SIGNATURE OF ENTIRE PROPOSAL AND SUBMITTALS

FIRM: LTAS Technologies Inc.

BY: _____   CEO _____

Signature   Title

Allen Atamer

Print or Type Name

ADDRESS: 505 Consumers Road, Unit #314

Street Address and/or P.O. Box Number

Toronto	ON	M2J 4V8
City	State/Province	Zip Code

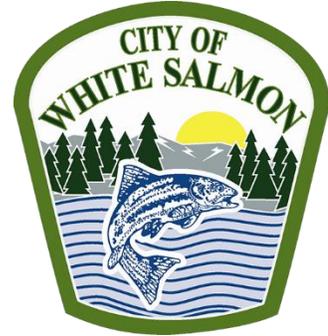PHONE: 877-352-3277 ext 1   EMAIL: Allen@Harmari.com

RETURN ENTIRE RFP PACKAGE AND ALL DOCUMENTATION AS
REQUIRED BY THIS REQUEST FOR PROPOSAL BY ***MONDAY,
NOVEMBER 8, 4:00 PM*** TO:

Jan Brending, Clerk
Treasurer
janb@ci.white-
salmon.wa.us

COVER LETTER

City of White Salmon,
100 N Main Street,
White Salmon, Washington, 98672

Attention: Jan Brending
City Clerk/Treasurer,

Dear Jan,

HARMARI STR is pleased to provide the following proposal for Short Term Rentals (STR's) Identification, Monitoring and Web Portal Services, requested by the City of White Salmon. I am a Sales Representative at HARMARI STR, which was founded in 2011. We provide the Harmari STR Short Term Rentals (STR's) Software and Consulting Services.

Harmari STR is a worldwide leader in this field, pioneering the machine learning technology and analytics that the City of White Salmon can leverage. The Harmari STR solution is a cost-effective solution, without compromising on quality or completeness of scope.

Scope Item	How Harmari <u>Exceeds</u> Minimum Specifications
Address Identification	✓ Identification for 80+ websites including Airbnb, VRBO, Flipkey, Booking, Casamundo and many others ✓ Non-crowdsourced, non-Amazon MTurk trained analysts ✓ At least 2 overlapping supporting evidence screenshots provided up front without special inquiry and spoliation of evidence ✓ Accuracy guarantee of 95% for houses, 75% for condos/apartments
Online Registration	✓ Fully Customizable 5-step process ✓ Automated renewal reminders ✓ Payment by credit card via Paypal, also cash/check/ACH options ✓ Customer Service assistance 8 AM – 5 PM
24/7 Complaints Hotline	✓ Route complaints to the proper jurisdiction and to PM / Code / Police where applicable ✓ Human inbound, human outbound call center ✓ Unlimited nuisance STR calls

We look forward to discussing the project in further detail with you.

Sincerely,

Thesh Kalaransithan
Sales Representative
thesh@harmari.com
1-877-352-3277 x 9

TABLE OF CONTENTS

1   EXECUTIVE SUMMARY

We believe that **Harmari STR** is well positioned to help the City of White Salmon achieve its objectives. This is why we are better than other similar Service Providers**:**

Upfront Supporting Evidence: We are the only compliance vendor that guarantees a **minimum of 2 Supporting Evidence Screenshots** for every non-compliant Short-Term Rental. Some vendors provide a "lower tier" list service which does not include proof unless you request it. That short-cut can be very costly to your municipality in the event of a dispute or litigation. Harmari provides evidence upfront without need for special request.

Quality Guarantee: We have heard horror stories of vendors providing Community staff with half-completed, error-riddled data resulting in mis-identifications and returned mail. Then Community staff have to "massage" the data after the fact. This is unacceptable for a professional data-services company. We guarantee both accuracy and completeness of at least 95% on houses, 75% on condos.

Incentive to Move the Needle: Beware of competitors that charge a flat rate for every year of a contract, hand-waving a 100% turnover of new listings each year that need to be identified. Real estate turns over between 10% to 20% which means year 2 and onward should be less work. Our prices are based on the 3 E's framework of compliance: Establish, Enforce and Endgame. Endgame is our lowest price tier.

Experience and Capacity: Our 30 analysts are personally recruited and trained at our company's head-office by Harmari executive and senior analysts on the trade-craft of online investigations. Our team has a capacity of up to 2,000 identifications per week, including proof. Competitors "crowdsource" their consultants in a take-all-comers platform like Amazon Mechanical Turk. After 9 years of online investigation tools, we **do not crowd-source our core competency.**

Collaboration: In Harmari, it takes 5 seconds to edit a Case History record, and save it. Adding Compliance Notes is also quick and easy, notifying team members of feedback from community or STR hosts, and next steps in enforcement.   Email notifications of pertinent details like maximum occupancy violations, listings going up after being taken down, etc.

2 SCOPE OF WORK

Harmari STR directly supports the Software Requirements outlined in the RFP:

Requirement	How Harmari Addresses This
Provide an intuitive on-line STR registration/renewal portal with multiple payment options including on-line capability. All related payment solutions should be compatible with the City's finance management software Springbrook Express.	Harmari can provide a user-friendly registration portal that can facilitate multiple payment options. If the City stipulates that it wants to use its own payment processor that is not PayPal or Worldline Bambora, Harmari can either 1) have a link on the transaction completion page to the City's payment portal 2) integrate directly with that processor for an additional software customization fee. For more information on the cost breakdown and the options that the City has, please see page 37.
Create an inventory of all STRs and their hosts sufficient to verify whether properties on the inventory are compliant with City codes.	Harmari monitors over 80 short term rental websites. Each identification will be supported by at least 2 pieces of supporting evidence in the case history that provides over 60 data points. Please see page 8 for more detail.
The STR inventory data specified by the City should be able to be verified from an independent platform rather than directly from hosts.	Harmari provides at least 2 pieces of supporting evidence with each identification, including but not limited to the County Assessor's record, Google Street View, Facebook page, and LinkedIn profile shots of the property. Please see page 11 for more detail.
Provide for a centralized online complaint data base, 24 hour phone line for the public to register complaints, public facing dashboard, and monthly reporting structure to City.	Harmari can provide a 24/7 nuisance hotline and an online portal for complaints. The nuisance hotline is live-human inbound and outbound to ensure maximum compliance along with evidence in the case of a dispute. Please see page 26 for more detail.
Assist the City in obtaining maximum compliance through development of "best practices" to ensure hosts operating in the City apply for and obtain all required authorizations, including City business and pay all required taxes and fees. Provider will provide solution to assist in the collection of all required taxes (including pursuit of identified	Harmari currently works with over 70 different municipalities to assist with their Short Term Rental programs and has developed a knowledge of best practices to implement for a successful program. We have worked with cities to provide ordinance reviews and have provided a free ordinance creation tool when needed. If the City wants Harmari to collect lodging taxes or the equivalent from Short Term Rentals, Harmari can do so. Please see page 31 for more detail.

delinquent taxes from non-compliant STR properties).	
Provide automated violation reports for code enforcement and fines based upon illegal online listings.	Harmari's violation report allows code enforcement officers to prioritize their efforts, getting the biggest nuisances into compliance first. Please see page 21 for more detail.
Provide agreed upon reports, analysis, documentation and online, customized access to STR information management system to review host and host residence data, as required by the City.	Harmari provides on-demand reports for the City to access via our portal. We can also provide automated monthly reports. Please see page 19 for more detail.
Provide a primary point of contact that all City communications can flow through.	The primary point of contact for the City will be Jennifer Guan reachable via email and phone at: jennifer@harmari.com and 877-352-3277 ext. 9.
Participate in meetings and/or calls with City staff on a periodic basis to be determined prior to the commencement of services.	Harmari can commit to periodic virtual meetings in order to provide updates and ensure that this project is moving on track.
Provide additional related services and technical assistance relating to STRs on a task order, negotiated fee basis as requested by the City.	Harmari can provide STR ordinance consulting, custom software development, and additional services relating to STRs at negotiated fees.

Harmari can also meet some of the additive alternative requirements as well:

Requirement	How Harmari Addresses This
Portal to administer other business type licenses (new and renewals).	Harmari can provide a portal to administer business licenses for an additional software development charge.
Additional tracking and monitoring data.	Harmari's case history includes 67 points of data. Please see page 12 for more detail.
Nightly Rental Metrics a. Daily price b. Number of allowable guests advertised (e.g. 1 person, 2 person2, etc.) c. Rating (if available) d. Next available opening	Harmari meets requirement A and B directly in our case history. Although Harmari does not meet requirements D, E, and F directly, Harmari provides the calendar data for each listing for City staff to review, and obtain this information. Unfortunately, Harmari does not currently meet requirement C, however the City can make this suggestion and it may be added to our product roadmap. Please see page 12 for more detail.

e. Delta from today to next available opening f. Days booked from today	
Frequency a. Would want all above available information sampled and stored every day b. Ability to download daily data over a given date range at minimum Request for Proposals STR Inventory, Registration, Compliance and Analytic Services Page 5 c. Ideally would want an API available that would allow us to directly query vendor database	Harmari collects Short Term Rental data 4 times per week, which from our experience has proven to be sufficient. Harmari's on demand reports allows users to filter by last activity date and the date that the rental listing was found. Harmari has an API available for the City to utilize.
Analysis a. Ability to create a KMZ layer (or equivalent) identifying and mapping current STR hosts within the City limits b. Ability to track and monitor the volume, trend and impact of STR's operating in our city. The total revenue generated by these rentals may not be possible to directly replicate, but understanding their price and volume behavior would approximate their impact and further model impact on city sales taxes over time.	Harmari's dashboard provides a map showing the location of current STR hosts within the City with filters allowing staff to filter by zoning and other important features. The City can also export a GIS-compatible map that will also show the location of identified STRs within the City. Please see page 20 for more detail. On the Harmari landing page, the City will be able to view summary information regarding STRs including average nightly rate, number of unique properties, and property types. Revenue estimation can be found in the Revenues tab.

3   ADDRESS IDENTIFICATION AND REPORTING

MONITOR STRS

Harmari STR is one of the only vendors that executes listing data collection for over 80 unique websites. To maximize data capture, we go beyond the "Big 4" platforms (AirBnB, Expedia, TripAdvisor, and Booking.com) to acquire listings from nation-wide vacation rental management companies (ex: Evolve, Sonder, Vacasa, Turnkey) who have weaned themselves off the Big 4, alongside the hundreds of local Vacation Rental Management Agencies nationwide that have their own booking and advertising pages. Harmari STR reviews search engine results 5 pages deep with different keywords/destination combinations to find organic STR inventory which allows us to go above and beyond our competitors.

Harmari STR executes listing data collection 4 times per week, once in each of the four-time intervals:

- Weekday
- Weeknight
- Weekend-day
- Weekend-night

By staggering data collection, we acquire "vampire" listings that become active at night and removed during the day to avoid detection. This is another example of how Harmari STR rises above competitors to truly collect all listing that are active on STR websites. With our years of expertise, we are solving STR monitoring problems many of our customers didn't know they had!

Harmari STR covers 80+ different websites, many of which are shown in Figure 1.

Figure 1: Sample of 80 websites monitored by Harmari STR Inventory

Using a shapefile of White Salmon boundaries, below is an inventory of STRs from 80 different websites in Table 1 and a heatmap in Figure 2.

Table 1: STR Inventory for the City of White Salmon

Website	Listings
Airbnb	**43**
HomeAway/VRBO + Affiliates	**20**
FlipKey/TripAdvisor + Affiliates	**7**
Booking, Craigslist, Other	**26**
Total	**96**

Figure 2: Short Term Rental Heatmap for the City of White Salmon
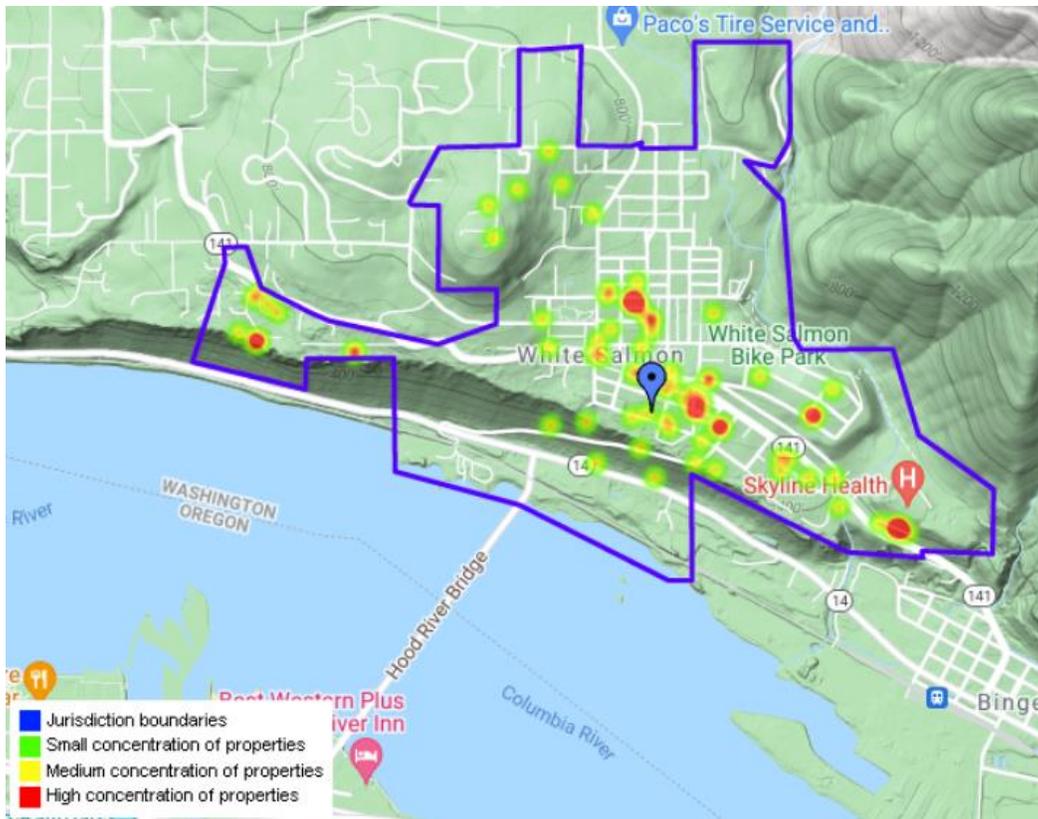
STR ANALYTICS AND DASHBOARD

Harmari STR understands the power of Dashboards and a summary of information that is useful when determining the effectiveness of a STR compliance program. We offer several different property and data source analytics and revenue and occupancy statistics based on the data collected. Below depicts a small sample from a menu of options to choose from. If the City is looking for certain analytics, let us know and we will be more than happy to discuss.

DE-DUPLICATION

There are many listings posted online that are duplicates of one another. Without de-duplication of listings, several issues arise including:

> Our solution leverages advanced techniques based on Artificial Intelligence algorithms to detect duplicates and enhance identification capabilities.

1. Unable to accurately assess estimated sales and taxes owed to the Community
2. Unable to verify that the correct permit is being used for the specific advertised rental unit

Harmari STR has developed proprietary matching technology coupled with human analyst verification to mitigate this issue. Harmari STR first deploys its matching technology that deciphers duplicates through metadata found in a listing including but not limited to business license numbers, locations and listing photos. Anything not caught by the system will automatically have a secondary review by human analysts who will categorize them in the following manner:

1. Rent out the exact same house/condo
2. Rent out different bedrooms in the same house/condo
3. Rent out different condo/houses

A sample of a de-duplication Comparison View is shown in Figure 3.

Figure 3: Sample Comparison View

De-duplication of listings is important to verify that the correct permit is being used for each advertised rental unit, and also to accurately assess estimated sales and taxes owing by summing reviews on each STR website.

IDENTIFICATION WORKFLOW

After collecting all the raw data and putting it through our various proprietary systems and processes, Harmari STR has a team of human analysts, who are **personally trained by Senior Analysts with over 14 years of combined identification experience**, to conduct full identifications that provides the Community with a court-defensible case history evidence report for each listing. Harmari's trained analysts use dozens of different public record sources to establish first/last name, business name, and exact address of the STR operator. Our proprietary toolbox includes:

- Matching up host information on social media or any other public website
- Using public records to search phone number, business name, person name, property address
- Use mapping and property data to identify the property put for rent and homeowner

Harmari STR's unmatched effectiveness is based on two key points:

- High data collection frequency: allows for close STR monitoring, accurate calendar and bookings data, and prevents "vampire" STRs
- At least 2 supporting evidence screenshots have to overlap for a correct identification
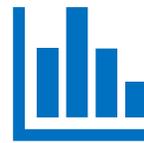
If an Analyst cannot successfully identify the STR, she will escalate it to our Senior Analysts who then complete the identification relying on their expertise. Our progress bar of identification is front and center in the Dashboard report, showing you how we're working hard every day to identify rentals to get you to 100% compliance.

Harmari leads the industry with a minimum standard of 2 pieces of supporting evidence for every single non-compliant STR operator identified. For example, consider the evidence in a typical case showing 5 pieces of supporting evidence:
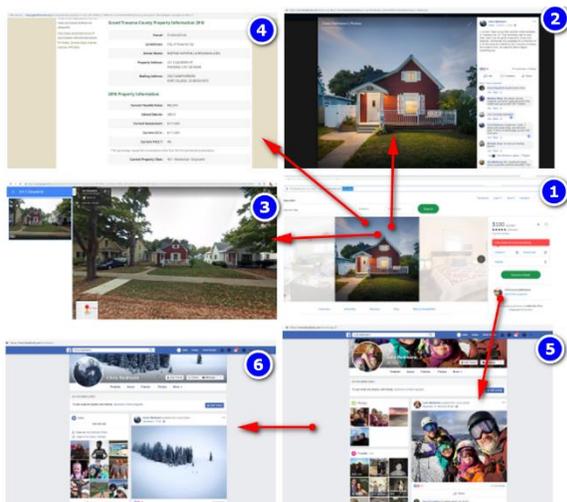
1. The VRBO listing of the STR with the external view of the house
2. The matching photo on the Facebook page of the same STR
3. The Google Street View of the same STR
4. The County Appraiser Record showing ownership, exact address, sale data, square footage and more. Our competitors typically do not provide this screenshot and thus your staff will need to do it themselves
5. The profile photo from VRBO matches the photo on the host's Facebook page
6. The host's spouse has a similar picture on her Facebook page.

CASE HISTORY- EVIDENCE
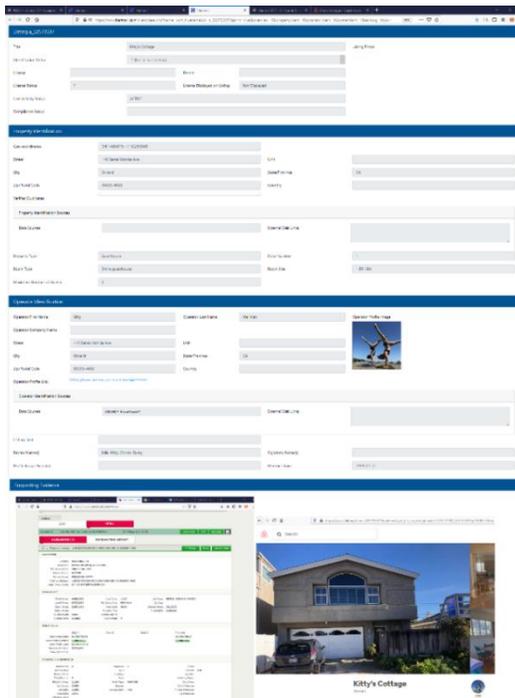
Figure 4: Case History Report Example

In Figure 4 is a Case History report with links for the listing and the operator respectively. The case history contains the following features:

• 17 Unique Sections including 67 data points assisting the Community to determine tax and code compliance
• Access to all extracted data from original listing including high quality photos and metadata
• Listing Browser Simulator that directly simulates the live listing based on the extracted data
• Clear, organized format of all verified data from human analysts including links to the data sources of the supporting evidence
• Easy access to license and compliance information right at the top
• Ability to add compliance notes tools that are automatically attached to the case history when working on a specific case, including when a customer phones in to agree/dispute letters
• Edit Mode allowing Community staff to enter any additional information as necessary
• Print to PDF function that is fully customizable by section

- Mobile-enabled interface for tablets and smartphones for in-field access including ability to upload supporting evidence from a smartphone or tablet
- Track changes features including exact date, time and user that allows for easy understanding of all edits done by different users

As seen below, the case history allows city staff to download the calendar data that Harmari collects.
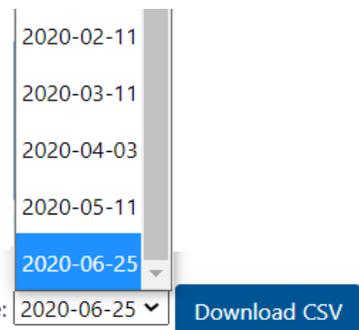
USER-FRIENDLY REPORTING

Harmari STR interface has been designed following two main principles:

■ Be as simple as possible while covering all the needs of the user.
We have iterated with users until finding the optimum design implemented in the current version of Harmari STR.

- Be as intuitive as possible, so that the learning curve can be accomplished in few hours. None of the Community's employees will require more than 2 hours to become familiar with the tool and to leverage its potential.

Harmari Web Portal - Sample View
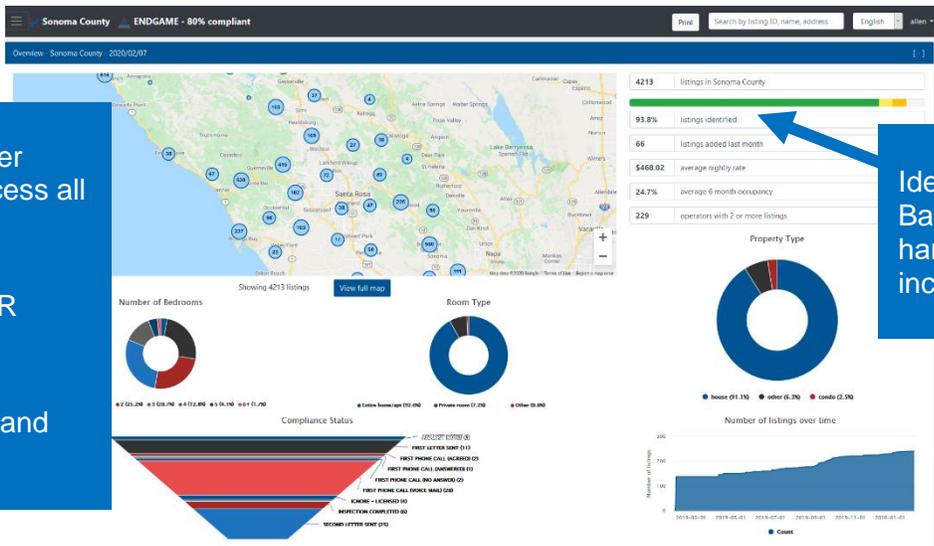
3-Line Corner Menu to access all modules

Bubble Map showing STR density

Charts for compliance and analytics

Identification Progress Bar – shows you how hard we're working including escalations
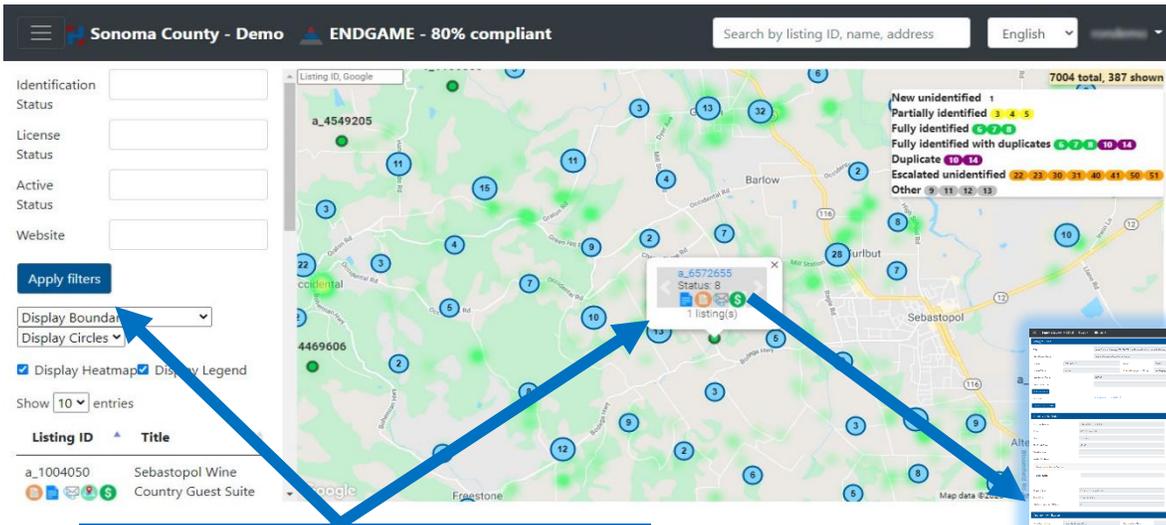
Easy navigation from *start* to *information:*

- Minimum number of clicks required to get to Case History
- Mobile-friendly interface
- Edit Mode – perfect for field work by Code Compliance
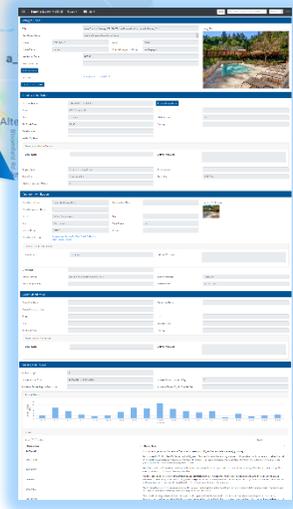
The map allows users to view and filter by jurisdictions provided by the city

Harmari Web Portal - Sample Views

Easy access to Supporting Evidence, Listing Archive Folder Export to PDF

Harmari Web Portal - Sample Views

Mobile ready, Harmari's web portal can be accessed from desktop PCs or Macs, mobile or tablet and will adapt to the screen-size of each.

Search by Address, Owner Name, Operator Name, Parcel number, Permit number, URL, Listing ID, etc. Results are grouped

130 listings match "john":   ×

Owner/Operator address match (6)	Title match (7)	Owner/Operator name match (100)

Listing ID ▲	Title	Match		Links
a_40922259		800 JOHNSON ST		📄 📍 📋 ✉
a_6728098		17600 Johnson Ave		📄 📍 📋 ✉
a_9977168		194 JOHN ST		📄 📍 📋 ✉
a_9977168		194 JOHN ST		📄 📍 📋 ✉
v_95902		194 John Str		📄 📍 📋 ✉
v_95902		194 JOHN ST		📄 📍 📋 ✉

Showing 1 to 6 of 6 entries   Previous   1   Next

4   COMPLIANCE MONITORING AND ENFORCEMENT

4.1   STR NON-COMPLIANCE

Figure 5 is a sample Licensing Workflow, which includes a cross-check of all STR data sources, against the business license and STR permit database and produces a report. Active-licensed listings won't be reported to you. They will simply be filtered out to not waste your time. Unlicensed and Inactive Licensees will be sorted by priority score and reviewed by our trained analysts if required. Once the review is completed, the Notice letters can be auto-generated by our software. Once the STR operator receives the notice letter, she can then go through the registration process and become compliant. The new licensee will then be fed back into the database for next month's cross-checking report and will no longer be sent any Notice letters.

Figure 5: STR Compliance Review Workflow

Listing	License Check	Match Score
Nice Beach House	UNLICENSED	95%
4 BR Bungalow	INACTIVE	85%
Oceanview Condo	ACTIVE	100%
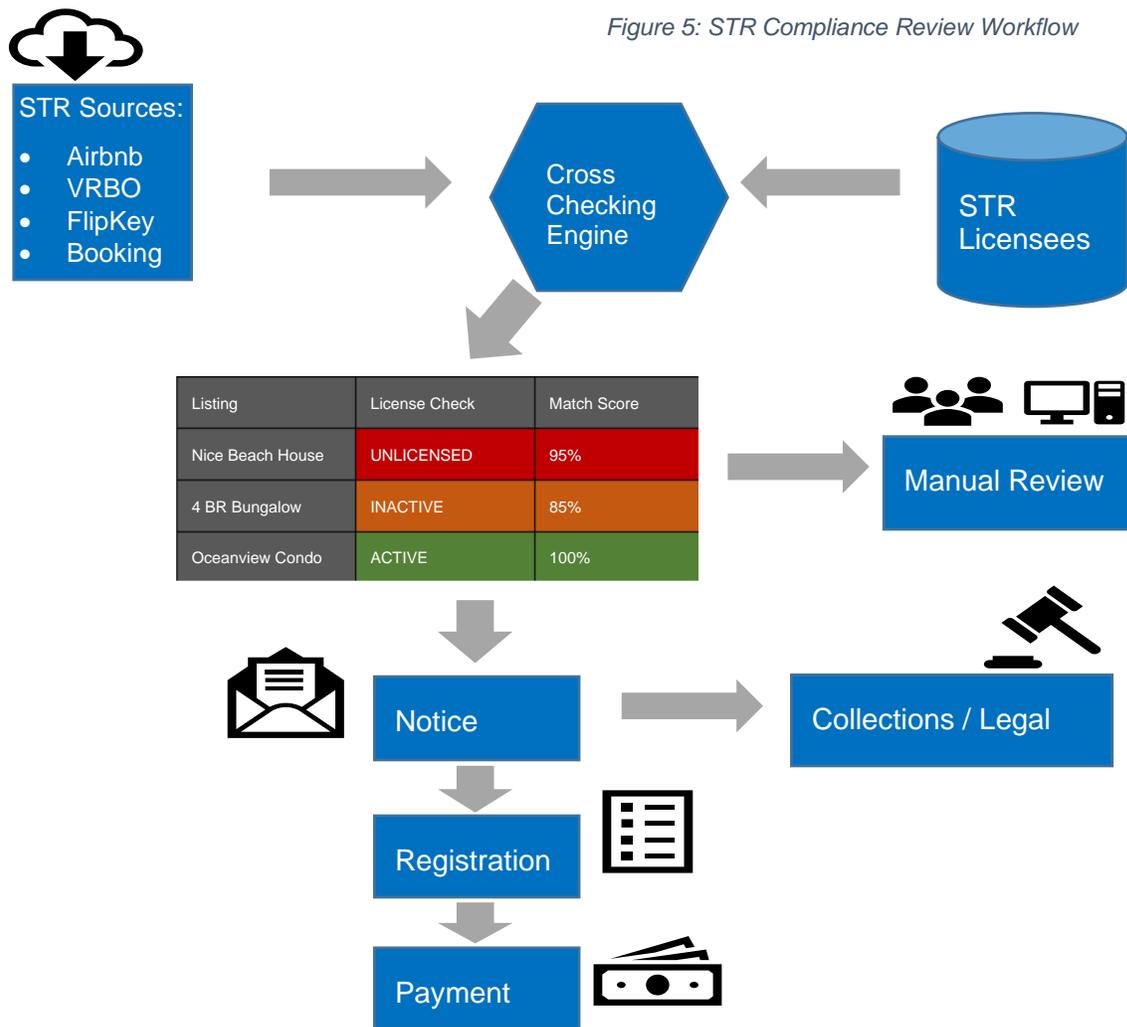
Harmari's web portal also has add-on offerings to enhance the compliance effort.

- Calendar booking analytics which track when bookings are made on the STR operator's booking calendar. Example in Figure 6 shows statistics on average stay frequency and stay duration. Beside the Revenues module of each Case History, a user can pick a specific Calendar Download Date to download a CSV file containing discrete check-in, and check-out dates that were **not available** to a guest at the time the calendar was checked. **Note**: calendar blocked dates do not guarantee a revenue-generating stay occurred.
- Timestamp PDFs which are web-browser rendered (WYSIWIG) format snapshots of what the STR listings looked like (see Figure 7). This is very useful for fly-by-night listings that only pop up for short periods of time, accept a booking and then shut down.
- Track Changes records, which enumerates how all information changes, when it changes (date/time, field, old value, new value). This is useful for code compliance cases when the number of rooms listed exceeds the maximum.
- Quickly and easily add compliance notes for people who call in and agree, dispute, or have questions on the letters they receive, as shown in Figure 8. Notes entered keep us updated on your activities to suppress those leads for next month, so that you don't get the same leads every month. This maximizes the efficiency of going through the data.

Figure 6: Booking and Reviews data including average stay length and stay frequency

Figure 7: Browser-Rendered Timestamped Evidence
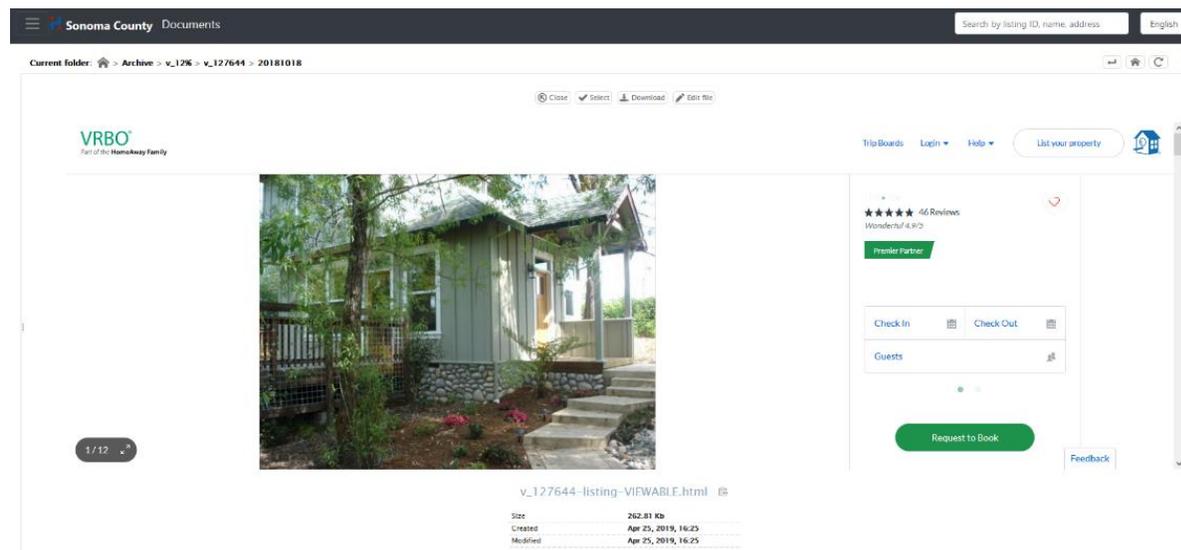
Figure 8: Quickly add Compliance Notes to listings

ON-DEMAND EXPORT REPORTS

Rather than requesting a monthly report from us, Harmari STR has made the process of getting a report as easy as 1, 2, 3! You can request any of our 7 different reports with 6 different filters. With a few clicks you have direct access to exactly what you need. We can even schedule weekly or monthly emails with progress reports attached.
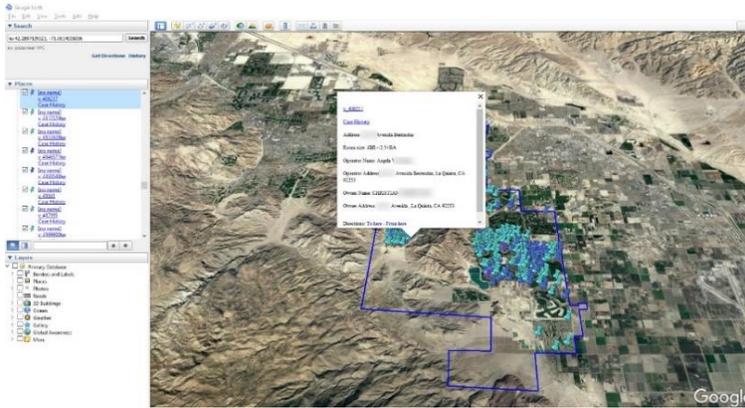
Figure 9: Export of Harmari STR data to GIS tool

On-Demand Export Report templates include:

• Full Report with 87 columns of data
• Master Report of 16 columns for the public / Council meetings
• Mailout Report of 26 columns for sending letters
• Violations Report as mentioned below
• GIS export compatible format shown in Figure 9.

ON-DEMAND VIEW REPORTS

Community staff may generate their own ad-hoc reports with 25+ columns available, using 15+ different filters.

VIOLATIONS REPORT

Harmari can generate a **Violations Report** which contains any STRs that have the following:

- Advertised a maximum guest occupancy that exceeds the number allowed based on permit
- Any upcoming or past stays on the rental's calendar that are fewer than the minimum nights required to be exempt from STR registration (e.g. a less than 30-night stay)
- Any hotline complaints that resulted in an escalation to Code or Police
- Any escalated complaints from outreach that have bene exhausted by the vendor (e.g. hanging up on call, 2 letters / 2 mailouts without response, disputed evidence)
- Other data (customizable to your needs)

A screenshot is provided in Figure 11. The report is currently sorted by the greatest number of violations descending, but can be customized based on violation type, severity, and frequency. Should the Community require additional violations to be detected, columns can simply be appended to the right of this report.

Figure 10: Violations Report blending compliance and nuisance complaints

Property ID	Property Name	Approximate Property Address	Signatory Name (s)	Identification	Licensing	Matched Rental Property License	Matched Rental Operator License	Violations	Number of Guests	Shortest Booked Period	Latest Compliance Activity	Latest Compliance Activity Date	Hotline Complaint
f_535	Exquisite Moroccan-Inspired Home with Magnificent	7 CALLE TECATE	Edwin B.	Owner/Address Match	INACTIVE	***LIC-763952	***LIC-762788	3	8 (6 allowed)	5 (2019-01-22 to 2019-01-26)	IGNORE - LICENSED	2018-07-20 15:43:19.0	72813383 (Excessive Noise)
a_156	FREE HEATED POOL & JACUZZI! Party, Hike & Chill	5 Avenida Madero	Andy	Owner/Address Match	UNLICENSED	***LIC-0111787	*** (licensee is LIC-0111786)	3	8 (6 allowed)	5 (2017-10-05 to 2017-10-09)	INBOUND - AGREE	2018-08-08 14:16:44.0	71366743 (Excessive Noise), 72757308
f_234	Casita Anjali	5 Avenida Nza	Jason G.	Unverified		***LIC-763544	***	3	6 (4 allowed)	1 (2017-05-28 to 2017-05-28)	IGNORE - LICENSED	2018-04-09 00:00:00.0	10003 (Trespassing)
v_633	Extend Your weekend - Summer Promo - 4th ni... - VRBO	5 Turnberry Way	Karen	Owner/Address Match	UNLICENSED	***LIC-0103186	*** (licensee is LIC-0102870)	3	10 (8 allowed)	2 (2018-09-08 to 2018-09-09)	ESCALATED	2018-07-20 09:11:13.0	
v_168	8th tee Stadium Course, private spa, A/C, c... - VRBO	5 Southern Hills	Sarah	Owner/Address Match	UNLICENSED	***LIC-0110775	***LIC-0104211	3	7 (6 allowed)	3 (2018-08-01 to 2018-08-03)	ESCALATED	2018-07-20 09:10:28.0	
v_442	POSTCARD views and extraordinary Luxury Hom... - VRBO	5 Aracena	Mike and Celeste	Owner/Address Match	UNLICENSED	***	***	3	10 (8 allowed)	26 (2018-06-01 to 2018-06-26)	ESCALATED	2018-07-20 09:11:51.0	
v_434	Gorgeous 3 Br/3 Ba Townhome-4 SEAT GOLF CAR... - VRBO	4 LEGACY DR	Property Manager/Owner	Owner/Address Match	UNLICENSED	***	***	3	8 (6 allowed)	2 (2018-08-03 to 2018-08-04)	ESCALATED	2018-07-20 09:12:27.0	
a_108	Private Cozy Cottage	5 Avenida Navarro	Marilynn	Owner/Address Match	ACTIVE	***LIC-763737	***LIC-763736	3	3	1 (2018-08-10 to 2018-08-10)	IGNORE - LICENSED	2018-07-23 16:25:28.0	
v_377	PGA WEST 3 bedrooms with	7 OLYMPIA ELDS	Christine	Owner/Address	ACTIVE	***LIC-766026	***LIC-	3	8 (6	17 (2019-01-15 to	ESCALATED	2018-05-20	

INSIGHTS REPORT

Our Insights module helps find keywords around themes to assist with compliance. We have grouped those themes below:

- **COVID-19** – reviews that show vacations cut short due to the restrictions, or listings that now advertise they are "sanitized", or offer "self isolation"

- **Events** – reviews mentioning they held an event, wedding, or a party at the rental, so Cities know that they require a permit, or enforce quiet hours at night, etc.

- **Fees/Taxes** – any mention of paying extra charges, or cash that are part of the taxes to be reported can be tracked by tax collectors

- **Overcrowding** – mention of too many people in a rental, or bunkbeds or rooming house causing safety issues for the neighbourhood

- **Unclean, Mold, Pests** – health issue for rentals that are run-down and not maintained

- **Safety –** safety related issues, secondary units (basement units, carriage houses, etc)

- **Unhosted Rental –** keywords or phrases that help find violations of primary residency

Community staff can enter their own custom keywords to gain local specific insights.

Search by listing ID, name, address | English | allen

COVID-19 | Events | Fees/Taxes | Overcrowding | Mold | Unclean | Fire | Pests

Frequent phrases

Selected phrase: party

Table | Word cloud

Phrase	Occurrences
party	596
wedding	219
retreat	219
bachelor	214
reception	182
celebration	153
picnic	31
spring break	0
banquet	0

Showing 1 to 9 of 9 entries | Previous | 1 | Next

Copy | CSV

Listing ID	Title	Approximate address	Bedrooms	Guests	Occurrences in listing
a_6920824 (reviews)	Waterview Shangri La	704 NE 20 Avenue	3 BR 3BA	10	34
a_10380873 (reviews)	CasaDelSole-Waterfront Bch Home Min 2 LasOlas/Dtwn	2619 Marion Drive	4 BR 4BA	12	20
a_15865989 (reviews)	Come To Paradise, Walk 2 Shops, Restaurants, Beach	1620 SE 2 Court	5 BR 3BA	12	14
a_19135277 (reviews)	Secluded House on Nature Preserve, Steps to Beach	3300 NE 14th Court	5 BR 4BA	14	13
b_1073720 (reviews)	Tara Hotel A North Beach Village Resort Hotel	524 Bayshore Dr	1 BR	6	8
a_17907550 (reviews)	LOCATION, LOCATION, AND LUXURY! 3 bedroom 3.5 bath	811 SE 18 CT	3 BR 3BA	6	7

Reviews

Show 10 entries | Search: party

Review Date	Review Text
2020-02-10	Priscilla's place is by far the nicest Airbnb I have ever stayed at. If you are even contemplating booking, book this place! We went for a long weekend with 7 girls for my sisters bachelorette party. The house is AMAZING. So clean, so much space for everyone plus more and don't even get me started on the backyard it is so beautiful. We honestly could have just stayed at the house relaxing in the pool and hot tub for the whole weekend and been completely satisfied. Having coffee out on the patio was a great way to start our mornings, and the location was perfect a quick uber to wherever we wanted to go. I could keep going on about how amazing this place is, but all I will say is if we are ever back in ft. Lauderdale I would love to have the opportunity to stay at Priscilla's place again!
2019-11-24	Priscillas house was absolutely perfect! Everything exceeded expectations by far. We had a college reunion and there was more than enough space for our group of 10 adults. She was so accommodating and the house had everything we needed . Lots of leftover party supplies & space but is also in a quiet area that is perfect for relaxing. Best of both worlds, we did not leave the pool the entire time! Thank you so much Priscilla! Would definitely recommend and stay again.
2019-11-17	This is the best Airbnb experience I have ever had. The description of the place, the pictures are all accurate, if anything, they do not do the place justice. Pricilla goes above and beyond with nice touches; the beds are comfortable and the house is very practically laid out and stocked with everything you would expect, even for our bachelor party of 8 guys in our 30's who like to cook. Every one of us were super comfortable and they were all singing my praises for booking this house. The scenery and location are ideal; it was so nice to wake up, make coffee and have it out in the lounge chairs overlooking the water. Groceries for grilling etc were only a five minute Uber ride away and Pricilla also provides convenient delivery options which we utilized. You are also close to downtown, restaurants, bars etc. I'm conclusion, the place and the hosts are first rate fantastic! Don't hesitate to book!

TOP HOSTS / SUSPECT HOSTS

For customers with large short term rental inventory, it makes sense to approach hosts with large multi-listing inventories to make great gains in compliance with reaching a few hosts. Simple steps to get to results as in the figure below:

1. Click the user ID of the host in each platform
2. The Host contact information, web links, mailing address appear in the top right, while the associated listings show up in the lower right panel

Top Hosts | Suspect Hosts

Date:

Top Hosts, all platforms, having at least 10 listings with Active(1) status

Hosts

Copy | CSV | Show 10 entries

Search:

Number of Listings	User ID	User name
65	au_10202618	Simply Comfort
52	au_152088065	Gennadi
46	fu_97726	Pelican Executive Vacation Suites
42	au_785826	Arlene
41	au_4124418	Ashish
34	au_327456656	Gevorg
34	au_135718015	Ak
29	au_301014754	Sonder (Toronto)
28	au_211526817	Golsana
26	au_1919294	Toronto Suite Rentals

Showing 1 to 10 of 69 entries

Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Next

Identified Operator

First Name	reservations@simplycomf	Last Name		Phone: 1 (437) 886 4396	Profile Image
Company Name		Simply Comfort			
Address		2225 Sheppard Ave E, North York, ON, M2J 4Y1			
Profile Link		https://www.airbnb.ca/users/show/10202618			

Identification Sources

Data Sources	External Website, Realtor	External Web Links	https://simplycomfortsuites.com/cont

Selected host: au_10202618

Copy | CSV | Show 10 entries

Search:

Listing ID	Listing Title	Address	Identification Status	Reviews	Bedrooms	Guests
a_22069427	UV DISINFECTION Unbelievable 43FL CNTower View	26 Grand Trunk Crescent	Presumed Duplicate	67	2 BR 1BA	3
a_30631030	UV DISINFECTION Unbeatable 66fl Downtown View	19 York St	Unverified	42	1 BR 1BA	3
	UV DISINFECTION	3 Bremner	Presumed			

Suspect Hosts

In the constant cat-and-mouse game between non-compliant hosts and enforcement, it's important to have suspect data scored for risk. Based on years of experience, we have engineered a leading-edge algorithm that combines a few factors to assess risk of fraud:

1. Client profile photo contains a face or not
2. Variance between profile name(s) and other names detected in listing
3. Displayed license number does not conform to City format and/or invalid or inconsistent with registry
4. Client verification on-platform

The results are shown in the figure below:

Top Hosts | Suspicious Operations

Date: 2020-12-15 13:53:15

Factors: "UNVERIFIED IDENTITY": 0 if platform has verified user identity, otherwise 1. "NO FACE": 0 if face found in profile picture, otherwise 1. "NO LICENSE": 0 if license was displayed on listing, otherwise 1. "NUMBER OF NAMES": 0 if all reviews are addressed to host name, the more names that differ the higher the score to a maximum of 1.

Hosts | Listings

Copy | CSV | Show 1,000 entries

Search: au_

User Score	User ID	User name	Factors
3.97	au_82885365	Vincenzo	{"Unverified Identity": 1.0, "Average Listing Score": 2.97}
3.97	au_109538557	Steve	{"Unverified Identity": 1.0, "Average Listing Score": 2.97}
3.97	au_27257989	Patricia	{"Unverified Identity": 1.0, "Average Listing Score": 2.97}
3.97	au_10699780	Isorine, Jack And The 2 Little Ones	{"Unverified Identity": 1.0, "Average Listing Score": 2.97}

Hosts | Listings

Copy | CSV | Show 1,000 entries

Search: au_103

Listing Score	Listing ID	User ID	Listing Title	Factors
3	a_15914439	au_103246907	cc's home	{"No Face": 1.0, "No License": 1.0, "Number of Names": 0.0, "Unverified Identity": 1.0}
2.97	a_17562533	au_103420587	Pretty 2BR+2BA -Fashion/Entertainment District	{"No Face": 0.0, "No License": 1.0, "Number of Names": 0.97, "Unverified Identity": 1.0}
2.98	a_15997719	au_103895855	Comfy and Private House In Annex!	{"No Face": 0.0, "No License": 1.0, "Number of Names": 0.98, "Unverified Identity": 1.0}
2.97	a_15988502	au_103895855	Comfy 2-bedroom downtown house!	{"No Face": 0.0, "No License": 1.0, "Number of Names": 0.97, "Unverified Identity": 1.0}

Showing 1 to 4 of 4 entries (filtered from 1,000 total entries)

Previous | 1 | Next

TIME SERIES DATA ANALYSIS

Below please find an example Time Series data query for Average Nightly Rate over a 3 year period, which can be filtered by Property Type, Room Type, etc.

CLUSTERING VIEW

Please find below a sample of our Clustering Task view interface, with listings from different websites with prefixes a=Airbnb, v=VRBO, f=Flipkey, b=Booking, to assist with matching clients

5   24/7 NUISANCE HOTLINE AND TIPFORM

Online Registration The 24/7 Tipline offered by Harmari, where a live human operator can take down the type of complaint (noise, garbage, parked vehicles, violence, drugs), the address of the incident. Then the 24-hour property manager for the STR will be called back by a live human regarding this incident and to immediately resolve the issue. If that incident is not resolved within 45 minutes, then the dispatcher escalates the call to code enforcement, or to police after hours.

Below is a flowchart of an actual customized workflow for the 24/7/365 Tipline that Harmari has delivered, which is in full compliance with the City ordinance.

Figure 11: Easy mobile form for STR complaint tips
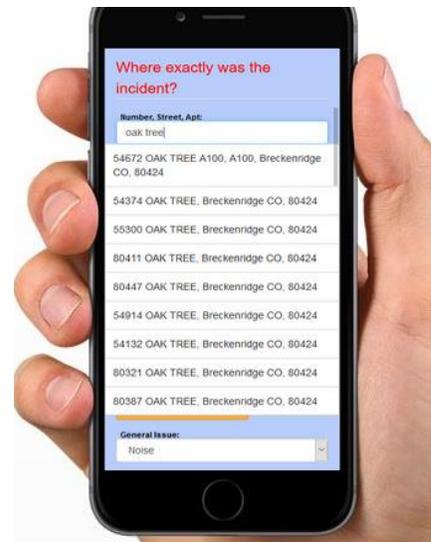
Figure 12: STR Complaint Tipline Flowchart
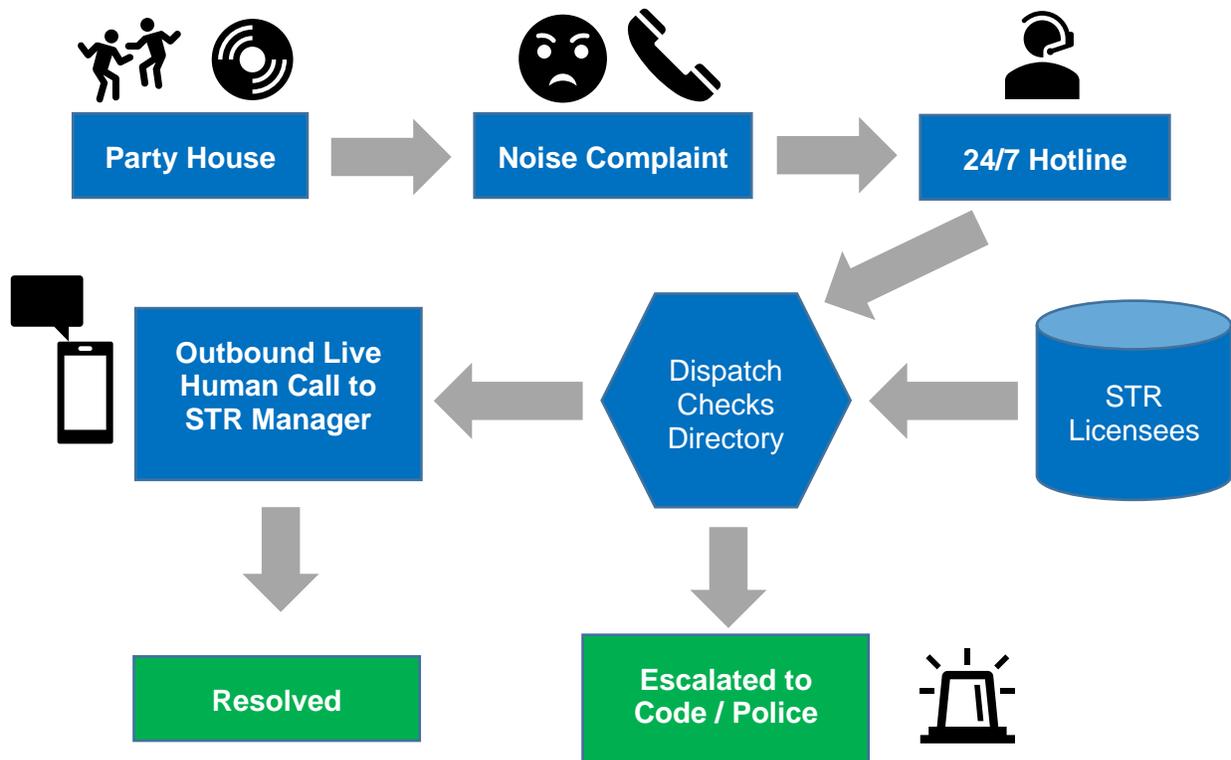
A web form allows the Tipline operator / recorder to submit all information, including auto-completion of the address, and upload evidence of non-compliance directly from mobile device any photo, video or audio (Android or iOS) as shown in the figure below.

Harmari's hotline tip submission page features

- Auto-completion of the address

- Upload evidence of non-compliance directly from mobile device any photo, video or audio (Android or iOS)

- Private view for inspection (with all information), and public view (with names removed)

Figure 13: Features of easy to use mobile tipline

Below please find an example tipline complaint public view (with name/contact redacted) and the private view for City staff.

Figure 14: Tipline Status - Public View

Figure 15: Tipline status - City staff view

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6 STR REGISTRATION

6.1 ONLINE REGISTRATION AND RENEWAL PORTAL

Harmari's permit registration system can accommodate registering. The screenshots below are grouped in a "wizard" format that helps the user know how many steps are left during their application. The steps are

- Step 1 – STR address and details
- Step 2 – Owner / Operator name
- Step 3 – Emergency contact
- Step 4 – Document Upload, Safety Standards checklist
- Step 5 – Site Plan checklist

All steps are saved along the way for the applicant to revisit when they get back to the page. See for example the screenshots Figure 7. Registration fees are collected via Paypal. The registration portal supports English, Spanish and French languages. The registration page is mobile-friendly and supports all modern web browsers and OSes.

Figure 16: User-friendly STR registration portal

6.2 REGISTRATION ADMINISTRATION AND PAYMENT

Harmari STR, provided as an off-the-shelf solution for Finance staff to administer registration and lodging tax payment

■ Harmari STR has a user-friendly list for Staff to approve/reject all newly registered and/or changed properties. It features all the requirements of the checklist including reminders to book an inspection and escalation to management for 7 and 14 days passed respectively for administration staff.

Figure 17: Registration Approval by Finance Staff

6.3 ANNUAL RENEWAL PROCESS

Harmari STR allows for quick and easy reminder emails to be sent 30 days prior to and twice per month reminders both before expiration and delinquency notices.

7 TAX COLLECTION

7.4 MONTHLY TAX COLLECTION

A user friendly tax collection page makes it quick and easy to collect the lodging tax that is owing from the taxpayer, customizable to your liking. Those reports are easily generated in the administrator portal accessible by staff below.

Harmari STR's Full Report already contains data on what is owed each month in LODGING TAXES. Estimated revenue fall into 2 categories. A sample report is found in Figure 18.

- Review-based revenue, which is an under-estimate due to many stays not resulting in a review
- Calendar-based revenue, which is an over-estimate due to possible cancelation and personal use of the property

Figure 18: Monthly Revenue Estimates Report

	AIRBNB	BOOKING	FLIPKEY	VRBO	OTHER	TOT (12%)	TOTAL
			REVENUES SUMMARY				
2020	$1,479,206.00	$24,759.00	$0.00	$627,402.00	$0.00	$255,764.04	$2,387,131.04
2019	$28,237,561.00	$341,888.00	$18,435.00	$11,737,629.00	$0.00	$4,840,261.56	$45,175,774.56
2018	$29,575,470.00	$341,801.00	$73,619.00	$9,641,325.00	$0.00	$4,755,865.80	$44,388,080.80
2017	$23,702,980.00	$328,476.00	$126,193.00	$10,455,575.00	$0.00	$4,153,586.88	$38,766,810.88
2016	$14,489,166.00	$0.00	$286,968.00	$11,855,518.00	$0.00	$3,195,798.24	$29,827,450.24
Total	$97,484,383.00	$1,036,924.00	$505,215.00	$44,317,449.00	$0.00	$17,201,276.52	$160,545,247.52

7.5 REVENUES BY OWNER AND PLATFORM

Harmari STR can deliver reports each month across platforms and broken down by operator. This way you can monitor whether STR platforms that do not have a VCA with the Community are remitting an accurate amount of lodging taxes. By comparing the estimated revenue from booked days against actual revenue filed on the tax return monthly, quarterly or annually. Staff can look for under-reporting as shown in Figure 19.

Figure 19: STR Revenues by Owner and by Platform Report

8 WARRANTY/MAINTENANCE AND SERVICE

The Harmari STR identification process maintains a high level of reliability and accuracy. Our procedure requires <u>at least 2 pieces of overlapping information</u> to corroborate the information in the STR listing.

Harmari STR goes the extra mile to make sure the information identified objectively overlaps with corroborating information. LTAS guarantees accuracy in its Service Level Agreement with penalties applied if Harmari goes below certain accuracy thresholds.

For **Identifiability**, Harmari guarantees that it will provide the full name and exact address of the STR operator a minimum percentage of total STR inventory for Year 1 of the contract.

Listing Building Type	Target	Penalty
House, Villa, or Single-family dwelling	95%	1% of contract per 1% below target to a maximum of 25% of contract Year 1[1]
Apartment, Condo, or unit of Multi-family dwelling	75%	
Tent, Tree-house, RV, or other dwelling	N/A	N/A

9 COMPANY BACKGROUND AND REFERENCES

9.1 PRIMARY CONSULTANT INFORMATION

LTAS Technologies Inc. was incorporated in Ontario, Canada on January 7, 2011. The company office is located at 505 Consumers Road, Unit #314, Toronto, Ontario, M2J 4V8. LTAS employs 12 part time and full-time employees, none of which reside in White Salmon. All staff assigned to the Community account are based in Toronto. The primary contact is Allen Atamer at 647-892-6477. Jennifer Guan is the Customer Service contact at 1-877-352-3277 x 5.

We believe that our solutions, based on the **Harmari STR** suite of superior service, is well positioned to help White Salmon achieve its objectives because of:

- **Value:** White Salmon can leverage the accumulated know-how in Harmari STR for a very competitive price. We are the only STR compliance provider to offer a <u>minimum of 2 supporting evidence screenshots</u> with each non-compliant identification to prove the information is correct and accurate. **Do not settle for a mailing list[2]**. This is critical for the Community to protect itself in the event of a dispute or litigation. Harmari STR provides superior value and state of the art technology at an affordable price.

- **Guaranteed results:** These are not empty promises; we know the capabilities of our tool and are ready to guarantee its results. We go the extra mile to make sure White Salmon gets the value it deserves. Harmari STR **guarantees an accuracy of 95% for houses, and 75% for condos/apartments** in our Service Level Agreement to you. This has led to the tremendous success of our customers, some of whom have achieved 99.9% compliance.

- **Real world experience with a world-class application:** We have successfully helped cities, other government entities, and corporations fight fraud in several industries since 2011, by leveraging the most advanced technologies. Our team has supported 47 customers with STR compliance activities in the past 6 years and is ready to leverage this experience and know how to support the White Salmon through this project.
Harmari STR implements cutting-edge Artificial Intelligence and Machine Learning to support cities in their efforts to control and monitor the STRs and Transient Occupancy Tax. Harmari STR is cleverly designed to cover all needs - powerful in the backend and user friendly in the frontend. One of many real-world examples is **Sonoma County, California**, which by using Harmari STR **increased STR permits by 36% in one year.**
- **A reliable company:** Harmari is in a leadership position in the **technological advanced** STR compliance market; we have bigger competitors, yet no one is up to the technical capabilities of Harmari STR at a dollar-for-dollar comparison.

We encourage you to compare for yourself, and you will soon realize that Harmari STR provides the most value, dedicated customer service at a competitive price.

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[2] For more detail please visit our blog https://www.harmari.com/harmaristr/2019/09/26/beware-of-short-term-rental-address-mailing-lists/

9.2   KEY PERSONNEL ATTACHMENT: RESUMES

■ **Allen Atamer**, Founder, CEO and Principal Engineer

Allen did his Bachelor of Science in Aerospace Engineering at the University of Toronto and graduated from MIT with a Master's Degree in Aeronautics/Astronautics. Having spent the past 17 years working on software engineering, artificial intelligence, and text mining, he is able to apply his experience in building LTAS Technologies. He has 2 patents involving artificial intelligence and guided aircraft diagnostics.

Allen founded LTAS Technologies in 2011 to make an impact on how the Internet is regulated and kept safe for everyone. The Harmari Tools that are developed by LTAS are used by hundreds of customers in state and municipal government, insurance, retail loss prevention, and law enforcement. Evidence procured by investigators from Harmari Search has proven case law in Ohio and Virginia. Allen has testified in Court as a subject matter expert for clients' multiple times in the US and Canada, with each time the Court admitting into evidence investigative work performed by LTAS. Allen has made presentations at the APA National Planning Conference, California Municipal Revenue Tax Administrators, Federation of Tax Administrators, and dozens of other conferences and insurance, government and law enforcement training events over the past 7 years. Allen will act as the Project Manager for this project.

■ **Tom Lee**, Product Architect

Tom completed a PhD in Computer Science from the University of Toronto in 2016, specializing in computer vision and machine learning, preceded by a Bachelor of Mathematics degree with Honors from the University of Waterloo in 2009. Tom joined LTAS in July 2015 to research and develop the Harmari Skycrawler that detects exotic and recreational vehicles where sales tax was evaded using satellite view technology. Tom now works as the Product Architect of our Harmari STR codebase and has been instrumental across all aspects including user interface design, database design, debugging, testing, deployment. Tom is also leading the effort to apply machine learning on STR images, such as Comparison View and metadata analysis to make our process more efficient. He will be the Internal Technical Director for our team on this project, reporting to the Project Manager.

■ **Jennifer Guan**, QA and Customer Support

Jennifer graduated from the University of Toronto with a Bachelor of Science in Statistical Science. She has worked at the Bank of Montreal and as a Teaching Assistant. She has strong organizational and communication skills and has demonstrated exceptional skills with about 2 years of STR identification and investigation experience. Jennifer will be the QA and Customer Support Lead for our team on this project, reporting to the Project Manager.

Besides the key personnel described above, our management organization will appoint a team of specialized in-house analysts and will count on additional contractors specially trained to identify STR operators based on scraped data and leads generated by Harmari STR. Our full-time analysts will verify the work provided by external contractors as part of the quality assurance tasks.

9.3 REFERENCES

Below we have selected references related to the scope of this project, who can confirm the effectiveness and quality of Harmari Short Term Rental Compliance suite.

Customer	Service Description
Sonoma County, CA Mimi Davis, Supervising Acct Phone: 707.565.1658 Email: Mimi.Davis@sonoma-county.org	• Contracted since February 2018 to provide data for Short Term Rentals for permitting and TOT • Estimated 5000 STR listings with 1614 permitted and 2245 remitting Lodging Tax • Within the first year, Harmari found **800 unlicensed STRS**, which resulted in an **increase of permits from 1187 to 1614 (36%)**, and increase of lodging tax remitters by 3% • Finance department has collected $250,000 in TOT using Harmari data • Year 1 Contract Value: $80,000
City of Ventura, CA Yesania Anderson Management Analyst Tel: (805) 654-7717 Email: yanderson@cityofventura.ca.gov	• Contracted since October 2017 for monitoring, identification, outreach, and 24/7 complaints hotline (ongoing) • Subscribed to Harmari STR identification, outreach, and 24/7 Nuisance Hotline • Call center has **taken 52 complaint calls**, and escalated 50% to police or code compliance with live-human inbound and outbound • Found **70 unlicensed STRs** out of 337 detected so far, which has **brought 40 listings** into compliance • Year 1 Contract Value: $15,000
City of Coppell TX Luay Rahil Assistant Director of Community Development Phone: 972-462-5164 Email: lrahil@coppelltx.gov	• Contracted since August 2019 • Used to have competitor's hotline which had robo-caller outbound to the STR PM. Created issues due to inadmissibility of evidence. • Call center has **taken 42 complaint calls**, and escalated 36% to police or code compliance with live-human inbound and outbound • Subscribed to Harmari STR identification **for 35 STRs** in the City, plus 24/7 Hotline **human inbound/human outbound** • Year 1 Contract Value: $6,500

10 COST OVERVIEW

Below are costs of each Component over a 1-Year Term. Years 2 and 3 are optional Years. Annual Cost of Components are below. Pricing below are in USD expires on <mark>January 31, 2022</mark>

Component Description	Year 1	Optional Year 2	Optional Year 3
Address Identification and Reporting • (Airbnb, VRBO/HomeAway, FlipKey/Trip Advisor, Booking, Craigslist + 75 other websites) • 4x per week monitoring, weekly identification report • Calendar booking data collection • Archive folder with all images, ad content, and time-stamped evidence • Insights Module to track parties, overcrowding, COVID-19, taxes/fees, pests, mold, fire	$5,000	$5,000	$5,000
STR Registration Portal* • Customized per Community's ordinance • Credit Card Payment processing** • Automated email renewal reminders • Customer Service assistance 8 AM – 5 PM EDT	$2,000	$2,000	$2,000
Tax collection* • Accept Monthly, Quarterly, or Annually lodging tax • Automated email renewal reminders • Automatically calculate penalties and interest • Credit Card Payment processing**	$2,000	$2,000	$2,000
24/7 Enforcement Hotline • Human inbound, human outbound call center • Unlimited nuisance STR calls • Mobile Tip Form and Evidence Upload	$2,000	$2,000	$2,000
Total Cost	**$11,000**	**$11,000**	**$11,000**

* Harmari has multiple payment processor options for the City to choose from

1. The City can create a PayPal or Bambora/Worldline account to receive funds at no extra cost
2. At the end of registration, Harmari can provide a link to the City's preferred payment platform at no extra cost
3. The City can use Harmari's PayPal merchant account to receive funds at an additional cost of $1,500 per year

4. Harmari can accommodate the City's payment processor of choice at a software development charge of $125 per hour, capped at $5,000

** Paypal or Bambora/Worldline will charge around 3% credit card processing fee directly to your account. You can decide to absorb this fee or pass that onto the operator as a "convenience fee".

11   PROJECT PLAN

Date	Milestone	Community Inputs & Harmari Deliverables
Signing Date	Contract Signature – Implementation Phase Starts	• Community provides Harmari with Permit and Taxpayer Data • Harmari begins weekly monitoring, dashboard reports • Reporting portal ready
+10 days	Registration portal	• 24/7 Hotline and Tipline goes live • Registration portal goes live • Training for staff via webinar • Community staff review and approve/reject registrations
+30 days	Identification Phase	• Voluntary compliance grace period completed
+60 days	Outreach Phase	• Harmari analysts complete 100% of identifications
Monthly from +60 days to end of contract	Maintenance Phase Starts	• Updated Harmari report with identifications • Verify, archive, identify new STRs and operators • Renewal reminders emailed for registrants