heated for use all year round.

#### Guest access

You have private access to the whole property.

**Registration number**  
PID-STRA-31819



# Short Term Rentals

## TOP 7 RECOMMENDATIONS

# 4

- Set regulations that will have impact
- Set regulations that are specific to your community
- There is a lot of good research



### Staying Power: The Effects of Short-Term Rentals on California's Tourism Economy and Housing Affordability

By Alissa Dubetz, Matt Horton, and Charlotte Kesteven



# Short Term Rentals

## TOP 7 RECOMMENDATIONS

Set specific regulations that right for

Anchorage, AK

- Manage noise disturbances
- Minimize the negative impact on housing affordability
- Collect revenue to cover increased costs for the community
- Manage increased competition for the hospitality industry



# Short Term Rentals

## TOP 7 RECOMMENDATIONS

5

- Get the complete picture
  - Key for setting regulations
  - Key for enforcement
  - Key for revenue collection

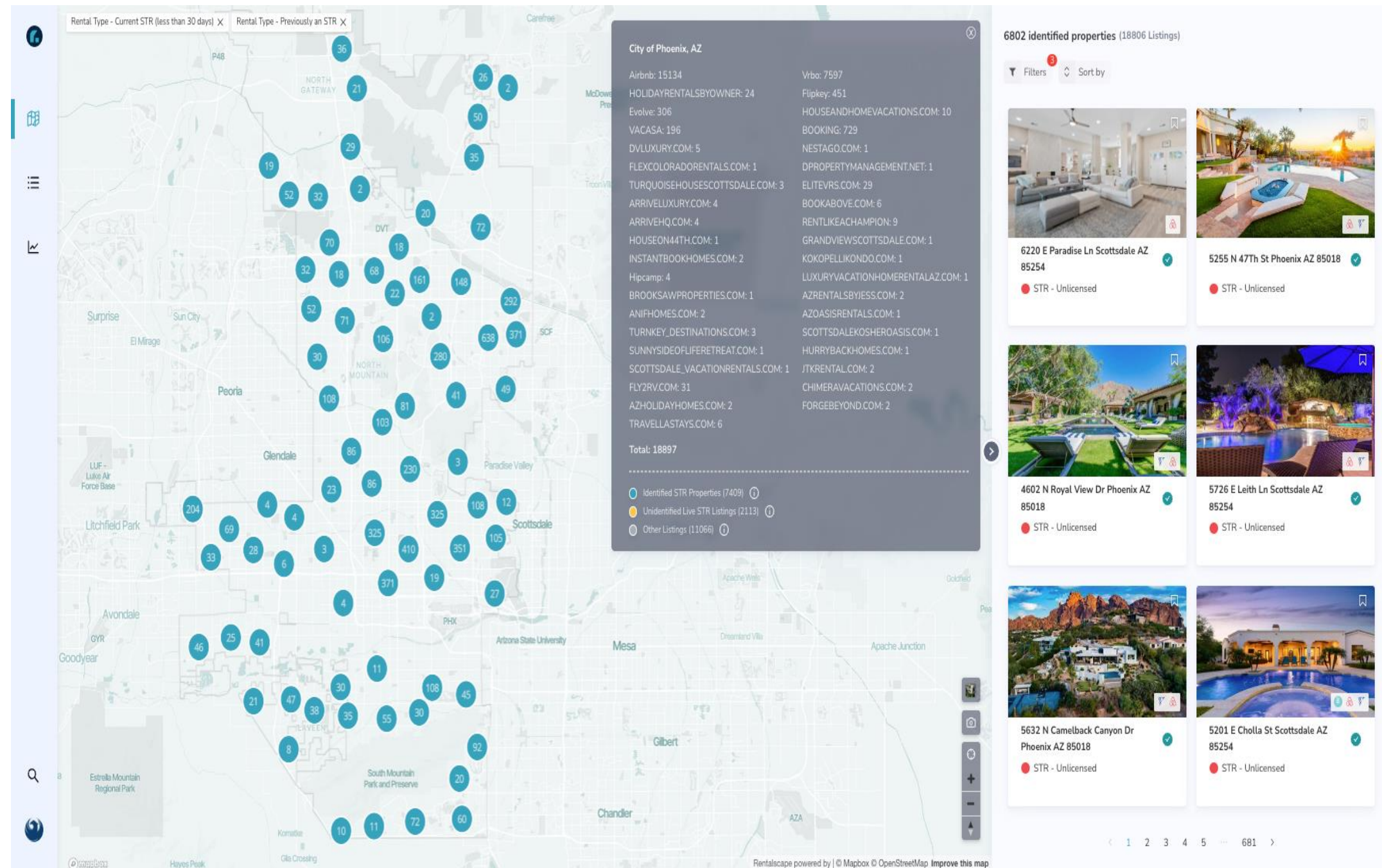


# PHOENIX, AZ

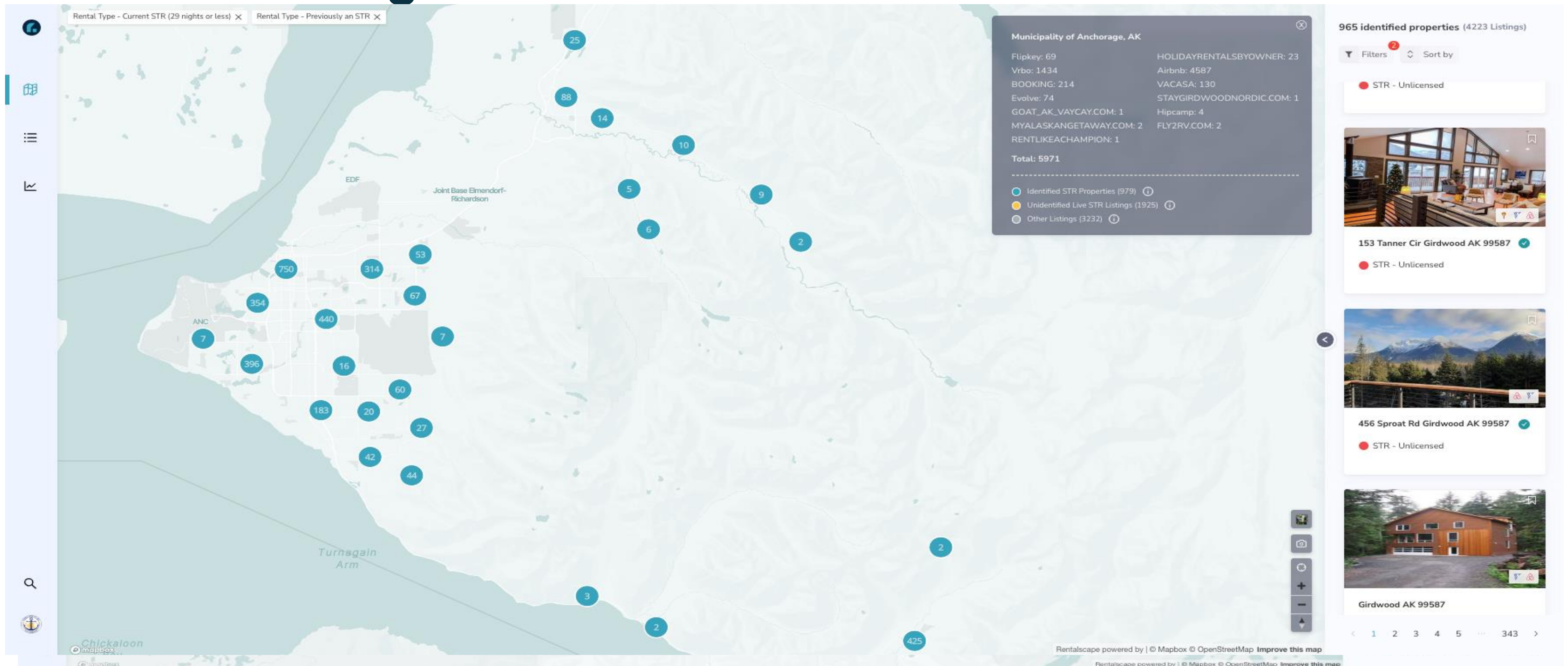
## IDENTIFYING & MONITORING STRS SINCE DECEMBER 2023

\* 6,802 STR properties identified by Rentalscape representing 18,806 listings

\* 95% of properties identified in the first month



# Anchorage, AK 4,223 Active STR Listings



# Anchorage, AK

## TRACKING REVENUE & TAXES DUE

- \* By tracking every booking, we can calculate host revenue of almost \$32M in the past 12 months
- \* A 100% compliant program would generate about \$3.84 Million in annual tax revenue @12% which is over 35x ROI+
- \* We regularly achieve over 90% compliance in a few months after engagement



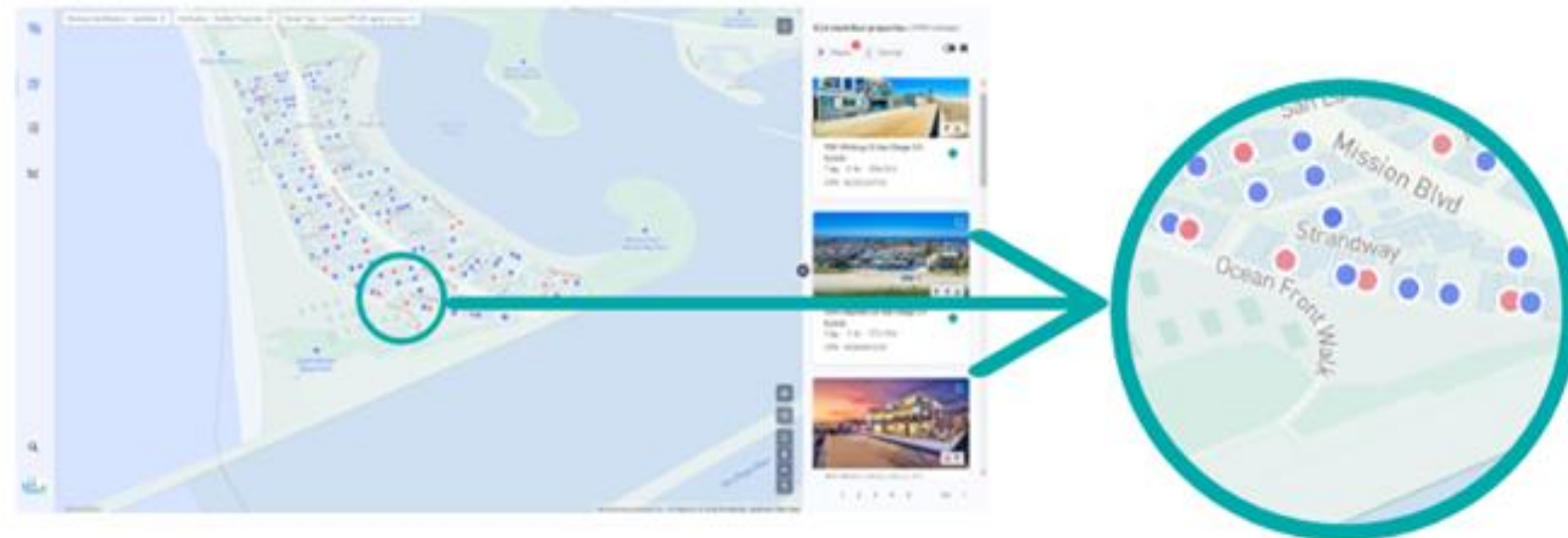
# Anchorage, AK

## TRACKING PERMITTED vs UNPERMITTED PROPERTIES

8885 Stage Rd Leavenworth WA 98826 ✓

**Possible Violations (4)**

- No License Displayed (2)
- Unauthorized Advertisement of Short-Term Rental (2)



PROPERTY	LICENSE	DETAILS
2641 Ocean Front Walk		Listing appears to be Unpermitted. The permit number STR-01917L displayed on <a href="#">Airbnb</a> belongs to a different address
2645 Ocean Front Walk	STR-00671L	License is not displayed on <a href="#">Vrbo</a> listing
2656 Strandway		Listing appears to be Unpermitted. The permit number STR-02065L displayed on <a href="#">Airbnb</a> and <a href="#">Vrbo</a> belongs to a different address
715 Asbury Ct Unit C	STR-02439L	License is not displayed on <a href="#">Airbnb</a> listing
730 Asbury Ct	STR-03900L	License is not displayed on <a href="#">Airbnb</a> listing
718 Asbury		<a href="#">Airbnb</a> Listing appears to be Unpermitted
714 Asbury Ct Unit 02	STR-00403L	License number is displayed correctly in the listing
2677 Ocean Front Walk	STR-01845L	License is not displayed on <a href="#">Vrbo</a> listing
755 San Luis Rey Pl	STR-01048L	License is not displayed on <a href="#">Vrbo</a> listing
735 San Luis Rey Pl		Listing appears to be Unpermitted. The permit number STR-03061L displayed on <a href="#">Airbnb</a> belongs to a different address
725 San Luis Rey Pl	STR-00617L	License is not displayed on <a href="#">Airbnb</a> and <a href="#">Vrbo</a> listings
2691 Ocean Front Walk	STR-02114L	License is not displayed on <a href="#">Vrbo</a> listing
2679 Mission Blvd		<a href="#">Airbnb</a> Listing appears to be Unpermitted
808 Allerton Ct	STR-01870L	License is not displayed on <a href="#">Vrbo</a> and <a href="#">Flipkey</a> listing
2660 Mission Blvd Unit 8	STR-03043L	License is not displayed on <a href="#">Airbnb</a> listing
2609 Ocean Front Walk	STR-01713L	License number is displayed correctly in the listing
2614 Strandway		<a href="#">Airbnb</a> and <a href="#">Vrbo</a> Listings appears to be Unpermitted
2626 Strandway	STR-04761L	License is not displayed on <a href="#">Airbnb</a> and <a href="#">Vrbo</a> listing

# Short Term Rentals

## TOP 7 RECOMMENDATIONS

# 6



- Collect fair revenue
- Ensure that the right people are all paying
- Track activity – ensure dedicated STR properties aren't reporting as one or two weekends a year of activity



# Increasing Compliance & Tax Collection

## PLACER COUNTY, CA



COMPLIANCE  
BEFORE RENTALScape

56%

91%

AFTER RENTALScape

TAX COLLECTION  
BEFORE RENTALScape

\$17M

\$23M

AFTER RENTALScape



In less than 9 months, Lake Tahoe increased both revenue & compliance

# Short Term Rentals

## TOP 7 RECOMMENDATIONS

7

- Ease people into compliance
  - You've implemented a great program
  - You've got great data
  - It's time to ensure everyone is playing by the rules
  - Encouraging compliance is easier and cheaper than litigation



# Regulation: FIVE TYPES OF STR HOSTS



Dustin Reilich

VP SALES & GOVERNMENT RELATIONS



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