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RENTALSCAPE

Short-Term Rental (STR) Playbook for Government

Hands-on tips and real world insight from local government experts in short-term rental property management and compliance.



Introduction

Fueled by the scale made possible by big online platforms, the world of short-term rental properties has created significant challenges for local governments around the world.

Whether they're advertised on major platforms like AirBNB or Vrbo or quietly flying under the radar, STRs require careful identification, monitoring, and management to minimize their impact on the community and ensure a safe and happy stay for guests.

Ensuring compliance with all local ordinance codes is key.

At Deckard Technologies, we're constantly looking for ways to help local government teams like yours deliver better outcomes.

We're always talking to our customers, and one thing we hear from them again and again is how valuable it is to share insights with other jurisdictions.

So with this first edition of STR Playbook for Government, we're delighted to be able to share expert insights from compliance teams across the U.S. about how they're stepping up to the challenge of keeping STRs compliant and safe.

We trust your team will find them valuable and we look forward to sharing more tips, knowledge and insight with you in the future.

Regards,



Nick Del Pego
CEO, Deckard Technologies



TIP 01



Lee Sherman
Analyst, City of Ventura, CA

CITY OF VENTURA

ACCESSIBLE DATA DRIVES COMPLIANCE AND EFFICIENCY

Rentalscape's ability to make data accessible has helped us improve efficiency, compliance and revenue collection. Our permit administration, code enforcement and finance teams have access.

We went from around 250 permitted properties to 300 when we got Rentalscape. Rentalscape's compliance tool has been very helpful bringing them into line.

Finance is able to do a cross-check on T.O.T payments using Rentalscape to see if property owners are being honest with us. We also use Rentalscape to accurately estimate how much revenue we should be collecting annually.

Accessible data also helps code enforcement. If it looks like someone has added an extra bedroom, for example, we can easily share a link and have it checked out.

Having highly accurate data accessible to multiple users across different departments is key. It's eased our workload and made it more efficient. You have to be smart with your data. Rentalscape helps us do that really well."

City of Ventura faced a

100%

increase in vacation rental properties in 3 years

TIP 02



Johnny Terfehr

Community Safety Director at
City of Eastvale, CA

CITY OF EASTVALE

TRUST THE DATA AND MOVE FAST

Have confidence in the Rentalscape data and use the evidence it produces to take decisive compliance action.

There's not usually outward signs a property is an STR unless you live next to it. Before Rentalscape, it was much more difficult to confirm a property was being used as an STR in the city. If the owner of the property was savvy, our officers would have to spend a ton more time attempting to verify the property as an STR, and in a few cases would not be able to.

Rentalscape can provide that evidentiary information that a property is operating as a short-term rental. We have a lot of confidence in the data - it is highly accurate. If it says it's a short-term rental, we show the owner the evidence and they most often comply quickly.

We also set a follow-up inspection for 60 or 90 days out so we can check if the property is still compliant.

Rentalscape is a force multiplier, and without it, we would not be able to do as good a job."

City of Eastvale has actioned

285

successful compliance cases since 2019

TIP 03



Hugh Quinn
Planning Commission Chair, Chester, VT

START SIMPLE: MANAGE STRS WITH BALANCE, NOT FEAR

Chester, Vermont, has a unique housing mix, with 40% of homes owned by second homeowners and just 4-5% are short-term rentals (STRs). While the number of STRs remains relatively small, proactive management through monitoring tools like Rentalscape is necessary to prevent future issues. Instead of relying on heavy-handed manual restrictions, we focus on mapping STR locations, ensuring safety compliance, and fostering open communication with owners.

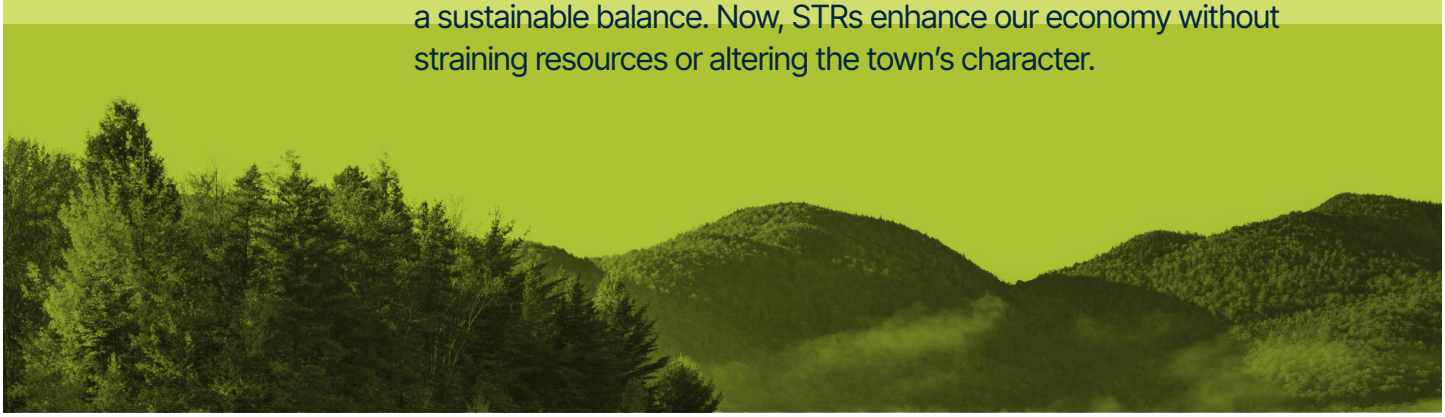
Our advice: Don't let fear-driven narratives about STRs dictate your strategy. Start with data to understand the scale and nature of your local STR activity. Even in communities where STRs are a small share of housing, technology can play a critical role. Tools like Rentalscape help identify and monitor STRs, enable communities to address STR compliance elements such as safety, while maintaining trust with property owners.

By staying practical and focused on essentials, Chester has found a sustainable balance. Now, STRs enhance our economy without straining resources or altering the town's character.

In Chester, VT, under

5%

of homes are short-term rentals



TIP 04



Josh Quinn
Director of Product Development, Northern Kentucky Convention & Visitors Bureau

GREAT CUSTOMER SERVICE MAKES ALL THE DIFFERENCE

Strong customer support isn't just a perk—it's essential when managing short-term rentals (STRs). The right technology partner should offer not only powerful tools but also responsive, knowledgeable service to keep operations running smoothly.

When we transitioned to Deckard Technologies, the difference in customer service was immediately clear. The Rentalscape team is quick to respond, proactive in their support, and always ready with solutions. Whether we need help tracking STR locations or troubleshooting an issue, their team ensures we get answers fast, allowing us to stay focused on community needs.

When choosing a technology partner, it's not just about the platform—it's about the people behind it. A team that prioritizes your success through ongoing check-ins and dedicated support makes managing STRs more efficient and far less stressful. If you're looking for STR management tools, choose a partner that values customer service as much as their product—it makes all the difference.

In Northern Kentucky Convention & Visitors Bureau, there are approximately

543

STRs, a majority of which are located in the City of Covington



TIP 05



Crystal Rimes
Administrative Coordinator & Certified Code Enforcement Officer, City of Fernandina Beach, FL

SPEND YOUR TIME ON EDUCATION, NOT MANUAL PROCESSES

Here in Fernandina Beach, we know most short-term rental (STR) operators don't deliberately skirt the rules. But many don't know the regulations, like needing to have a permit number on listings, or they let permits expire because they don't understand what's required.

Our department prioritizes education and voluntary compliance wherever possible. It's the right approach for us, but STR compliance and enforcement can be more complex than many people realize.

Early on, we managed STR listings with spreadsheets and manual online searches. It was time-consuming and inefficient. We realized we needed a more robust solution to reduce the time spent on research and data retrieval. Rentalscape has given us the ability to simply type in an address and get all the information we need about a property, cutting our research time by 75%.

My advice is to use technology like Rentalscape to get the information your team needs much faster. Pairing that with clear, proactive communication—like reminding operators to include their permit number on every listing—creates an efficient system that benefits residents and visitors.

75%
reduction in compliance research time using Rentalscape



TIP 06



Jeanne Snider
Assistant City Attorney, City of Norman, OK

CHOOSE AN EASY-TO-USE STR MONITORING SYSTEM

Before implementing an STR management system, keeping track of short-term rentals in Norman was a significant challenge. Identifying unlicensed properties and ensuring compliance required extensive effort, and managing this manually would have been overwhelming for any team.

Recognizing the need for a better approach, we began exploring STR monitoring tools in 2017 and adopted Rentalscape in March 2024. Since then, having access to reliable, up-to-date data has made a measurable impact, leading to a reduction in unlicensed rentals. Rentalscape's intuitive design makes it accessible for the team, even those without a technical background, streamlining daily operations.

There are
381
licensed STRs in the city of Norman

Beyond functionality, strong customer support is essential. Quick responses and expert guidance save time and reduce stress, particularly when managing a large number of properties. When selecting a monitoring system, it's important to consider not just the software itself, but also the reliability and responsiveness of the support team.

Our advice: Managing STR compliance manually at scale is nearly impossible. A well-designed monitoring system with accurate data, ease of use, and strong support is essential for staying ahead.



About Rentalscape

Rentalscape, by Deckard Technologies, is the leading GovTech solution for managing short-term and long-term rental business compliance.

The AI-powered platform identifies, monitors, and manages short-term rentals by analyzing over 15 million listings from 10,000+ rental websites in real time, capturing listings, bookings, and rental activity. By leveraging this data, every listing is matched to a precise property address and its associated parcel number, ensuring unparalleled accuracy and specificity.

Key features include an interactive map of licensed and unlicensed properties, sortable list views, and detailed property cards with listing history, booking data, and estimated revenue. Rentalscape also offers search functionality, market-wide dashboards, and compliance tracking tools to help jurisdictions enforce local regulations and estimate short-term rental lodging taxes owed.

With a growing suite of additional modules and services, Rentalscape adapts to the evolving needs of short-term rental management, empowering local governments to enforce ordinances, streamline compliance, and uphold community standards.



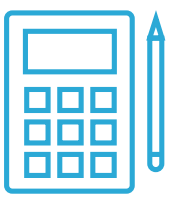
Increase compliance levels by up to

39%



10,000+

Short-term rental sites monitored every day



Consistently increase tax collection by at least

40%



Trusted by more than

400

jurisdictions

About Deckard Technologies

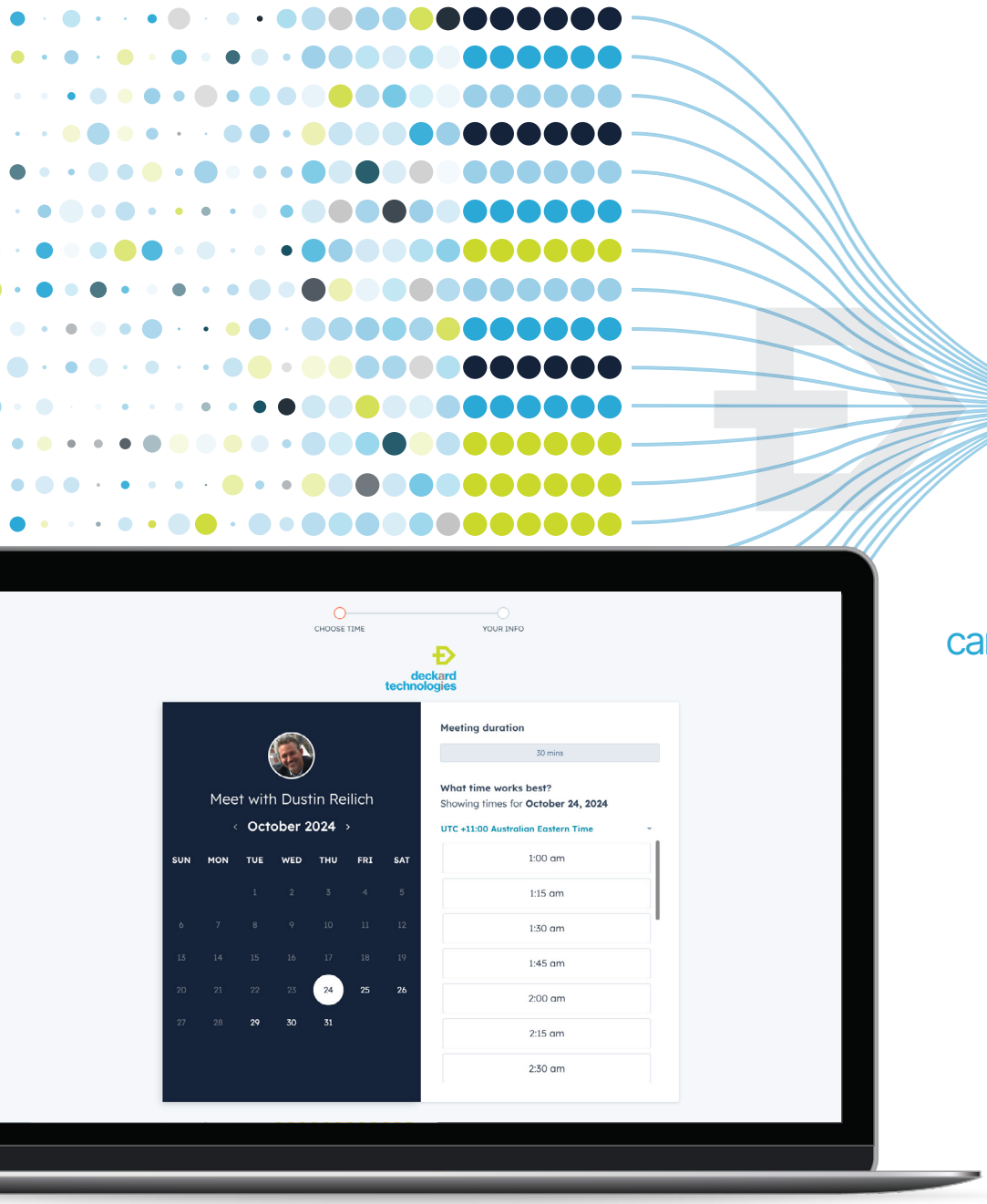
Deckard Technologies is a GovTech data company dedicated to helping local governments address residential property-related challenges.

Founded in 2018, Deckard Technologies operates globally with offices in the U.S., Colombia, and Australia, delivering actionable insights on the business of short-term rentals, long-term rentals, and foreclosures. Its AI-powered, market-leading products consolidate these insights into intuitive dashboards, enabling governments to monitor and manage properties seamlessly.

With scalable, cost-effective systems that leverage patented processes to deliver real-time data through a robust Software-as-a-Service (SaaS) platform, it enables the streamlining of property compliance and optimizing tax revenue collection.

Trusted by over 400 jurisdictions worldwide, Deckard Technologies' innovative solutions have transformed municipal property oversight, empowering governments to enhance community standards and drive impactful policy decisions.





See how Rentalscape can help lift STR compliance in your community.

BOOK NOW

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