



# Host Engagement and Communication

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Elevate Compliance and Eliminate Friction

# Company Introduction



5,500+

## Government Agencies

have chosen Granicus to modernize their online services, web presence, and communications strategies.



## Seamless Digital Solutions

that help government: improve the customer experience, simplify/automate workflows, and enable strategic community development



## Short-Term Rental Software & Services

Compliance and Monitoring Software  
Proprietary and Updated Data  
Consulting and Advising Services





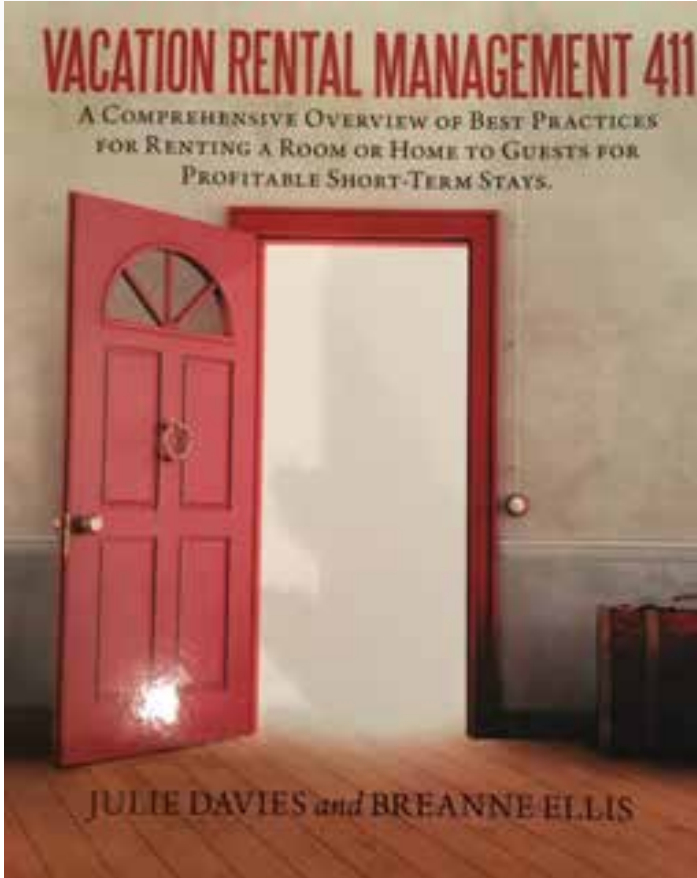
## Julie Davies



- Opened 1st B&B in **1986** & newest Short-Term Rental Home in **2022**
- Hotel General Manager
- Resort Marketing Exec
- Long Term Care Admin
- COO, Dementia Care Chain
- Educator (American Hotel & Lodging Assn. & other organizations)
- College & University Adjunct Professor
- Multiple Degrees and Multiple Universities
- Approved Real Estate CE Instructor
- Corporate Consultant, Author, Reviewer
- Taskforce Member, Legislator, Advocate

**Decades** of successful lodging management and higher education experience.

# Educational Offerings



## STR Certification Course

(Certification and possible RE CE)

- 2-Day Live In-Person (14 hours)
- Flexible Enrollment Online Self-Study (always available)
  
- Semester Course in Hospitality Management and Business Degree Programs

## STR Governance Seminar

(no certification; possible RE CE)

- 4-Hour STR Laws and Financial Best Practices

Short-Term Rental Certification Course



Register Now!

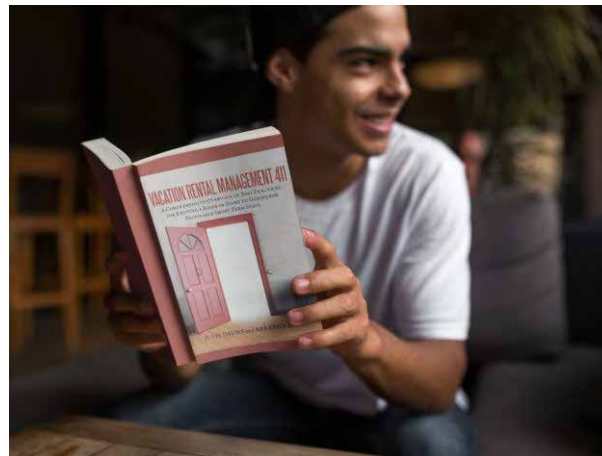
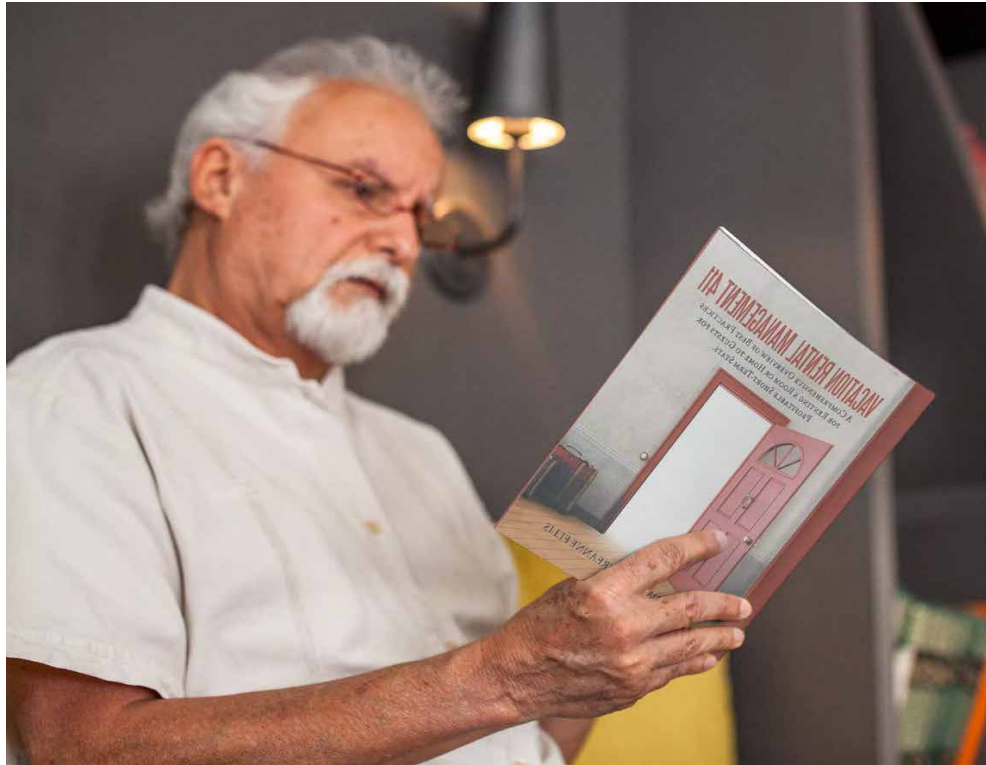
Renting a room or an entire vacation home to guests for short stays can be profitable or it can create loss and liability. Understanding and applying lodging industry 'best practices' can benefit you, your business, and your guest stays.

This accredited certification course, hosted by colleges and universities, will review proven STR management practices, including an overview of the industry, regulations and accounting, marketing and reservations, guest and neighbor relations, reservation agreements, maintenance, housekeeping, design, decor, security, safety, technology, monitoring systems, opportunities, challenges, **and more!**

This valuable 2-day course and certification, offered on several dates through colleges and universities, costs less than a short reservation (approx. \$300)

Visit: <https://www.scriptsandtrips.com/promotions>  
or contact Julie at (702) 755-6881; [scriptsandtrips@hotmail.com](mailto:scriptsandtrips@hotmail.com)

Hosts come from diverse **backgrounds, perspectives, motivations, challenges, and experience.**



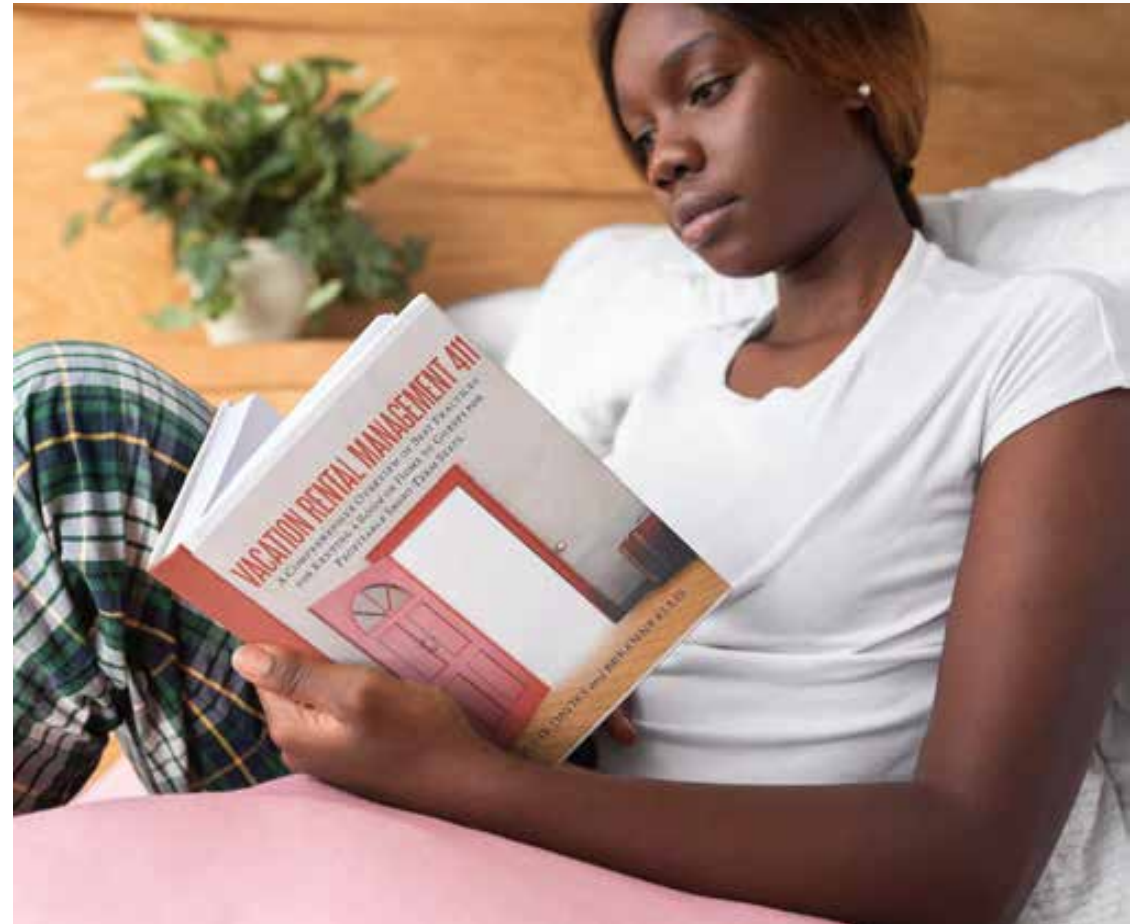
...with different **communication and learning styles.**



# Engagement



97.8% Excellent Rating



# Host **Engagement**



- Who are they?
- What's their point of view?
- What do they **actually need** versus what they **think they need**?
- How can we interpret our message in ways they will **understand**... and **accept**... and **embrace**!
- What are **barriers** to effective communication?
- What do we want from them? (Goals and Outcomes)
- How can we inspire the kind of behavior we want?
- When will STR disruption stabilize?



NARPM Regional Conference asked:

**“Short-Term Rentals — Is the Juice Still Worth the Squeeze?”**



**Social Change** and **Disruption** require...

**Reasonable Policy Changes**

*that adequately address the disruption*

+

**Inspired Positive Changes in Social Behavior**

=

Stabilization into the New Social Norm



# Why the **Negative Squeeze**?

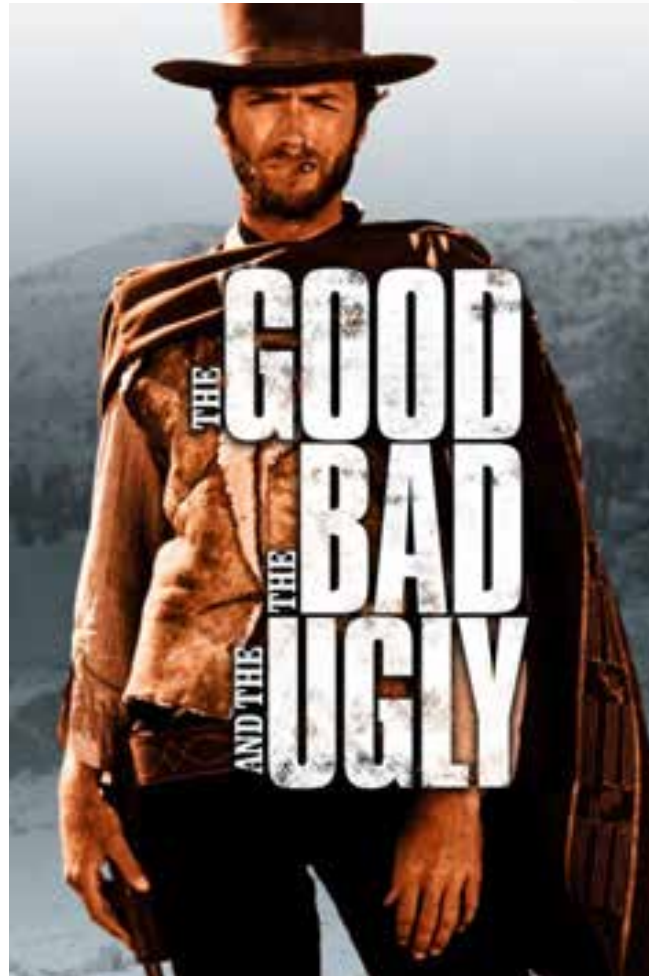


# Apples to Apples versus Apples to Grapes to Plums



Who are **responsible** owners and managers?

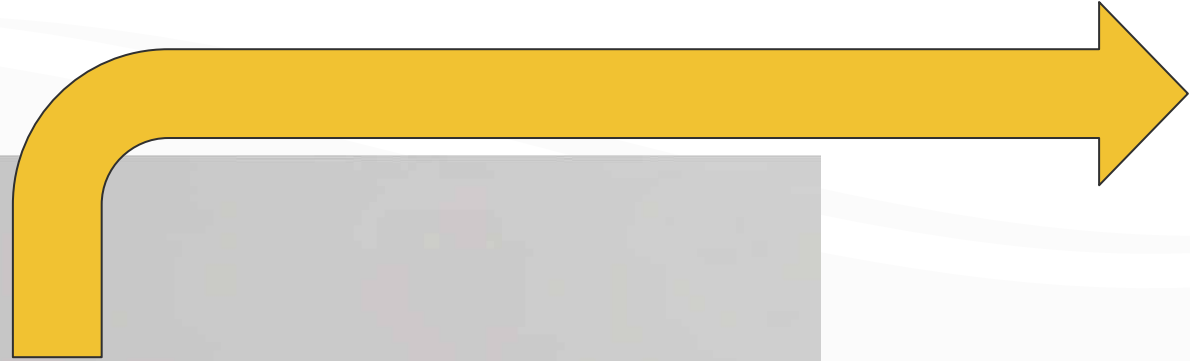
And how can we **identify** and **support** them?



“No Rules” STR Operators...

AND then,

Sub-optimal STR Governance







# Code enforcement **without reasonable regulations**

The worst offenders merely move to a new location **to fill the demand** for STRs

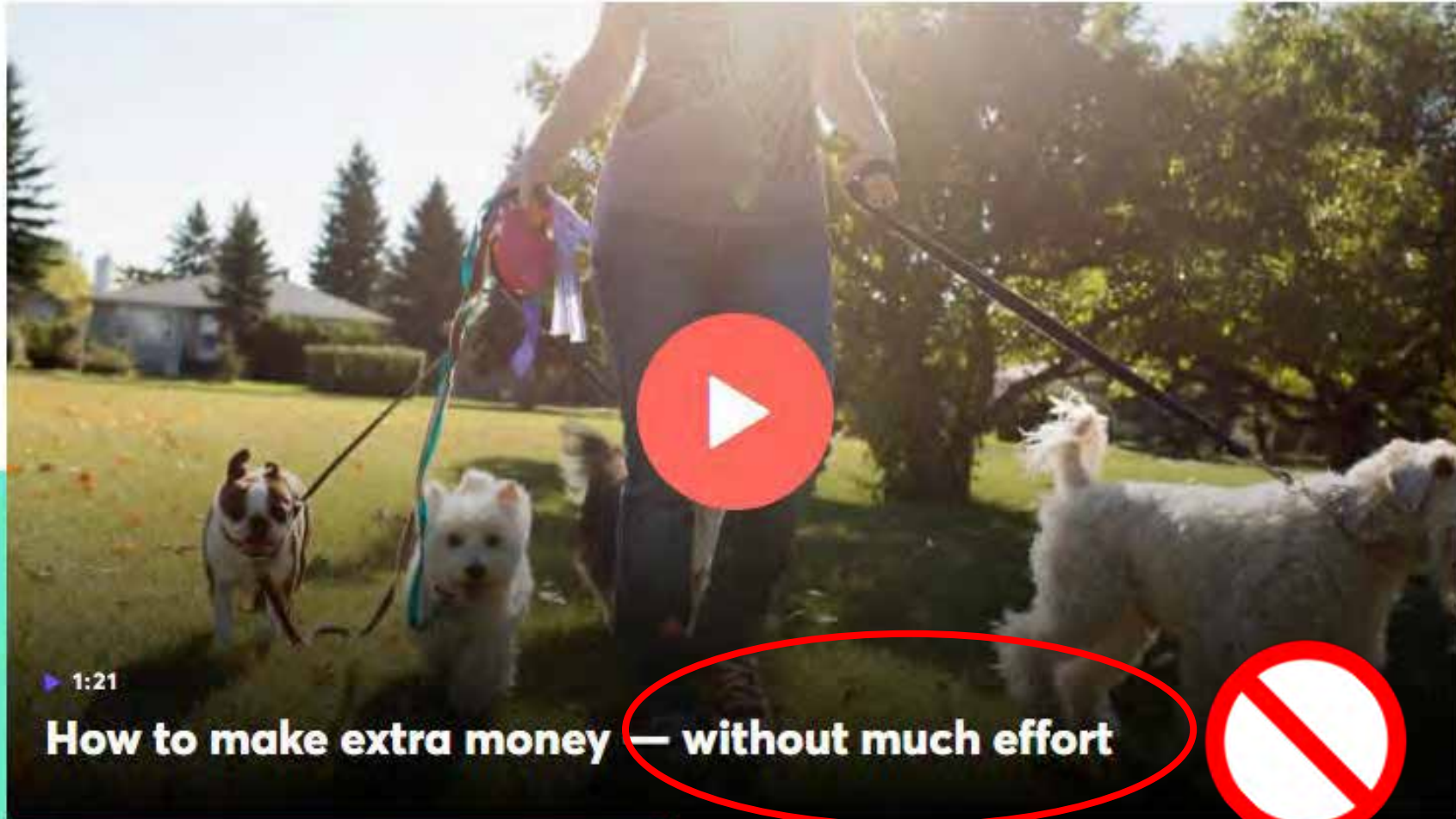


# Rotten or just Unripe?



*Don't miss: [Airbnb in this idyllic Italian town for 3 months for free](#)*

*Like this story? [Subscribe to CNBC Make It on YouTube!](#)*



▶ 1:21

**How to make extra money — without much effort**

# Long-Term Rental **or** Economic Challenges

Eviction Moratorium

Rent Control

Social Changes in the LTR Guests

Economic Downturns



## Why host on Airbnb?

No matter what kind of home or room you have to share, [Airbnb makes it simple and secure to host travelers.](#) You're in full control of your availability, prices, house rules, and how you interact with guests.

## We have your back

[To keep you, your home, and your belongings safe, we cover every booking with \\$1M USD in property damage protection and another \\$1M USD in insurance against accidents.](#)

# Hosting in 3 steps



## List your space for free

[Share any space without sign-up charges](#), from a shared living room to a second home and everything in-between.



## Decide how you want to host

Choose your own schedule, prices, and requirements for guests. [We're there to help along the way.](#)



## Welcome your first guest

Once your listing is live, qualified guests can reach out. You can message them with any questions before their stay.

[Learn how to start hosting](#)

The background of the slide is a vibrant blue sky filled with fluffy white clouds. Sun rays are visible, radiating from behind the clouds, creating a bright and airy atmosphere. The text is overlaid on this background in a clean, white, sans-serif font.

# Hosting Platforms and Websites are Cloud-based Reservation Agencies

**Platforms do not control or manage the actual guest hosting or the STR business**

## **Misconceptions** Influence **Poor Decisions**

***“Most people don’t know enough  
to know that  
they don’t know enough  
about short-term rentals.”***



# STR Property Owner

(and their local contact or  
manager)



I ACCEPT FULL RESPONSIBILITY.

The HOST

Hosts come from **diverse backgrounds, perspectives, motivations, challenges, and experiences.**



# STR Property Owner

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The  
H.O.S.T.

# HOST

## H—HEALTHY

- Hopeful
- Hospitable
- Helpful
- Happy to be able to get STR licensed
- Hovering: The business is on Hold until it's allowed
- This host is already compliant



# H.O.S.T. Engagement



# HOST

○—Over-Processed

- Oblivious, at first
- Once they realize that the media messages are not accurate, they're Okay
- Open to learning... and compliance
- This host doesn't usually mean to be non-compliant; they just need help with accurate information and clarification



# Engagement



# Engagement

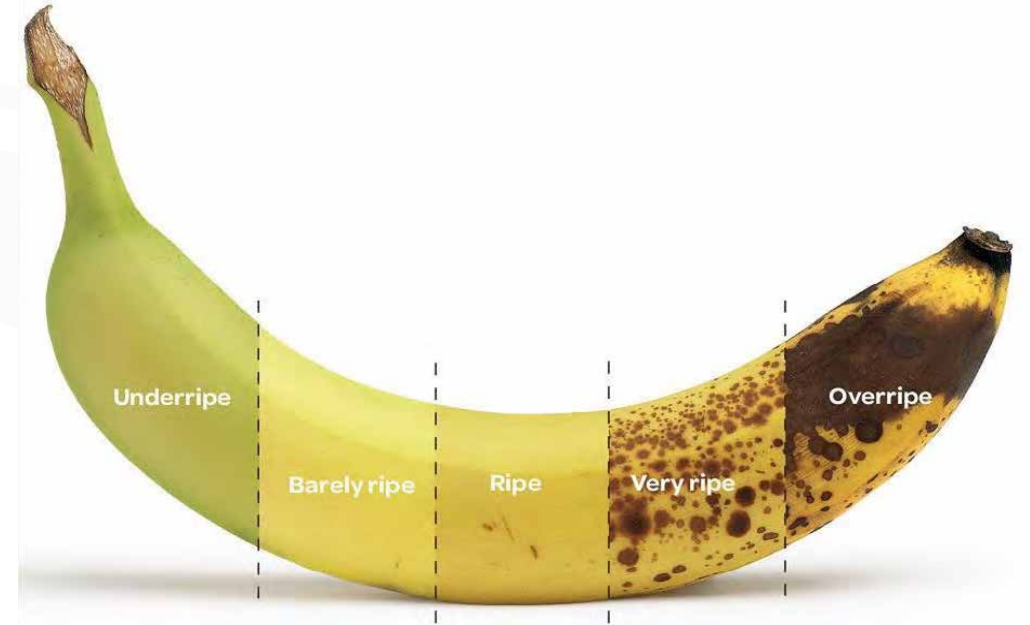




# HOST

**S**—Sour... or Spoiled

- Save-able
- Stubbornly ignorant, at first
- Suspicious (they may argue about "rights")
- Suspends compliance until they're convinced it's good for them (may need warnings)
- This host is likely to become compliant, though, and even Supportive once they understand



# Engagement



# Engagement



# HOST

T—Toxic

- Tiny portion of STR operators
- Terrible code violators
- Tantalized by ongoing disruption
- Taunt officials and licensed STR hosts
- Terroristic scheming and scamming
- Temporary... or Trader? When they learn that it can be more profitable to be licensed, they'll do so... and some even turn on other Toxic hosts



# Engagement



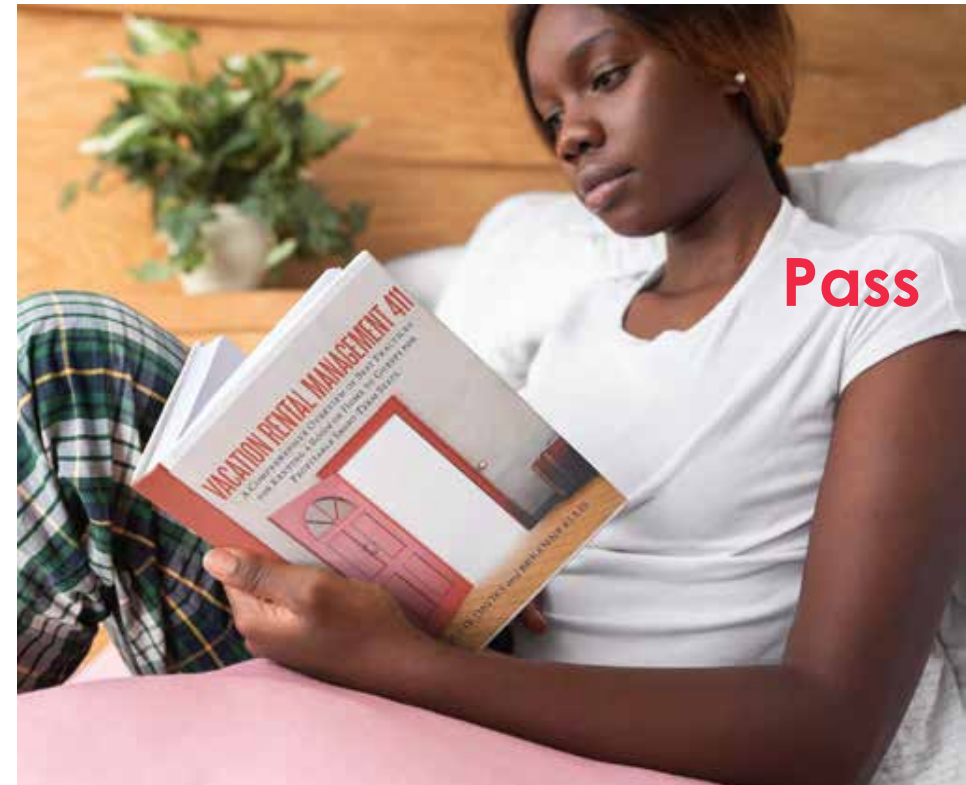
# Engagement



Okay



Fail

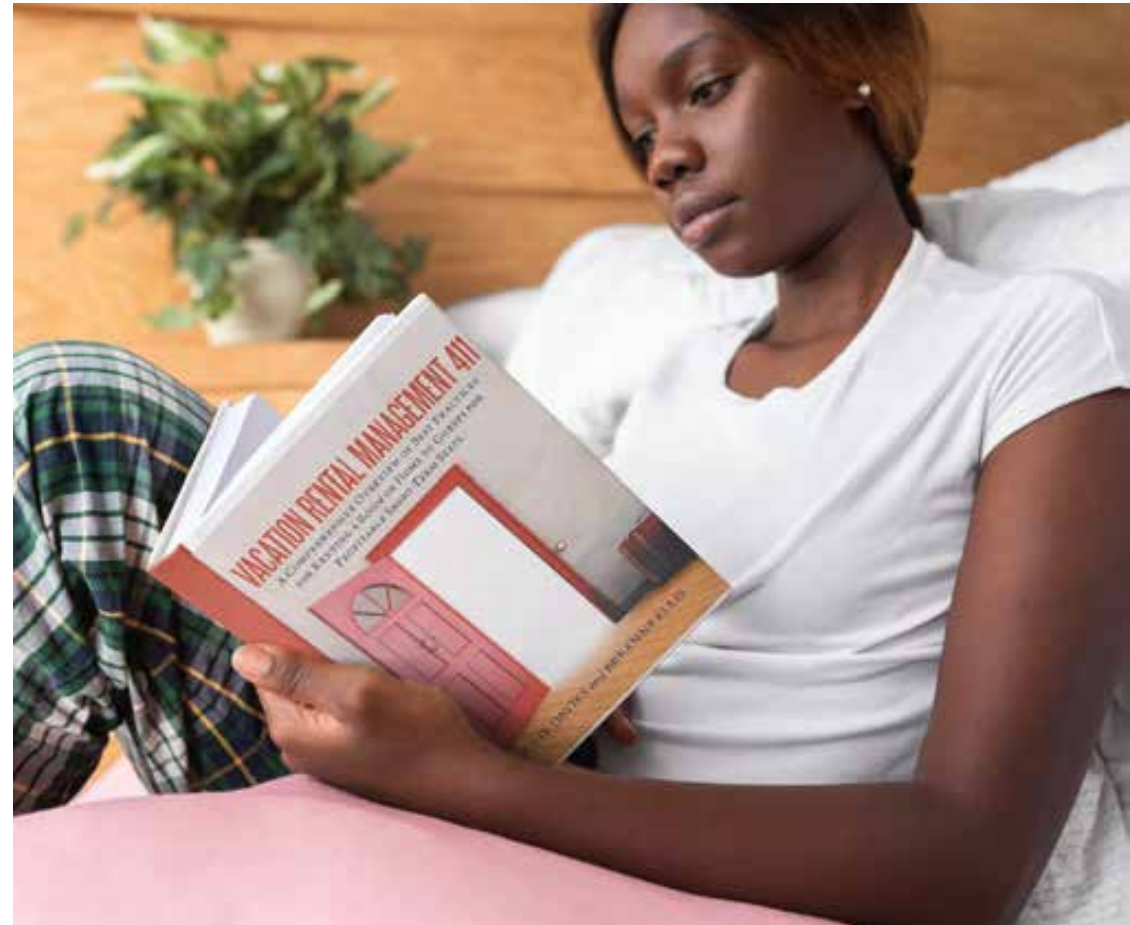


Pass

# Engagement



97.8% Excellent Rating



If they're **actual HOSTs**, most of all four profile groups can be engaged in code compliant behavior.





# How Can We Inspire **Quality Hosting?**



“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things.

Information is giving out; communication is getting through.”

Sydney J. Harris

# Engagement



# 5-star hosting, **ratings** and **reviews**

Guest said:



"Excellent in Every Way!

Wow! What a incredible vacation home! Julie gave us clear instructions before we arrived & answered lots of questions. Then Sandy met us at the house & explained everything & even gave us great local tips!

It was so clean, but still homey and comfortable. No scuffs or stains. Nothing out of place.

We've hosted guests in our vacation home for three years but learned a lot from this experience. I don't know how they keep it so perfect! Sandy said Julie teaches a class about STR management and I'm signing up! Our vacation was so perfect!

Great location, valuable tips, beautiful & comfortable (especially the beds), every kitchen gadget available & a grocery store nearby, beautiful pool, games for the kids & even a jogger stroller for our hike! I hope I can learn how to make my guests as happy as we were at this home!"

Dozens of 5-Star ratings, TripAdvisor Excellence Awards, Top Ten ratings within platforms and by local tourism authorities, ... using time-honored best practices along with innovations that answer today's challenges and opportunities.



**STR:**

Short (and **memorable**)  
guest stays within  
a homelike setting.



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**Engagement!**

# Significance of **Ratings and Reviews**

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# Great Reviews **What's in the Juice?**

- Income!
- Longtime Employees
- Well-Behaved Guests
- Happy Neighbors
- Investment Growth



# Key Ingredients for **Quality Hosting**



Informed, Compliant Hosts (Owners & Managers)



Informed Guests (Communication & House Rules)



Supportive Community



Planning and Reasonable Policies



Infrastructure / Superstructure



Destination (for tourist and residents)



# What's in the **Juice for Cities?**

- Great Reviews (STR Consumer Demand)
- Tax, Fee, and other Revenue
- Jobs
- Well-Behaved Guests
- Happy Neighbors
- Well-Behaved Hosts
- City Planning



# The Plan

- Goals that benefit the overall community and culture
- Appropriate and applicable regulations
- Fee and tax remittance... \$\$\$
- Quality education
- Answer consumer demand with good businesses
- Excellent service (and ongoing great reviews)
- Code Enforcement (and Compliance Support)

Globalization

Social Changes

System

Effect

analysis



success

Innovation

Revolution

Business

Internet

industry

Growth

DISRUPTION

Politics Change

need

Products

Return

digitization

Reinvent

Education

breakdown

Technology



Customers

Think New

Challenge

Strategy

potential



What are we actually communicating?

Be Disruptive

OH NO!  
NOT YOU AGAIN

Get licensed so we can shut you down!



WELCOME

Code compliance is expected and rewarded here



# Ordinance Rollout



Less personal taxes for residents

School Funds

Regulations and Good Neighbor Rules



Support local shops



Good STRs always look like their listing photos.

# versus Rolling Out...

# Fear and Contention



# Ordinance Rollout



Regulations and Good Neighbor Rules



or

# Fear and Contention



Neighbors throw rotten fruit at my **STR** and my **guests!**







# Be a **Good Neighbor**

- Obey local laws
- Use best practices
- Set house rules
- Enforce the rules
- Use monitoring devices
- Join Neighborhood Watch
- Know your neighbors
- Be positive and friendly
- Help them
- Be their “Spare Bedroom” by offering a special rate
- Be the source of information
- Make your STR a positive part of the community
- Keep your yard and home well maintained



Neighbors threw rotten food at the **STR and guests!**

PASTOR



How do you more **effectively engage all involved with STRs?**





# Form **Strategic Alliances**

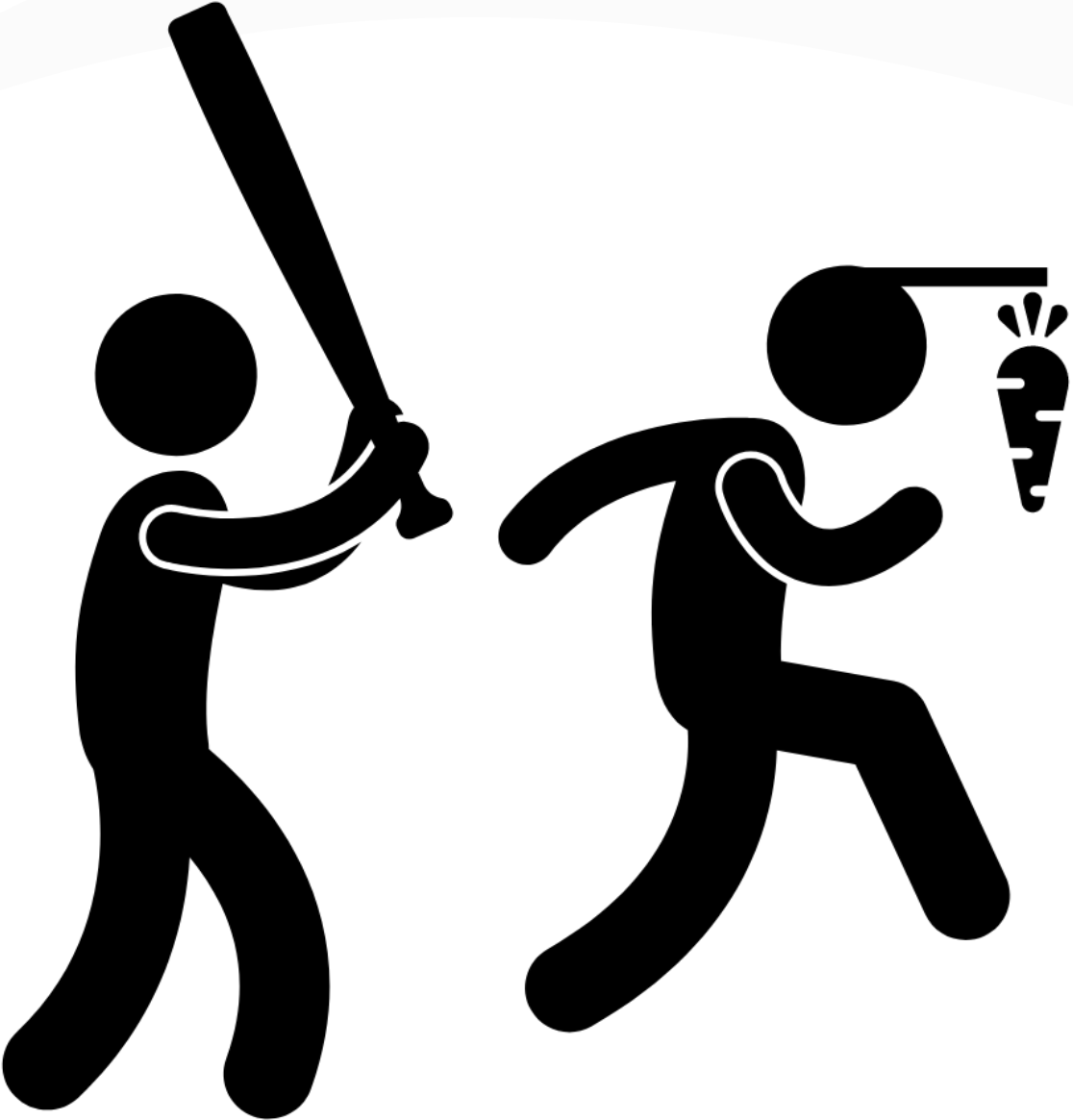
About alliances:

- ❖ You don't have to agree about **everything**.
- ❖ Opponent today, **ally tomorrow**.



- ❖ **Respect** differences
- ❖ Find "**common ground**"
- ❖ Work in **harmony** and **civility**

# Stick or Carrot?



# Stick or Carrot?



# Incentivize **Hosts and Guests** to Comply



## **STR Licensed Hosts**

- ***Compliance Support Team***
- Reasonable regulations
- Clear instructions and resources (webpage, application and tax portals, code links, education, notifications, tips)
- Community involvement
- Reward compliance



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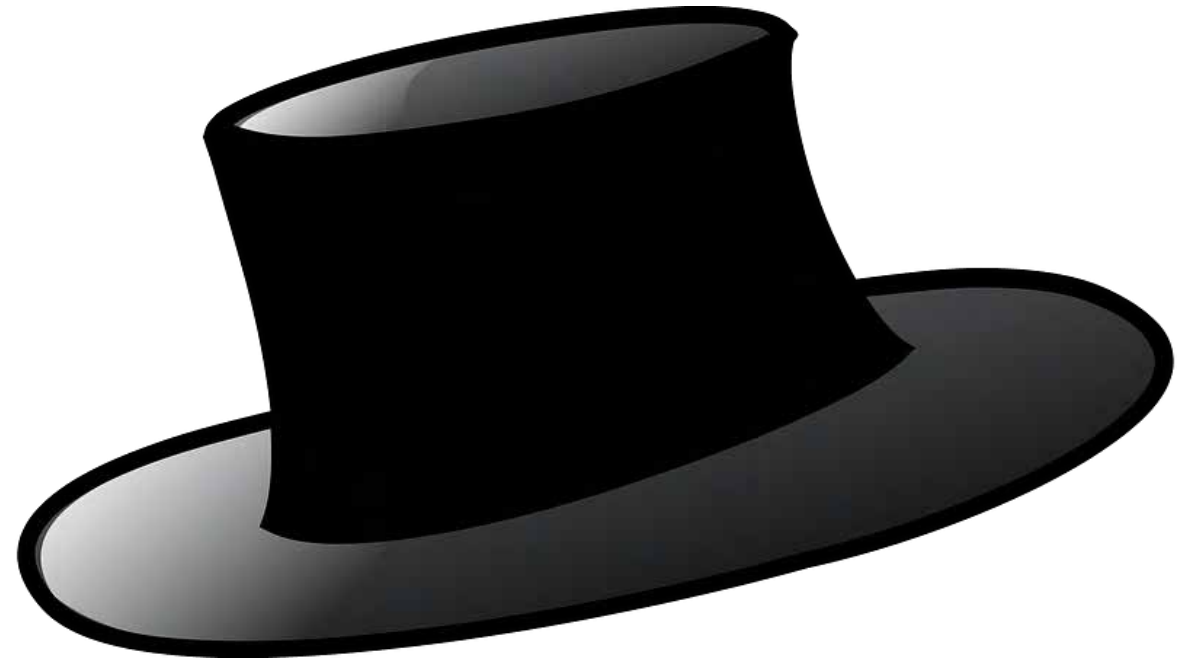
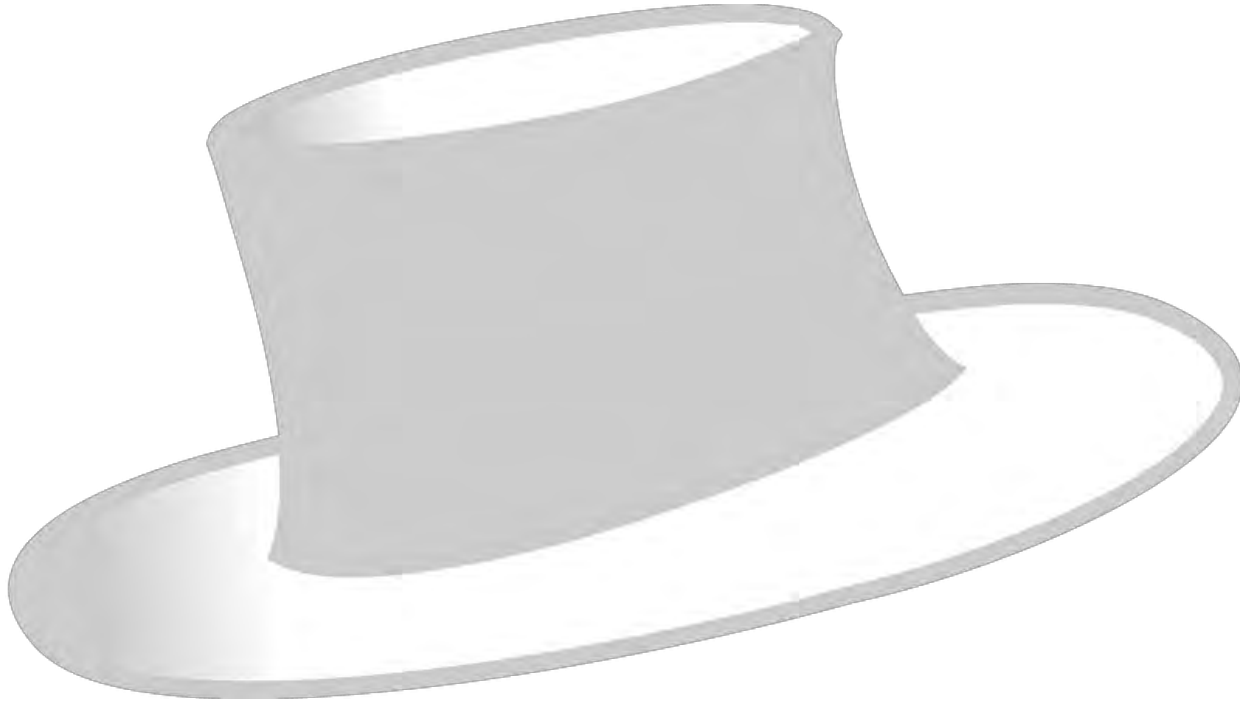


## **Unlicensed Operators**

- **Code Enforcement Officials**
- Focus on code violators
- Clear regulations (and ordinance language)
- Consistent community standards (noise, nuisance, garbage, parking, events, etc.)
- Enforceable penalties



**Licensed Hosts:** Compliance Support Team



**Unlicensed Hosts:** Code Enforcement

# Community Involvement

STR Strengths:

Neighborly hospitality

Part of a neighborhood and local community



Improving our community...  
...improves our STR and emerging destination.



# Celebrate **Success!**



# How have you seen **ordinances updated or adjusted based on feedback?**

- Give a good ordinance time to work
- Fully implement effective code enforcement
- Don't target the licensed/permitted hosts
- Remember the goals
- Incentivize and reward licensed hosts
- Don't penalize code-compliant hosts because of a few bad operators
- Reward compliance



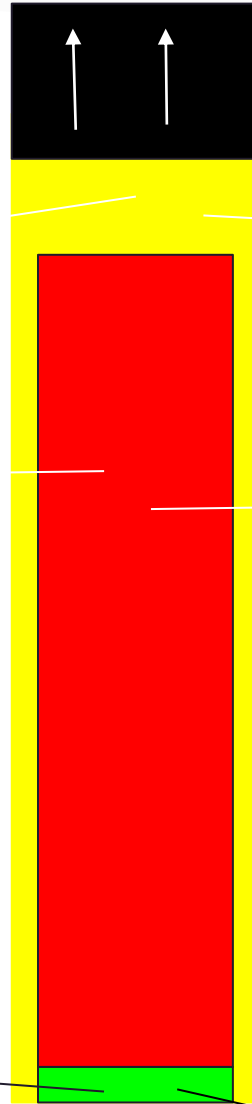
# STR Demand Will Be filled

> 10,000 STR Listings

~72% Occupancy

(~7850 Unlawful STRS)

< 350 Permitted STRs



Available STRs

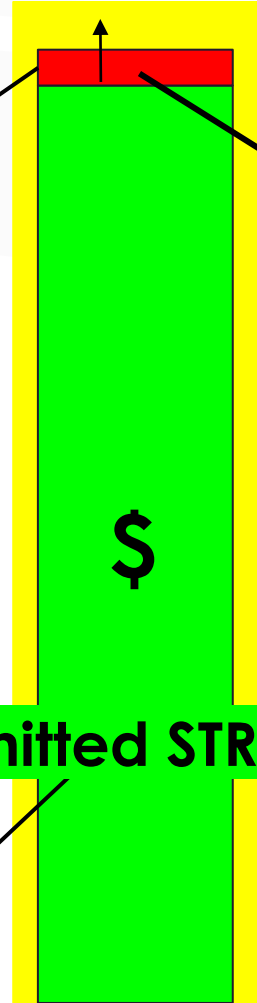
\$0 Transient Lodging Tax,  
Fees

Not Code-Compliant

Neighborhood-Friendly?

Regulations, Fees \$\$\$, Taxes \$\$\$, Code  
Compliance

< 9,000 Permitted STRs



## Municipalities that Understand STR Governance Best Practices:

ated about the industry

- Enact **reasonable** STR regulations
- Plan / license for STR demand (*fill demand using licensed hosts*)
- Collect revenue (fees, taxes, fines, and business taxes / fees)
- Require property owners hold the STR license
- Require a designated local contact with inventory limits
- Incentivize and reward compliance (Engage hosts)
- Consistently enforce ordinances (target unlawful / bad STRs)
- Avoid errors and lawsuits

## Hosts / License Holders who Understand STR Industry Best Practices:

- Comply with STR regulations
- Collect/remit guest taxes and pay licensing fees
- Learn** about applicable laws and apply them within STR Best Practices
- Apply neighborhood-friendly policies and monitor guest behavior
- Manage community-friendly businesses and retain their licenses



**STR  
Governance**



**STR Hosting**

# Laws Can Be **Friendly to STR Hosts**

And STR Hosts Can Embrace Laws and Lawmakers



And STRs can become a **valued part of the community.**





# govService **Host Compliance**



Address Identification

Automated monitoring of 70+ STR websites and online dashboard with complete address information and screenshots of all identifiable short-term rentals.



Compliance Monitoring

Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators.



Permitting & Registration

Online forms and back-end systems to streamline the registration process and capture required documentation, signatures and payments electronically.



Tax Collection

Make tax reporting and collection easy for hosts and staff to submit and review online.



24/7 Hotline

Make it easy for neighbors to report, prove, and resolve non-emergency short-term rental related problems in real-time, any day, at any hour.



Rental Activity Monitoring

Estimate occupancy or rental revenue for each property and identify audit candidates who are under-reporting on taxes or exceeding occupancy regulations.

**Thank you!**