

Sample Blog Post:

Host Compliance: The Rental Police You Didn't Know You Needed

The integrity and health of a community comes from the contributions of its residents. But these livelihoods are being threatened in real-time as Short-Term Rental Properties (STRP's) are swooping in under the guise of residential progress to bully locals out of their homes.

Taming unruly developers requires the right team, a systematic approach, and a partner like Host Compliance to supply the evidence. Host Compliance uses technology and credible data to chase down illegal owners. We've rolled out permanent solutions for hundreds of cities just like yours. Giving locals the control that they deserve is our priority.

Four years ago, the founder of Host Compliance, Ulrik Binzer, discovered a better way to establish accountability in the STRP black hole. By uniting technology with community values, Host Compliance adds a preemptive layer of enforcement to flag unchecked rental practices before they snowball into a city-wide crisis. Our solutions speak for themselves, and cities like Nashville, Tennessee, are proud to call Home Compliance a major partner in the fight for livability.

Nashville is the site of our most recent collaboration. The appealing lifestyle of Tennessee's *Music City* has increased property values so drastically that it has left residents without affordable housing options. Pushy real estate buyers and commercialized party houses have compromised Nashville's most-prized asset -- it's people.

Mayor, David Briley, points to the 1,000 unpermitted properties operating illegally as just one example of the regulatory nightmare. In 2017, Nashville's Metro Codes entered into a contract with us to go after rental malpractice. Briley knew that going after this issue without an adaptable, scalable model, wasn't possible. We accepted the challenge and deployed our proprietary software to search for non-compliance.

Scanning for irregularities on popular rental listing websites -- like AirBNB and HomeAway -- we compare the data with city permit documentation to flag hidden exploitation. Our techniques has allowed Briley to regain a foothold on the housing market for his residents.

While working with Metro Codes, we isolated 1,163 fraudulent houses, sent over two thousand infraction notices, and leveraged an 80% correction rate in problematic behaviors. Sean Braisted, a Metro Codes officer, acknowledges the irony of the problem, one that we're used to solving: most homeowners don't even know they're breaking the rules.

Glitches in advertisements on rental websites happen all the time, accounting for 172 incidents in the category alone, along with a host of other numerical lapses. Part of our job is to notify unwary parties and offer property managers an opportunity to bring their rentals back into favor with local policies. Most bounce right back and fix the areas of concern. But for those that don't, one permit violation doesn't mean they're out of business forever.

In Nashville, a petition process was established to allow owners to step back into compliance. New permits can be granted within a year of the initial charge, or even earlier, if approved by the Board of Zoning Appeals.

This highlights a major goal for our community partnerships. Bulldozing owners into legal battles isn't our intention. Success is largely due to providing education to reduce violators from backsliding. Getting results requires the right tools, the right approaches, and an ambitious vision.

Nashville is our most recent campaign to celebrate; but with millions of STRP's on the market, and more turning up every day, no one is impermeable to their influence. Trusting us to implement a safeguard is a big step, but it's an invaluable measure to make sure your city stays yours. Placing community wellness above commercial gain is a promise that we intend to keep.

Sample Facebook Post:

“Towns like Nashville are getting quieter as Host Compliance heats up the pressure on short-term rental loopholes.” [link]

Prospective Customer Email:

Is city hall filling up with disgruntled neighbors who feel like they're losing the soul of their neighborhood?

It's not just happening to you. Short-term rentals are exploding across the US, most of them remaining highly unregulated and hard to bring back to code. At Host Compliance, we've been providing a way out – *and a way back* – to the predictable lifestyles that local residents are losing.

Nashville, Tennessee, faced similar tension as investors and real estate developers started uprooting communities. Our company stepped in to return home life to its status quo. *Host*

Compliance: The Rental Police You Didn't Know You Needed, shows the lifechanging difference before and after Mayor David Briley chose us to police his housing market. We deployed a software to detect, identify, and correct – with an 80% rate of compliance – troublesome properties that were fracturing his city.

Let us handle the enforcement business, so you can put your time and energy into your constituents.

Sample Blog Post Company Rewrite:

Don't Make Customers Leap, Hand Them the Ladder

Have you ever found yourself getting frustrated by that co-worker who asks a hundred-and-one questions that you don't have time to answer?

Well, this principle extends to the company-consumer dynamic too. Jumping through an online free-trial gauntlet can change a would-be sale into a disgruntled runaway.

By making sign up forms and ten-day trials difficult to access, you're not listening to what customers really want: to know how your product fits their lifestyle.

Symptoms of Poor User Experience:

- Forms that are as lengthy as the product's shelf life.
- Being asked question after question by a site-bound robot.
- Prompted to create new log-in credentials.
- Finding yourself thwarted by fine print or pushy sales reps.

Customers want to explore your products. The problem is that they also want to engage with them on their terms. By employing simple, logical, no-hassle steps, you're building the foundation for a long-term relationship. They'll start spending their money faster and find less to fault when reviewing your product later.

Sometimes the basics get overlooked. It's only natural for a few details to slip. But these irritating blips can strip away satisfaction on both ends. By being open, honest, and upfront, you can proudly reassure your customers:

"You don't have to jump alone."

Mental Health Agency Program Copy for Website:

YOUnity provides an array of services to transition-aged youth (ages 16-25) who are looking for social, psychological, and group supports.

When you come to YOUnity, you are respected for who you are and for the person you want to be. We are LGBTQ+ friendly and welcome any creed, religion, race, or personal reason for spending time with our drop-in community.

Our vision for YOUnity is informed by your ideas, your suggestions, and your dreams.

Respect, Dignity, and Support are just a few of the values you can expect from us.

At a Glance:

- Population: Transition-aged youth, including male, female, transgender, and gender non-conforming individuals; as well as those with disabilities and co-occurring barriers.
- Age: 16-25
- Location: 6 Elm Street, Gloucester, MA
- The drop-in is open from 1:00-7:30 from Wednesday to Friday. As-needed case management meetings are reserved for Tuesdays.

Programs and Services:

The YOUnity staff pride themselves on being inclusive, dedicated, and completely youth driven. Helping YYA (Youth and Young Adults) find their purpose—or just someone who will listen—is what we do!

The center offers both recreational and psychoeducational groups to celebrate shared interests and promote self-empowerment. Options include nature walks, art workshops, cooking lessons, group yoga, interpersonal skill development, job planning, and more.

Staff create individual plans for drop-in participants based on their self-reported interests or concerns. This includes wraparound services, peer mentoring, TIP support, and case management.

The space at 6 Elm Street in Gloucester, MA, is outfitted with couches and floor cushions; multiple offices and activity rooms; a PC computer and printer; art supplies; a kitchen stocked with cookware; as well as a bathroom, shower, toiletries, and storage lockers. There is also a rotating art wall that showcases work developed at YOUnity.

Services for Providers and Community Partners:

With generous funding from SAMHSA's Healthy Transitions (HT2) Grant, we were awarded the resources to open our physical drop-in location!

We encourage providers and mental health professionals in Gloucester, Cape Ann, and Essex County to keep our low-barrier drop-in center in mind when considering transitional planning for your clients. YOUunity's strength-based therapeutic programming aims to reintegrate, renew, and reinvigorate area youth.

We are building partnerships within the Gloucester community with those who support our mission to bring youth together. These Youth Ambassadors have day-to-day contact with local YYA's and partner with us in outreach efforts to ensure every young adult receives the right care. If you're a Gloucester-based business or service and would like to hear more about advocating for youth, please get in touch!

Request More Information:

For assistance determining which programs or services will meet your individualized need, please fill out the form below. If you have a question regarding a particular program, please contact the Program Director listed in the "Let's Connect" box above.

Please note that this form is not HIPAA compliant. We urge you not to include protected health information.