

Utah's Short-Term Rentals & Pathways to Solutions

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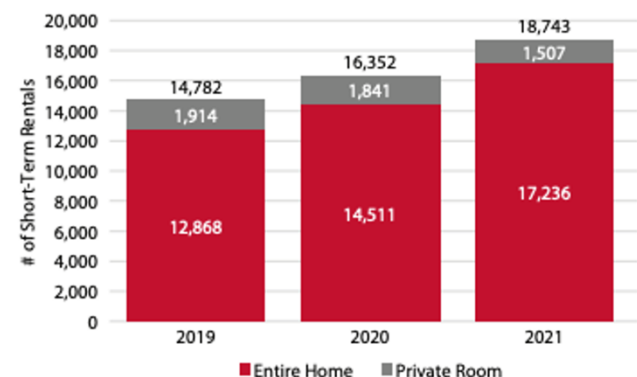
Summary

Over the last decade the short-term rental (STR) industry has been booming in the U.S. The popularity and accessibility of online travel agency platforms (OTAs) contributed largely to the staggering growth in the number of STR properties. The rise in tourism, the pandemic, remote working trends, and the popularity of the **"Mighty 5"** have all greatly impacted communities throughout the state of Utah.

According to the Kem C. Gardner Policy Institute's June 2022 Policy Brief on Short-Term Rental Inventory ([Link](#)) In 2019, there were 14,782 STRs listings in the state. The total number of listings increase to 18,743 in 2021, or an increase of 26.8% in two years. The top five counties for STR listings are Summit, Salt Lake, Washington, Grand and Utah.

While listings are an important number to track, knowing the number of unique STRs in a jurisdiction is the fundamental building block and first step in managing this market. This information can only truly be provided accurately by utilizing technology. Local governments are tasked with finding solutions that protect the interest of all stakeholders, including STR hosts, property managers, residents, and existing businesses. Among the

Figure 1: Number of STRs in Utah, 2019–2021



Note: Total omits shared-room listings.
Source: Transparent

[Kem C. Gardner Policy Institute: Short-Term Rental Inventory](#)

biggest challenges communities face is how to develop balanced policies that address quality of life, guest safety, efficient compliance, and tax remittance from STRs.

In this context, the state of Utah has been at a crossroads as STRs grow statewide. Jurisdictions must operate within the boundaries of the Utah code to balance residents' values while protecting property owners' rights and minimize the perception of government overreach, while still supporting the growth of the tourism industry.

To continue to meet the demand, grow local economies sustainably, and address key issues we will outline a roadmap to best practices and the GovOS Short-Term Rental end-to-end solution. Every short-term rental management program will be unique to each municipality. Focusing on the true issues, utilization of tools, stakeholder involvement, and data-driven decisions will lead you down the road to success.

Best Practices

Identify the issues

The path to success begins with the community identifying the most important issues that need to be addressed. Is it growing the local economy? Protecting residents' quality of life? Are there community character concerns around affordable housing supply, labor supply and property values? What type of burden is the growth placing on local government staff? Once the core issues are identified, understanding the opportunities and constraints of the Utah code can help policymakers make decisions that are enforceable and not overreaching.

Identify who is renting

Identifying renters can lead to a wealth of information to support making data-driven decisions. Be clear on the information you want to gather and the resources available to support an information-gathering campaign. In particular, consider the human capital it requires to stand up an STR division versus working with a technology partner to assemble and efficiently use the information. With technology, jurisdictions can see addresses, property owner contact information, platform listings, occupancy and average daily rates, etc. Just be sure the technology partner is not applying a template and is nimble enough to address your unique challenges.

Engage with stakeholders

Creating a stakeholder engagement process and understanding different pressure points is key to standing up a successful STR management program. Building trust and identifying common ground, sensitive issues and deal killers on the path to building consensus. The STR ecosystem has a broad mix of stakeholders:

- A rental host who plays by the rules
- A rental host who isn't aware there are rules at all
- A neighbor next to an impactful rental
- A local business association
- A realtor
- A local municipality responsible for collecting tax, completing inspections, or responding to complaints

It is critical to ensure everyone has a seat at the table to create a successful STR management program. Identifying tools and creating solutions together will create a path forward and open communication channels. This helps prevent strong blowback at public meetings when various stakeholders arrive underrepresented or misinformed.

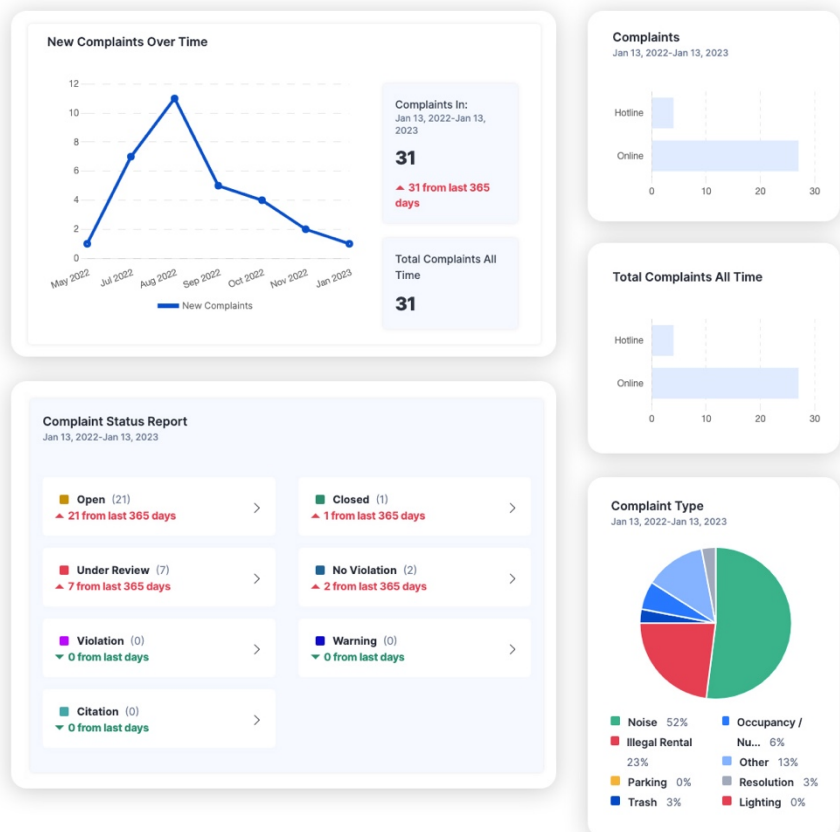
Establishing Basic Health, Safety, and Welfare Standards

There are many ways to address these complex issues head-on. Having to frame subjective, value-based community issues like neighborhood quality and affordable housing concerns, mixed with the potential of disrupting an individual's property rights or supporting the local economies can be unsettling. However, working towards a baseline of health, safety, and welfare standards creates a level playing field and baseline of accountability that all stakeholders agree on.

Following the example of AZ SB 1168 registration requirements to provide emergency contact information and a baseline of inspections ensures basic life safety standards, such as fire extinguishers, smoke alarms, and egress and occupancy requirements are met. Guest experience and safety are fast becoming “hot topics” as we see devastating outcomes when not addressed head-on.

Establish a Complaint Hotline

Another way to reduce the burden on human resources while providing a support mechanism to ensure local rentals are meeting basic safety standards is to use your technology/compliance company to establish a complaint hotline. Securing a bilingual, 24/7 hotline that categorizes the type and location of all complaints, as well as who made the complaint informs you “how bad the issue really is” and if progress is being made. Regular reporting protects residents, rental hosts, and guests alike by removing perceptions and allowing you to base your next steps on data.



Employ Digital Tools to Educate and Communicate

Once a series of potential tools is identified and vetted, and there is momentum in creating guardrails for managing STRs, stakeholder communication is the last step before making policy changes. Getting the word out through a multi-channelled communication strategy is necessary to help drive high compliance and adoption rates. Overcommunication and public dialogue will prevent misunderstanding or misinformation, paving the way for public conversations and informed decisions. This is where identification and registration tools can add further value because your community will know how to reach the right audience to engage in education effectively.

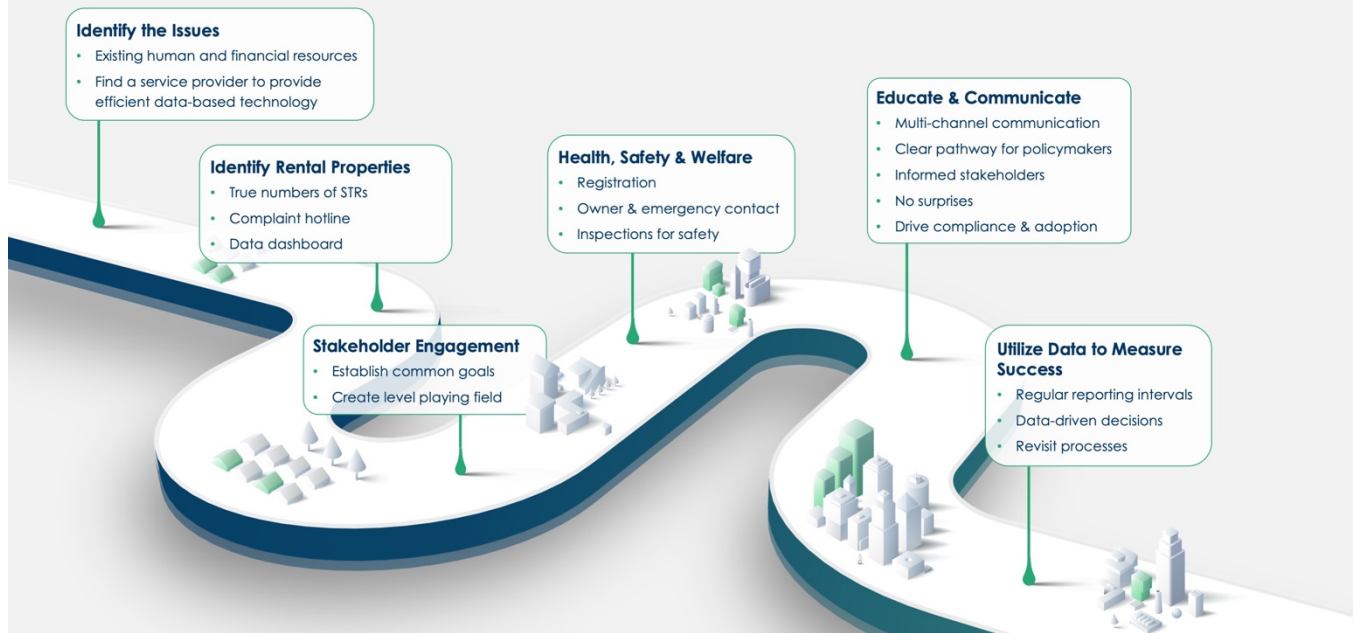
News Source	Percentage of Respondents
On government website(s)	48.9%
Social media	32.1%
Online travel agencies, such as Vrbo or Airbnb	31.6%
Emails from government	30.1%
News outlets	27.6%
From an STR alliance or association	24.5%
Letters in the mail from government	21.4%
I attend local government meetings	20.3%
I have never received news about local regulations	9.9%
Professional compliance specialist/company	4.8%
Other	6.5%

The 2022 State of the STR Community Report asked the following question:

How have you gotten news about local regulations that impact your STR(s)?

[Rent Responsibly: 2022 State of the STR Community Report](#)

Short-Term Rental Management Journey



The Solution

Our STR solution has deep roots in local governments across the country. We have refined the system by working with communities such as Vail, Big Sky, Hilton Head and Sedona. In fact, the use of the GovOS platform has positively impacted more than **570,000 businesses** and has accounted for more than **\$2.5 billion** in paperless revenue generated.

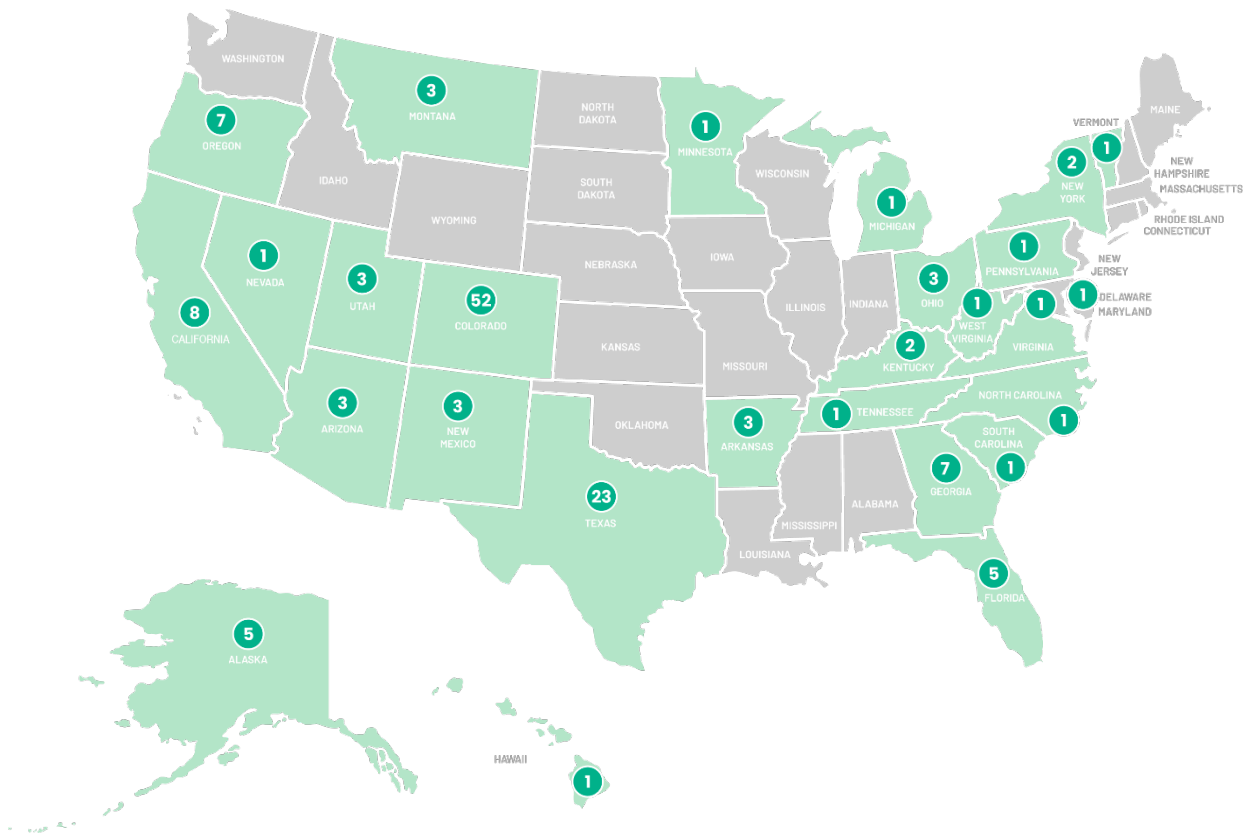
About Us

GovOS is an Austin-based company, with employees throughout the United States. Our unique suite of solutions is built on more than 20 years of real-world experience serving local governments. Particularly, our STR solution has been in use by local governments for more than 12 years. It was built by GovOS Chief Strategy Officer, Erin Neer (founder of MUNIREvs | LODGINGRevs), who was a CPA working in local government when she developed a better way for agencies to identify and collect tax from STRs.

Having worked with some of the most trafficked vacation destinations in the United States, GovOS is uniquely qualified to meet the needs and expectations of your constituents and leadership.

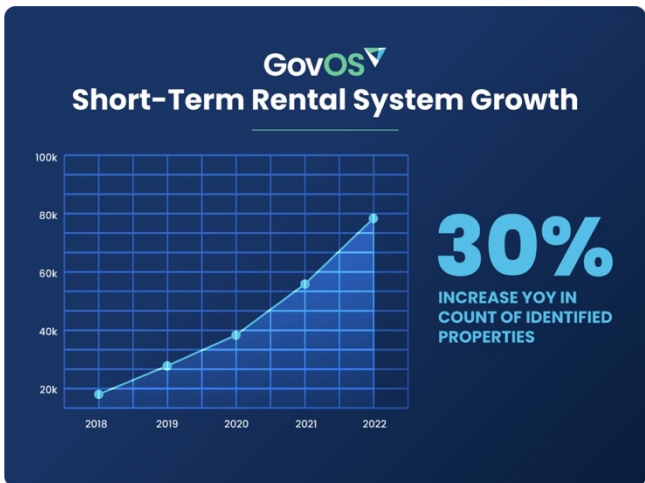
More than 170 municipalities across the U.S. use the GovOS STR Solution

Today, GovOS works with hundreds of government agencies, including some of the most highly trafficked tourist destinations in the country. GovOS provides state-level systems to Alaska and Colorado, and serves a range of local jurisdictions including Washington, DC; Dallas, TX; Palm Springs, CA; and Hawaii County, HI. Even when working with major tourist destinations, many of which have continually evolving STR markets we are able to achieve 99% property matching rates



Commitment to Continuous Improvement

The growth of our team and solution portfolio, coupled with the explosive growth of the short-term rental market has led us through a major season of positive change. We continue to improve our product offering by working with tourism destinations throughout the United States



Our Solution

GovOS' Short- Term Rental solution provides you with **community preservation through short-term rental identification and compliance**.



Using proprietary technology, our platform combines artificial intelligence and automation to keep your STR data current and actionable. On top of automation technology, our team of STR data science specialists ensure the accuracy of the listings we identify. This combination of automation and human-powered attention to detail delivers the best look at what's really happening in your area.

Full Visibility & Insight

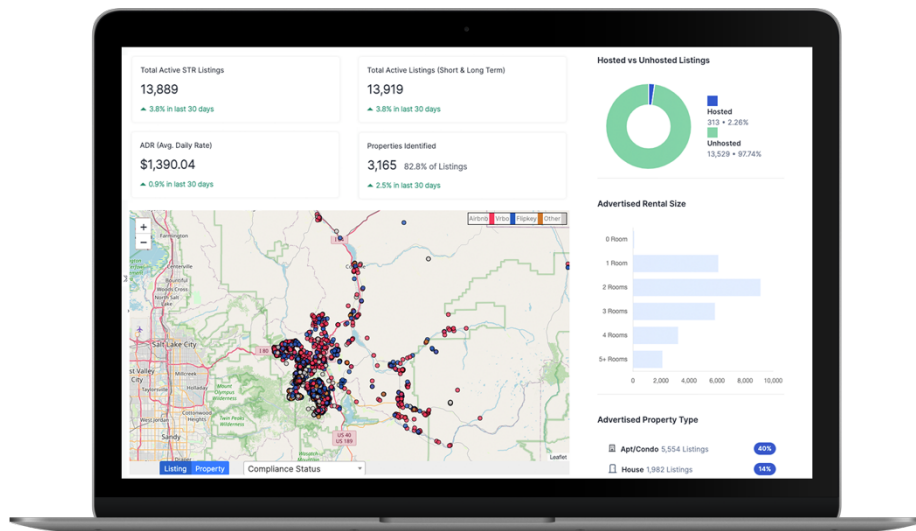
The identification data provided by GovOS STR allows local governments to see the exact location of all STRs in your jurisdiction. This level of insight allows agencies to reach out to property owners and/or managers who are not in compliance with local renting ordinances and discuss discrepancies in advance of a rental start date. This helps reduce friction between the STR owner and guests and mitigates the chance of an illegal rental.

Our Continuous Investment in Your Success

The investment we place into our product is evident to our customers and ensures the GovOS STR solution will continue to meet the needs of the growing STR management challenges. **In the second half of 2022 alone, we are increasing our already substantial investment in our STR Solution by over \$400,000.** Approximately \$100,000 of this is to fund additional customer support resources and tools. The remaining \$300,000 is to accelerate our STR product enhancement roadmap.

Future-Proof Your Investment

Should your STR management needs expand beyond identification and compliance, GovOS will be ready to help you adapt quickly. Our registration system easily captures all necessary information from STR owners AND creates a strong data foundation for future compliance, delinquency, tax, and auditing needs.



And while the data we provide you with is important; we understand there is more than just numbers needed to effectively serve your community. Given the depth of our experience in government—from our executive team down—and the breadth of the products we offer—from records management to digital forms and workflows to licensing and tax portals—we have a holistic view of how local government works, and how one software solution affects multiple departments and processes. On top of best-in-class technology, we can deliver best practices and guidance based on real world experience, not conjecture.

As a business partner, GovOS has been flourishing since its founding and is well positioned to survive and thrive for years to come. Our track record and bright, stable future provide the resume of a partner you wish to do business with. In short, GovOS knows the importance of a long-term business partnership and ongoing value realization from your investment.

GovOS STR rises above the industry standard and leads in STR identification, compliance, and code enforcement. Our solution helps jurisdictions streamline processes and consolidate staff efforts. To promote rapid onboarding and user adoption of our STR management solution, we designate a team of industry experts for your project. Your GovOS team provides guidance for industry best practices and delivers a unique onboarding experience by leveraging their extensive backgrounds in customer success, project management, finance, and software engineering.



Our experience and best practices exponentially increase compliance, as well as providing your staff with automated tools and vital data to dramatically reduce the time required for your STR program.



“For over a decade, I have driven our company to build solutions that are powered by automation and easy to use tools. We look forward to meeting each client where they are at and anticipating the evolution of their community needs”

Erin Neer, Chief Strategy Officer | Founder MUNIRevs | LODGINGRevs

Dynamic Portal Design

- Secure account access for verified users (owners/ property managers).
- Tasks assigned directly to individual accounts.
- Track the progress of tasks and issue users' proactive reminders regarding unresolved items.

Implementing an STR system can be challenging. GovOS reduces challenges by providing:

- Designated Support and Success team members to ensure timely onboarding/support escalation.
- Proven Onboarding Methodology – expertise delivered to local governments across the U.S.
- Configured training and user documentation, both online and physical training materials.
- Designated Training Personnel to ensure best practice training processes and procedures.
- High percentage of our Services/Onboarding/Training Personnel come from government with real work experience from the customer's perspective.

GovOS Short-Term Rental Key Components



Identification & Compliance Methodology



Through AI-powered property identification technology, our **expert data scientists** and **property review analysts** produce the highest property identification rates in the industry. On average, our System and team **accurately match 99% of STR ads to properties** after an initial 8-week census. Our team can **match 99% of new ad listings**, which our System gathers and adds to the database.

Key examples of our proprietary property identification technology and processes we use to achieve these results include:

Reverse Geocoding: Uses the location bubble to show the general vicinity of STR properties on sites like Airbnb to determine the approximate address of all STR properties and adds the addresses to our database to be reviewed by our Property Review team.

Photo Recognition: Accurately matches interior and exterior pictures in STR ads with pictures from real estate websites to confirm matching addresses. This is particularly helpful for identifying units in multiplexes.

Human Verification: After our suite of programs completes data gathering and identifies STR properties, our specialized team of Property Review Data Scientists perform additional research to confirm the exact address and owner information of each STR. This team uses advanced investigative methods we have been refining for over a decade to ensure results are accurate and time efficient. They collaborate on investigations and work closely with Account Managers to ensure they align with your goals and new ordinances.



The Human Touch

The GovOS difference is the care to verify **every listing** by human eye.

During this process, our software and Property Review team will accurately identify:

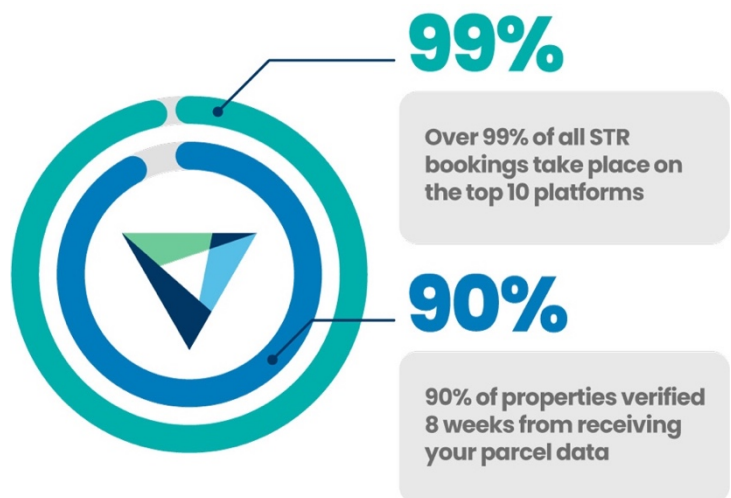
- | | |
|---|---|
| ✓ STR Ad Platform(s) (i.e., Airbnb, Vrbo, etc.) & Link(s) | ✓ Advertised vs. Maximum Occupancy |
| ✓ Property Location & Physical Address | ✓ Parcel Record/GIS Data |
| ✓ Management Type | ✓ Owner Mailing Address |
| ✓ Operator Name | ✓ STR Compliance Status |
| ✓ Estimated Date Ad Was Posted | ✓ Entire Unit vs. Room for Rent |
| ✓ Number of Bedrooms | ✓ In/Not-In Jurisdiction Limits |
| ✓ Average Daily Rate | ✓ Minimum/Maximum Stay Limits |
| ✓ Property Type (condo, house, etc.) | ✓ Estimated Calendar Booking Activity |
| ✓ Import Actual TVR Collection Data | ✓ Cross Reference City/County Permit Data |

Data Gathering for Property Identification



In the chart above, you will see the listing of sites that our tools gather data from on a continuous basis. In addition to the 5 major site families (Vrbo, Airbnb, Expedia, Flipkey, and Booking.com).

Ongoing analysis of the STR marketplace for the last 12 years shows **nearly all STR bookings take place on just the top 10 platforms, all of which we actively monitor.** GovOS can add additional STR Ad Platforms to our automated monitoring and scraping software at an additional cost if you have other platforms you would like to monitor.



GovOS Exclusive Partnership

In the short-term rental (STR) ecosystem, GovOS facilitates engagement between leaders at public and private organizations. To do this, we draw on years of experience in finance, tax, and local government, and collaborate with a strategic network of partners who exponentially increase our efficacy and expertise. In our mission to educate, empower, and serve local governments nationwide, we are honored to offer the following resources alongside of our solutions.

RENT RESPONSIBLY

Rent Responsibly is a community-building and education platform for local short-term rental alliances. The company provides STR owner education to drive higher compliance rates with good neighbor education via webinars and in-person presentations alongside GovOS.

GovOS Offering:

During the first 90 days from the go-live date with GovOS, Rent Responsibly will help drive higher compliance rates by opening communication channels with STR owners, compliance campaigns and good neighbor education.

NoiseAware

NoiseAware helps prevent incidents at rental properties using privacy-safe, noise-monitoring technology. The company currently has sensors in communities throughout the country. Working together with the GovOS STR Hotline, our partnership with NoiseAware addresses community preservation issues around noise.

GovOS Offering:

During the first 90 days from the go-live date with GovOS, communities can offer STR owners a 50% discount on services specifically designed to protect community quality of life and drive higher compliance adoption.

STR ORDINANCE CONSULTATION SERVICES

Our Government Affairs Consultant assists communities by discussing best practices to help develop STR ordinances. Having been the Economic Development Manager for a resort community for the last 23 years, he has unique insight into maintaining residents' quality of life in the face of unprecedented growth.

GovOS Offering:

Free two- hour consultation to discuss best practices for the community's local ordinance.

breezeway

With a focus on community preservation, Breezeway works with GovOS to enable local governments to provide their STR owners with discounted property care and safety services to ensure responsible renting.

GovOS Offering:

Local governments can provide STR owners with discounted property care and safety services to ensure responsible renting.

Major Factors to Consider When Choosing Your Solution Partner

		GovOS 	
Ideal State			Others
Customer Retention Rate		98.5%	Varies
Listing Address Accuracy		97%	60%
Configurable to Local Regulations and Jurisdiction's Unique Needs		✓	✗
Custom Compliance Statuses		Unlimited	Fixed
Autonomy in the System <i>(e.g., ability to change compliance status, property's emergency contact, mailing address, etc.)</i>		Self-Serve	Must email support to request changes
Out-of-the-Box Reporting <i>(e.g., Gross Earnings by Property, Top Gross Earning Properties by Area/District, Type of Rental, Managed vs. Owner Managed, Advertised vs. Approved Occupancy, etc.)</i>		✓	✗
24/7 Bilingual STR Complaint Hotline		Customizable, Live Operator	Inflexible, Automated
Notification Templates		Unlimited	Fixed
Strategic Partnerships		Rent Responsibly, NoiseAware	N/A
Add-On Tax Filing Functionality		✓	✗
Client's Choice of Payment Gateway		✓	✗
Security			
SOC 2 Type 1 & Type 2 Certified		✓	✗
Multi-Factor Authentication for Admins		✓	✗
Hosting Application Data on AWS		✓	Varies
Support			
Assigned Account Manager		✓	✗
Implementation Training Included		✓	Varies
Average Support Email 1 st Response Time		2 Hours	Days
Support Available for Jurisdictions and STR Property Owners/Managers		✓	✗
Cost of Training Included		✓	Varies

Short-Term Rental Solution Dashboard and Reporting

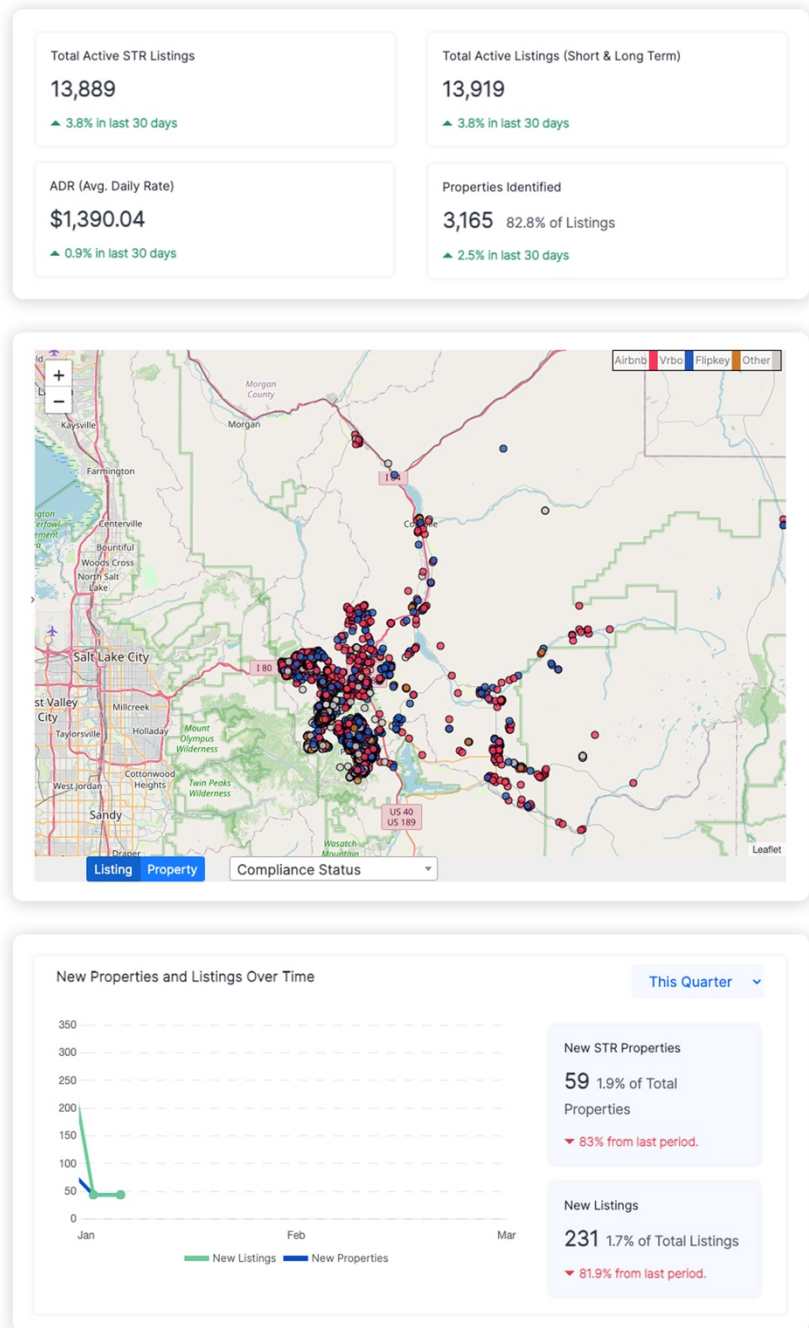
We create a configured cloud-based portal that both our team and your staff will utilize to manage STR registration/permitting, monitoring, compliance, enforcement, notifications, and licensing compliance. Members of your team will receive individual login credentials to access our System 24/7/365.

Below is an example showing Summit County, UT

Our Dashboard Map is a search engine telling you everything you want to know about each STR in your area. It shows the aggregated data our proprietary programs consolidate from the STR market in and around your area. Each dot represents a clickable STR ad listing with each dot's color representing an ad platform on which the listing is hosted.

From our Dashboard, users have a live view of:

- ✓ Total number of STR ads
- ✓ Number of ads in each ad platform
- ✓ Compliance/non-compliance status in the County
- ✓ Average Daily Pricing for STR listings
- ✓ Number of new listings per month
- ✓ Breakdown of property types and number of bedrooms



Determining Property Compliance Status



GovOS will monitor ad listings continuously and will automatically assign a compliance status to every new ad listing in the database. Our Property Review team carefully reviews each advertisement to determine its property location and correct compliance status.

Our Account Manager who works with the jurisdictions staff to develop these fully configured compliance statuses that align with specific details of local ordinances, corresponding zoning regulations, and community goals. Our Property Review team cross-references active license with information listed on advertisements to monitor each property's permit status accurately. Our Property Review team also identifies new rentals that are operating without a license.

Short-Term Rental data can also be uploaded for our System to cross reference estimated STR owed based on calendar booking activity against actual STR reported to identify variances and under-reporting properties.

Examples of common and potential compliance statuses include:

- Compliant
- Outreach – Non-Compliant Coastal Zone/Property Type
- Property Manager Outreach – Expired Permit
- Exempt – HOA/Private Community
- Hotel/Motel
- Outreach – New Property, Permit Required
- Outreach - Advertised Occupancy Exceeds Property Occupancy Limit
- Excluded - Long-Term Rental,>30 days
- Tent/RV/Tiny Home
- ADU



“Your entire team is always there for training support, and difficult scenarios. The amount of relief this provides is unexplainable.”

Town of Avon, Colorado

Targeted Outreach and Notifications



GovOS assist staff to create custom notification templates and instructions for property owners depending on their compliance status. Our outreach methods are fast, simple, and effective.

Jurisdictions are able to batch (bulk) notifications based on compliance status, suspension notices, zoning, property type, specific owner/manager, etc. Property/listing details for each STR in the GovOS database will auto-populate smart fields (i.e., full name, address, phone number, and more) within each notification. You can then print letters to physically mail, or issue e-notifications and track when they are opened. Copies of notifications sent are saved in the database.

Common examples of notification templates include:

- Information about new or current STR regulations
- Instructions on how to come into compliance
- Description of a violation (i.e., illegal STR type) and consequences if a property continues to advertise
- Reminder(s) to remit taxes after the property owner has registered the STR or prior to filing due dates

Current data for regular compliance outreach GovOS processes advertisement data continuously from national short-term rental platforms. All listing compliance statuses are updated at least weekly, so you have the most current STR marketplace data. Likewise, we can issue timely notifications to owners as often requested

Code Enforcement Activities



Our Listing Tracker feature monitors the removal and re-activation of all non-compliant STR listings every ten minutes. Simultaneously, our Evidence Tracker records each non-compliant ad listing instance via high-resolution screenshots of the entire ad listing with our Evidence Capture tool. By clicking a compliance status group in the dashboard, your staff and our team can access reports specific to each compliance status group.

From here, a user can send batched (bulk) non-compliance notifications or address issues with individual STR properties. Your designated Account Manager and GovOS team are experts at executing these tasks and are available as a resource for the Code Compliance Division. Our team will assist with strategy development, using our System's resources and best practices.



"Our communication with property managers has increased 100%. It's just been fantastic."

Ryan Dunning, Property Tax Specialist
Deschutes County, OR

Non-Compliant Property Reporting Tool



Our Non-Compliant Property Reporting Tool is a code-enforcement command center that aggregates and arranges properties according to non-compliant status. The report contains all STR property information, violations, links to complaints, links to prior outreach notifications, and action notes.

Compliant Statuses

- ☐ Compliant
- ☐ Excluded
- ☐ Hotel/Motel
- ☐ Long Term Rental
- ☐ Not Active
- ☐ Third Party Lister - Licenses Curtailed
- ☐ Timeshares

Non-Compliant Statuses

- ☒ Need More Research
- ☒ Request Jurisdiction Review
- ☒ Send to Legal
- ☒ Unlicensed

Manage Type

- ☒ Owner Managed
- ☐ Professionally Managed

Search
Per Page 15
Copy Excel CSV
Search Reset

Bus. Id	Acct. #	Violation	Complaints	Outreach Performed	Date Discovered	Corrective Action Taken
1948	001948	Unlicensed +	0	Sent: 12-03-2020, Aspen Registration Letter	11-27-2018 7308926	Add New Note
8616	008616	Unlicensed +	0	Sent: 12-03-2020, Aspen Registration Letter	04-13-2018 6025980	Add New Note

Mobile-Enabled Complaint Form

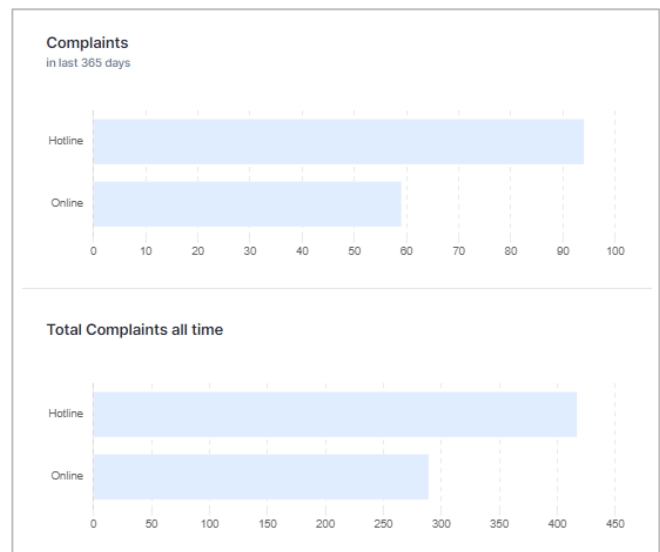


Our Mobile-Enabled Complaint Form is available online to the public, allowing your citizens to submit STR-related complaints. This form can be embedded into your website.

When a complaint form is submitted, it enters the centralized online complaint database. This database is a Code Enforcement dashboard offering additional reporting functions. All complaint form information is uploaded to the GovOS database. From the database, your staff can track complaint information and compliance actions taken in response.

Our database tracks the following information:

- Date, time, and reported concern for complaints (trash, noise, etc.) lodged against an STR property
- Description of the complaint
- Name and contact information for persons lodging complaints against an STR property
- Full documentation of incidents/complaints, including uploaded documents, photos, audio/video recordings
- Copies of any correspondence with STR operators
- Copies of all notifications and notices



Data Security & Accessibility



Secure Access & Permissions

- Multi-factor authentication is required to access any sensitive data in our System.
- Each System user can have specific permissions to govern what they can and cannot access within our System.
- User permissions support segregation of duties and protect sensitive data. GovOS works with staff to set up each user with appropriate permissions from an extensive list of options.



Data Storage & Redundancy

- Our databases utilize the RDS hourly back-ups with a 35-day retention lifecycle.
- Backups utilize a real time database backup system to a secondary RDS instance in a different region. Using AWS, backups are taken every 5 minutes and stored for 30 days.



Data Accessibility

- Our 'role-specific user permissions' allow the jurisdiction to offer a public facing site for property owners and managers to manage their compliance 24x7x365.
- Jurisdiction users have access to all data records in our System, allowing the jurisdiction to craft multiple user groups to manage distinct levels of access for varying departmental users.
- The jurisdiction owns the data in the GovOS system. They can choose to share the data with the public when required.
- Should the jurisdiction change providers, all data in GovOS will be relinquished.



Data Privacy & Encryption

- GovOS implements GeoTrust SSL certificates on site to ensure all data between the business owner and our server is encrypted using the industry standard AE-256 encryption algorithm.
- Our System containing Personal Identifiable Information is SOC2 Type II certified.



SUCCESS STORY

How Sedona, AZ Uses GovOS to Identify and Collect STR Contact Info

Sedona, AZ

Population: 10,322

STR Ads: 7,445

STR Properties: +1,250

**Current Compliance
Rate:** 90%

**Resolved 260+ complaints in a
9-month span**

The Need

As a popular tourist destination with over 1,000 short-term rental (STR) properties, Sedona sought to build a database of all STRs so they could get a handle on complaints, collect emergency contact information for property owners/managers, and start gathering data to determine the impact of STRs on the community.

The Solution

Sedona began using GovOS STR to identify all properties so they could contact owners/managers to collect emergency contact information. They also used the GovOS STR 24/7 bilingual hotline to answer resident complaints.

The Results

Since implementing GovOS STR, Sedona has increased their compliance rate to 90%. With the ability to collect emergency contact information for STR properties, the jurisdiction can communicate directly with STR owners and managers. Through this enhanced collection of information, Sedona can quickly reach out to STR contacts regarding complaints. Sedona's use of the GovOS hotline helped them resolve more than 260 complaints in a 9-month span.

**Scan to read
the full story**





Appendix

GovOS Provided Maintenance Services

Industry Leader in Short-Term Rental Security Standards

Our GovOS solution includes SOC2 level security. Our engineering team maintains our servers 24x7x365 so there is no impact on your IT team, yet your administrative and property users can trust our 99.99% level of up-time and industry standard for system security.

Our security and compliance features include:

- SOC2 compliance
- Full time availability of production site, 365 days a year
- Active Firewall, SSL Encryption, and GeoTrust SSL
- Provide and manage testing and development sites
- Unlimited number of users, including both property and jurisdiction users
- Unexpected outage recovery and emergency response

GovOS leverages Amazon Web Services' (AWS) multi-million-dollar investment in security and infrastructure. This ensures a highly secure and reliable, scalable, and low-cost infrastructure platform in the cloud. AWS hosts our applications AND our client data.

Commitment to Innovation – Feature Releases

We are passionate about remaining innovative for our clients to improve efficiency, compliance, and revenues. New features built based on feedback from our clients, and their property owners/managers are released several times throughout the year. We ensure our client communities are at the forefront of emerging technologies and are well-positioned to anticipate and address current and future needs of your STR ecosystem.

Your Software-as-a-Service subscription includes

- Product Releases and Engineering Support
- New product features releases: users are made aware of new features prior to their release
- Software engineers who resolve functional issues with existing features.

Information Security

Our infrastructure is AWS based. We have extensive security and monitoring in place. Our data in transit (website to the database, database to the site) is encrypted using industry standard SHA-256RSA algorithms, and our data at rest (stored in the database) is encrypted using AES-256 encryption algorithm.

Security Overview

GovOS security objectives are driven by our government entity client needs. Our online business compliance platform and short-term rental compliance tools provide the highest level of security and privacy available to meet our clients' needs.

GovOS has established operational requirements that support the achievement of security commitments, relevant laws and regulations, and other system requirements. Information security policies define an organization-wide approach to how systems and data are protected. These include policies around how the software is designed and developed, how the system is operated, how the internal business systems and networks are managed, and how employees are hired and trained. In addition to these policies, standard operating procedures have been documented on how to carry out specific manual and automated processes required in the operation and development of the GovOS platform.

Infrastructure & Security

- Our systems are developed for and utilize cloud-based technology for better and faster access anytime, anywhere.
- The primary infrastructure used to provide the GovOS system is **Amazon Web Services**.
 - AWS hosts both our applications and our client data.
 - Our solution security leverages Amazon's multibillion dollar investment in security and infrastructure.
 - This ensures a highly secure and reliable, scalable, and low-cost infrastructure platform in the cloud.
 - Competitive solutions use private clouds and have significantly less investment in security.
- Our servers all have **24/7 monitoring** and instant alerts for any unusual activity including:
 - Spiking CPU usage
 - High memory usage
 - Low disk space
 - Attempted attacks from outside parties

- Our environment utilizes **redundancy systems for high availability**, i.e., if any server is too busy, another is used.
 - Real-time, instantaneous backups in multiple regions.
 - For example, if there is an outage in California, we can move to servers in another region to minimize any downtime.
- **Encryption technologies used to protect customer data** both at rest and in transit. This means that all data, both on the site and in the database, is secured via the highest encryption protocols.
- Every web and database server are behind a smart load balancer that **restricts access** from certain locations. This functions as an additional firewall, which can detect attacks and attempts to disrupt service.
- **Secure Server Administration** is only accessible to a limited number of GovOS administrators via secure Virtual Private Network (VPN) connections utilizing the latest multi-factor authentication technology.
- **Multi-factor authentication (MFA)** is required for administrator access to our System. Usernames and passwords are important but are vulnerable to cyber-attacks. MFA enhances our product security by requiring users to identify themselves by more than a username and password.

Onboarding

A high percentage of GovOS onboarding and training personnel come from government positions with real work experience from your perspective. This is one of many reasons we have attained the highest satisfaction rates and retention rates in the local government sector.

Our goal is to ensure your team is empowered to fully utilize our System and maximize compliance results. Our Onboarding team will coordinate with your designated STR System Administrator to ensure all personnel utilizing our System attend the necessary training sessions. Our team makes training fun and engaging to ensure you are successful with the daily management of your community's STR compliance.

Upon receipt of the signed and executed contract, GovOS will schedule a soft kick-off meeting with your STR System Administrator to discuss initial project requirements and outline the conversion process. Upon receipt of the initial requirements, GovOS will assign a Conversion Specialist and onboarding will officially begin.

Onboarding is divided into four main phases:

- 1. Initial Tasks and Discovery:** GovOS Conversion Manager will schedule a soft kick-off with your team's STR System Administrator to outline the project, detail initial data requirements, and provide a file upload link. After receiving initial requirements, GovOS will assign a Conversion Specialist who will schedule discovery meetings.
- 2. Configuration:** GovOS creates your configured site, loads parcel and taxpayer data, reviews all advertisements, matches each to a property record.
- 3. User Acceptance Testing:** Your Conversion Specialist will schedule recurring meetings with your team for UAT training and feedback. Your staff will begin testing scenarios to confirm our System is configured to your desired specification. Best practices indicate Admin users begin UAT as soon as possible so you are comfortable using our System.
- 4. Training and Go-Live:** GovOS provides comprehensive training for all staff who will use the software. Training is conducted remotely via recorded Zoom meetings, unless previously agreed upon, and includes illustrated training documents. We highly recommend all staff who will utilize our System attend training sessions as it will take place directly within the software - we want you utilizing the software as early and often as possible. The last step before Go-Live includes taxpayer communication and workflow preparation.

After Go-Live, your Account Manager will provide additional user support for any pivots and ongoing configuration as needed. These practices have allowed us to maintain a 99.8% client retention rate.

Our Onboarding timeline is on the following page.

Executive Bios



Michael Crosno

Chief Executive Officer

+30 years in leadership positions in the software and technology enabled services industries

Michael has successfully led Information Management, Workflow, Business Process Management, Content Management, Enterprise Security, and E-commerce companies. He focuses on creating loyal customers, best-in-class solutions, and growth driven organizations. Product innovation and services leadership is core to his success model. Michael started his tenure in late 2017 and continues to expand GovOS' market leadership in local governments.



Erin Neer

Chief Strategy Officer

+20 years' experience in municipal finance

As a CPA, and former finance director for a town in Colorado, Erin realized the way sales & lodging taxes were collected was archaic. Businesses were still manually calculating and submitting paper coupons to remit their taxes — even worse, city staff then had to handle that mail, key in the data, and make a deposit to the bank.



Matt Coury

President & Chief Operating Officer

+12 years' experience improving organizations and customer experience

Matt has led digital transformation and strategic initiatives across a broad range of organizations, optimizing operations to the benefit of end customers. Based in Austin, TX, he has enabled GovOS to take advantage of best practices from other industries into the Government sector.



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