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Price Proposal

FOR

City of Madison, AL

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presented by



RENTALSCAPE

engineered by



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Table of Contents

Executive Summary 3

References 5

Proposed Products..... 6

Implementation & Training..... 9

Pricing Proposal10

Product Line 13

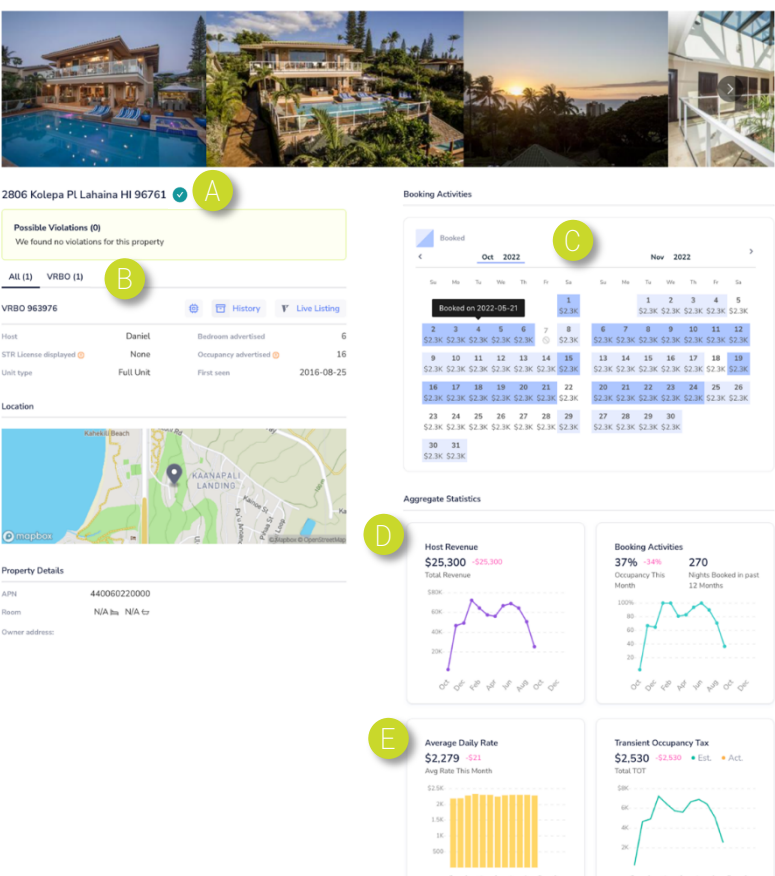
Executive Summary

Rentalscape Short-Term Rental ID & Monitoring Platform

Deckard Technologies utilizes data science expertise to assist local governments with managing their compliance activity and enforcement, such as short-term rental (STR) properties. Our technology ensures that everyone is held accountable to play by the same set of rules, follow all guidelines and ordinances, and pay their fair share of fees and taxes. To accurately track activity within the City of Madison, the Rentalscape platform identifies the exact address of the STR listings within the City limits, enabling accurate display of STR activity within the City and within community districts. Rentalscape groups listings and calculates statistics on a per-property basis. By mapping the exact location of properties, Rentalscape avoids double-counting activity. Knowing the exact location of STR properties enables compliance, enforcement, tax collection and complaint management activities.

About Rentalscape

Deckard's Dashboard management platform for STR will discover, identify, and efficiently present all STR activity in the **City of Madison**, using unique technical capabilities such as its proprietary future booking detection software, automatic non-compliance recognition, industry-best address identification.



Rentalscape is the only platform that automatically updates upcoming rentals and bookings shortly after reservations are made.

This allows Rentalscape users to reach out to owners and hosts who are unlawfully renting and address any issues relating to these future rentals long before guests arrive, thereby eliminating disturbances, neighbor complaints and other common issues that often arise from illegal rentals.

- A** Address
- B** Sites Monitored
- C** Bookings, Cost, Occupancy
- D** Host Revenue
- E** Average Daily Rate

Figure 1: Rentalscape Property Card

Rentalscape maintains a database of every booking and stay made on all major platforms. Our system contains information dating back to late 2019 for every STR in the City of Madison. All data can be viewed interactively on the Rentalscape portal with unlimited user access and downloaded on demand in Microsoft Excel format.

Rentalscape dashboard map view shows the exact location of all STR activity, includes districts as defined by the City and displays individual property information and aggregate statistics on a per district basis.

Rentalscape presents detailed STR activities including the precise address, owner information, booking history, availability and more. For each individual booking, the platform provides the actual date the reservation was made as well as the start and end date of each booking, ensuring that the City is able to distinguish back-to-back bookings. These insights are not possible to achieve by simply viewing the listings itself.

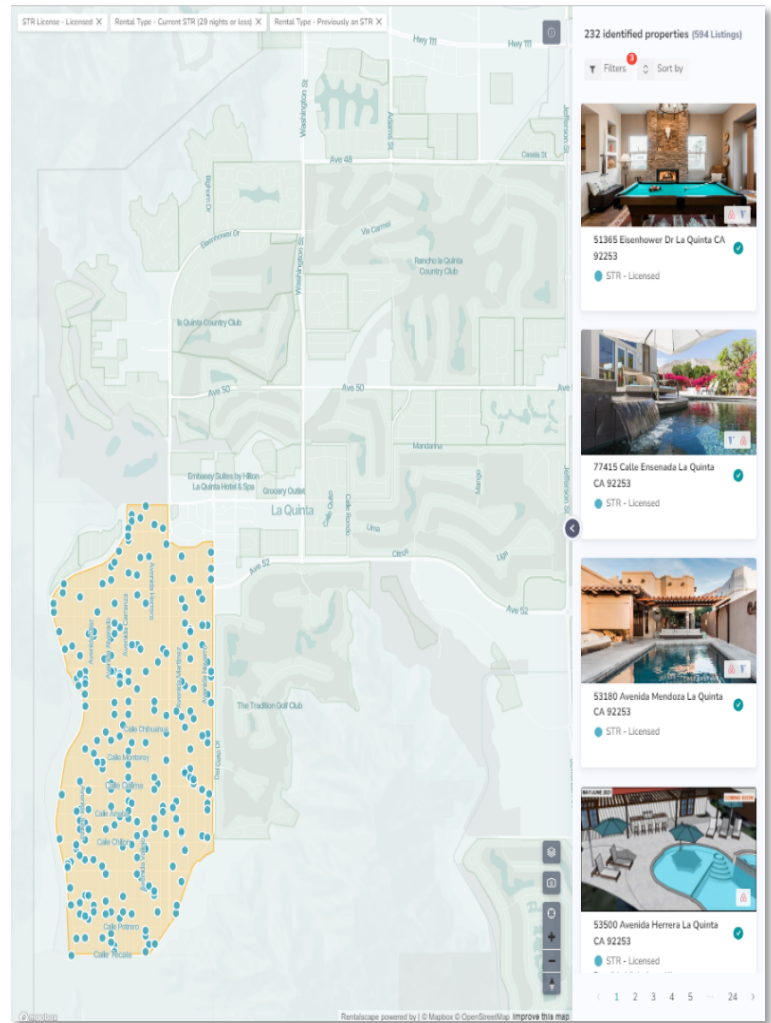


Figure 2: Rentalscape Map

In Summary

In every jurisdiction in which we are providing service we have increased compliance and improved tax collection. Our process starts with producing the cleanest data possible – ensuring reporting is accurate and compliance levels are carefully monitored. We have in-house property appraisers and STR property managers. We also regularly consult with City staff to ensure we are always up to date with the latest STR best practices. Our systems come with unlimited user access and unlimited end-user training. Our customers give testimonials regarding the ease of use of our systems and vastly superior level of customer service when compared to other providers in the market.

References

We believe that **continuous innovation** is required to face the challenges of today and of tomorrow. We are proud of our achievements and solutions that enable cities and counties to manage short-term rental activities and to ensure local rules and ordinances are enforced for the betterment of local residents.

The following references are examples of successful partnerships between Deckard Technologies & its clients.

City of Orange Beach, AL

Matthew Malone

Revenue Officer

mmalone@orangebeachal.gov
(251) 923 - 5806

Product:
Rentalscape, Outreach Campaign

Town of Dauphin Island, AL

Gina Bush

Rental License & Lodging Tax Specialist

rbush@townofdauphinisland.org
(251) 861 - 5525 ext 222

Product:
Rentalscape, Complaint Portal

City of Vestavia Hills, AL

Rebecca Leavings

City Clerk & Zoning

rleavings@vhal.org
(205) 978 - 0184

Product:
Rentalscape

Proposed Products

The Rentalscape Portal

The Rentalscape portal is a cloud-based system for City staff to track STR properties, monitor STR activity, manage STR permits and record information about properties. The data in the system is constantly being updated as new properties are discovered and address identified, as new permit applications are made and as permits are expired or revoked.

The Rentalscape portal displays information on all STR listings found within the City going back at least 12 months. We use US Census data to identify City limits and any parcels or listings within the limits are monitored. Rentalscape also tracks properties outside the City until they are accurately identified. On occasion, the STR listing estimated location for a property falls outside the City, but the actual location of the property once address identified is inside the City. Rentalscape displays:

1. Any permitted STR property
2. Any property with a currently live STR listing
3. Any property with historic STR listings
4. Any property with a future or past STR booking (even if the property currently does not have a live listing)

Rentalscape includes the ability to filter the properties displayed (e.g., only permitted properties, or only properties in a specific HOA), and to download all results. All data displayed is available for direct download from Rentalscape.

Information shown in Rentalscape for each property includes:

Property characteristics

1. Property address
2. Owner name and mailing address
3. Residential type (primary residence, secondary/investment property)
4. Property type
5. Number of bedrooms and bathroom at the property, per public records data
6. A map showing the property's location
7. Maximum occupancy per the City of Madison ordinance

Listing characteristics

1. Listing URL for each listing associated with each specific property
2. Listing ad ID for each listing associated with each specific property
3. Rental calendar showing current month's activity as well as past twelve months and upcoming three months booking activity (frequently updated calendar)
4. Rentalscape clearly and easily differentiates between regular bookings and host-blocked dates that are not revenue-generating
5. Host name (when available)
6. Stay limitations (minimum/maximum)
7. Permit/license number if included in the listing
8. Daily Rental rate at time of booking
9. Rental frequency
10. Individual links to all active listing for the property
11. **PDF copy of each listing, as well as a history of all previous versions of the listing**, to identify any possible changes, as well as keep a record in case the listing is taken down by the host. Each image has a date-stamp showing when it was created and is kept indefinitely.
12. Rental type (Whole home, shared home)
13. Bedrooms and bathrooms advertised
14. Maximum occupancy, per listing

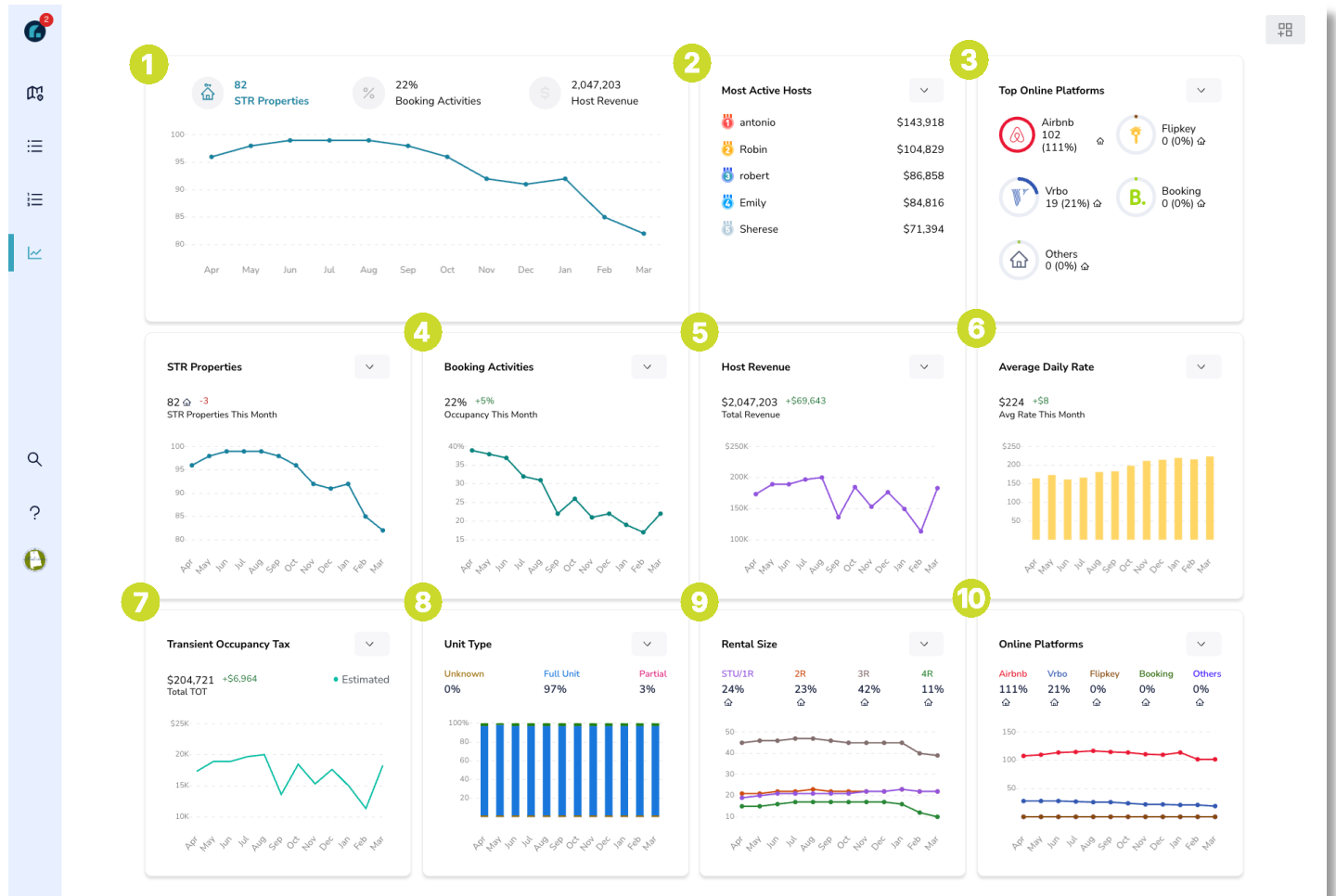
Estimated sales tax based on rental activity

1. Occupancy rate
2. Estimated rental income
3. Estimated tax

Rentalscape is configured to match the City's ordinance and is capable of flagging violations following the City's exact rules, including but not limited to permit registration and occupancy advertised versus permitted occupancy. Rentalscape looks for bookings less than 30 days when flagging STRs. When bookings longer than 30 days are created, these are correctly categorized as long-term rentals and do not cause a property to be treated as an STR.

Rentalscape actively monitors permit status and STR listings daily, flagging violations as they occur. We have encountered situations where other providers have flagged properties as "no longer listed" or "only performing long-term rentals", that later re-list or take a short-term booking, and are subsequently missed by these other vendors as violating the City ordinance. **Rentalscape continuously monitors every listing every day** including bookings up to a year in advance. As soon as an unpermitted booking is taken, Rentalscape sets a violation.

Rentalscape includes a **Dashboard** that provides an overview of all STR activity in the City. This Dashboard includes aggregated revenue, bookings, and property data, and highlights top-earning hosts and owners as seen below. Please note that some charts will not be activated until we go live in the City of Madison.



- | | |
|----------------------|-------------------------|
| 1 STR PROPERTIES | 7 ESTIMATED TAX REVENUE |
| 2 MOST ACTIVE HOSTS | 8 UNIT TYPE |
| 3 TOP PLATFORMS | 9 RENTAL SIZE |
| 4 BOOKING ACTIVITIES | 10 ONLINE PLATFORMS |
| 5 HOST REVENUE | |
| 6 AVERAGE DAILY RATE | |

Figure 3: Rentalscape the City of Madison Dashboard Example

Implementation & Training

Implementation is on your timeline!! Upon Contract signing, Deckard will assign the City of Madison a Dedicated Account Manager, who will work with the City to develop “best practices” based on Deckard’s experiences with other clients. The Client Success Manager will ensure that the implementation process proceeds smoothly and will be the main point of contact for any questions, suggestions, training, or concerns. The Client Success Manager will also participate in periodic calls with City staff as requested.

Since Rentalscape is cloud-based, no hardware or software installation is required.

Most jurisdictions have been up and running with Rentalscape within a couple weeks with Address Identification complete within 4 weeks of receipt of the permit and listing data.

Sample Timeline

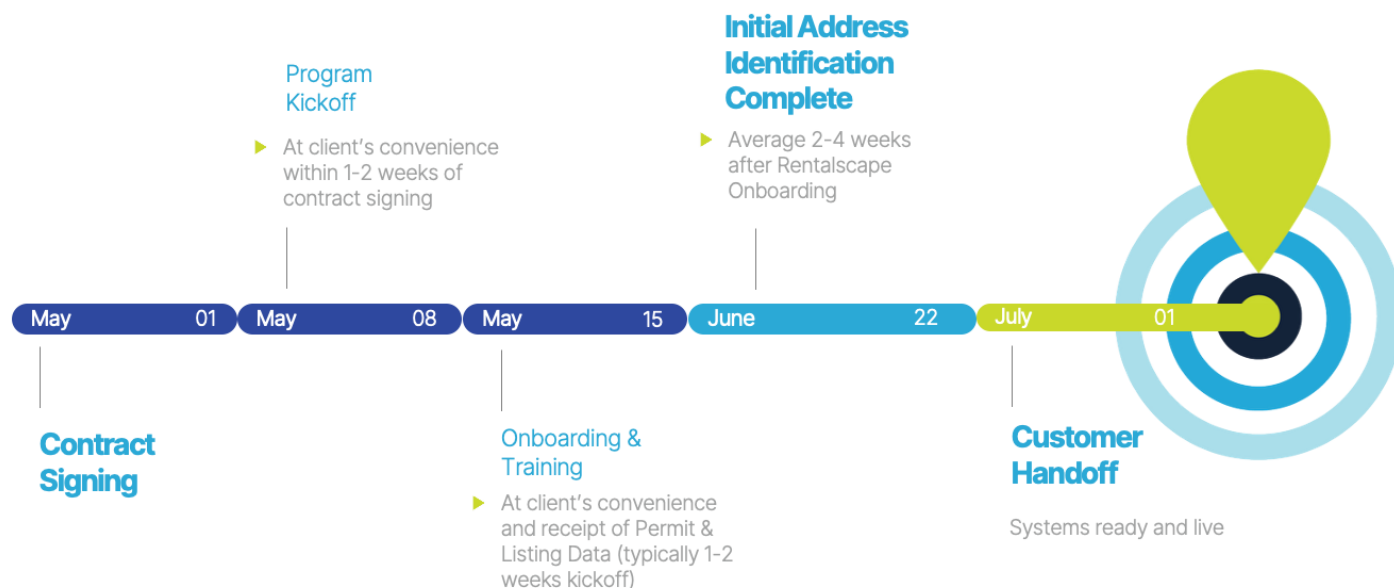


Figure 4: Sample Timeline for Rentalscape

Base Product Pricing

ADDRESS IDENTIFICATION, COMPLIANCE MONITORING, & RENTAL ACTIVITY REPORTING	Price
- Identify property & address - Identify property owner address - Real-time reporting of all new listings & frequent calendar monitoring 10,000+ Websites monitored Daily, worldwide - FutureCast™ - Identify future bookings as they are made on the rental platform	\$6,000 Annually
OUTREACH CAMPAIGN	
- Letter campaign to inform STR illegal operators regarding compliance requirements and procedures - All letter templates will receive City approval pre-campaign - Campaign includes one Introductory letter and two additional escalation letters	INCLUDED
REPORTING & ANALYSIS	
- On Demand, Dynamic reporting, offering multiple ad hoc reports - Filters allowing users to focus on specific segments of the STR population	INCLUDED
DEDICATED ACCOUNT MANAGER	
- Single Point of Contact for City staff for all matters - Ensures the City is following Industry best practices - Shepherds the implementation process from start to finish - Periodic meetings/calls throughout the life of the account	INCLUDED
UNLIMITED ACCOUNTS & TRAINING SESSIONS	
- No limit on the number of Rentalscape user accounts - No per-session training costs - Single Sign-On (SSO) available - Dedicated client support staff available to assist with customer request	INCLUDED
TOTAL YEAR ONE	\$6,000

Note: Pricing valid for 90 days
Note 2: Pricing Confidential

Optional Products Pricing

STR REGISTRATION PORTAL

- Online, intuitive portal for registration and renewal \$5,000 (OPTIONAL)
- Fields configurable to meet City needs
- Identify properties that need registration fee
- Provide daily reports on new and modified permits

COMPLAINT 24/7 HOTLINE & ONLINE FORM

- 24/7 US bilingual (upon request) call center with live agents – **Classic** (see Page 13 for Detail Information) \$3,500 (OPTIONAL)
- Online complaint form (Complaint Form only \$2,000)

CONSTITUENT PORTAL

- Public facing portal (Link placed on Jurisdiction's website) \$5,000 (OPTIONAL)
- Permit/Licensing Data and Responsible Party Contact Info for every STR Property (Standard)

INSPECTION MODULE

- Enables field agents to create notes, comments, complaints, or tickets directly from the field during the inspections (mobile enabled) \$5,000 (OPTIONAL)
- Record inspection data, including notes and complaints
- E-mail inspection results to property owners and City staff

LONG TERM RENTAL REGISTRATION PORTAL

- Integrated Registration Portal: A secure, end-to-end portal that captures all required application and supporting document data, routes submissions through staff review and approval workflows, and centralizes applicant communications automating status updates, renewal reminders, and follow-ups with long-term rental (LTR) owners to keep registrations current. \$20/property \$20/unit (OPTIONAL)