



City of San Diego: Short-Term Rental Market Overview

By [Host Compliance, LLC](#)

December 2017



Background

Sharing our homes has been commonplace for as long as there have been spare rooms and comfortable couches. Whether through word of mouth, ads in newspapers or flyers on community bulletin boards, renters and homeowners alike have always managed to rent out or share rooms in their living spaces. Traditionally these transactions were decidedly analog, local and limited in nature, but with advance of the internet and 100s of websites like as Airbnb.com and HomeAway.com it has suddenly become possible for people to advertise and rent out their homes and spare bedrooms to complete strangers with a few mouse-clicks or taps on a smartphone screen. With this new technology has come rapid growth, and with this rapid growth, many communities including the City of San Diego are experiencing an increased volume of “strangers” in residential communities. While some of these consequences are positive (increased business for local merchants catering to the tourists etc.), there are also many potential issues and negative side effects that local governments can mitigate by adopting sensible and enforceable regulations. The first step to making good rules is knowing the facts, and unfortunately, the City of San Diego’s debate about short-term rentals has so far been short on data. By publishing this report, we address this. Specifically, we hope that the publication of this data will bring independent and objective facts to the discussion, and facilitate a larger debate on community goals and enforcement which will allow the city to reach a workable regulatory compromise.

In the interest of full transparency, this report was created, published and paid for exclusively by Host Compliance in response to conversations with several San Diego media outlets, who like Host Compliance believe that the San Diego short-term rental debate has so far been short on facts and that it is in the public’s best interest to bring transparency to this new market. Said simply, this study was NOT influenced or sponsored by any third-party organizations, trade groups or companies.

Methodology

As a software, data and consulting services provider exclusively focused on helping more than 85 local governments overcome enforcement challenges associated with short-term vacation rentals, Host Compliance has developed a set of proprietary data and analytics tools that can provide deep insights into the scale and scope of the short-term rental activity in any community



and make the enforcement of short-term rental regulations effective and economical. In this report, we will provide our findings for the City of San Diego.

Host Compliance's data is collected weekly and for purposes of this report Host Compliance collected, aggregated and deduplicated all listing data, reviews, calendar info and photos across the world's 24 top short-term rental listing sites.¹ We estimate this represents 95% of the total vacation rental universe in the City of San Diego's jurisdiction.

The data used for the report was collect during the first weekend of December 2017 and the data contained in this report is believed to be highly accurate and representative of the scale and scope of the short-term rental market in the City of San Diego as of the date of this report. That said, it is important to acknowledge that the numbers presented, represent a moment in time, a snapshot of the marketplace as it looked like on the day of collection. Short-term renting is a dynamic, rapidly evolving industry, with individual hosts and entire listing platforms changing on a moment's notice. Absolute numbers change daily and can never truly be captured in a report. Instead, consider the themes, ratios, and trends as indicative of the scale, scope and direction of the market-place.

Gathering data across so many rental platforms presents unique presentation problems. As an example, one physical rental unit may be advertised on multiple sites, or might be listed in multiple forms on the same site. Host Compliance therefore de-duplicate all listing data to give a more accurate picture of the true number of unique rental units operating in each area of the City. To give a complete picture of the activity we however also provide a breakdown of active listings, listings that qualify as short-term rentals, and unique rental units. For the purposes of this report:

- "Listings" are defined as online advertisements for short-term rental units. Examples of listings are found on websites such as airbnb.com, vrbo.com and flipkey.com.
- "Active listings" are defined as any listing that has either had its booking calendar changed or received a review in the last year. These are strong indicators that a host is still actively managing the listing.
- "Listings that fit STR Definition" are defined as listings for which the minimum required

¹ Airbnb.com, Booking.com, Agoda.com, Flipkey.com, HolidayLettings.com, HouseTrip.com, Niumba.com, HomeAway.com, VRBO.com, VacationRentals.com, travelmob.com, BedandBreakfast.com, HomeAway.co.uk, OwnersDirect.co.uk, HomeAway.de, Abritel.fr, Homelidays.com, HomeAway.es, Toprural.es, AlugueTemporada.com.br, HomeAway.com.au, Villas.com, Stayz.com.au, Bookabach.co.nz



stay is 31 days or less

- “Unique Rental Units” are defined as a plot of land, structure or part of a structure offered for use, in return for payment, as sleeping quarters for a single person or group of people, or any grounds, or other facilities or area promised for the use for overnight accommodation and includes, but without limitation, apartment units, boarding houses, rooming houses, mobile home spaces, RVs, boats, tents, treehouses and single and multi-family dwellings.

Unless noted otherwise, the analysis in this report is based on active listings de-duplicated within and across platforms. Due to rounding, some data tables may not sum up to 100%.

About Host Compliance

Host Compliance LLC (<https://hostcompliance.com>) is a privately held company located in San Francisco. Serving more than 85 local governments (including 35 California communities), the company is the leading provider of short-term rental compliance monitoring and enforcement solutions to local governments.

Partnering with city regulators in staff in these communities, Host Compliance has developed a unique understanding of what works and what doesn't when it comes to analyzing local short-term rental markets and implementing and enforcing short-term rental regulations in communities like San Diego.

Host Compliance's services include:

- Assisting cities with implementing fair and effective short-term rental ordinances
- Managing and processing short-term rental permit applications (online and offline)
- Identifying short-term rentals operating in non-compliance with city regulations
- Providing 24/7 hotline services that makes it easy for neighbors and other stakeholders to report, document and resolve short-term rental related issues in real-time
- Identifying tax under-reporting and enforcing Transient Occupancy Tax rules across all short-term rental platforms

This report was created by Host Compliance staff including three of North America's leading experts on the topic of short-term rental regulation, compliance monitoring and enforcement:

**Ulrik Binzer**

Ulrik is the Founder and CEO of Host Compliance, the industry leader in short-term rental monitoring and compliance solutions for local governments. A pioneer in the short-term rental enforcement solution space, Ulrik developed the first short-term rental compliance monitoring tools and now uses his expertise and insights to help local governments across North America implement, monitor and enforce short-term rental regulation. Ulrik previously served in a variety of leadership roles in management consulting, private equity, startups and the military and developed his strategic and analytical skill-set at McKinsey & Company and Harvard Business School.

David Marcus

David is a Caltech Applied and Computational Math graduate working at the intersection of data science and geospatial information management with eight years of experience building well-architected scalable software. Prior to Host Compliance, David founded Routefriend.com, a web-based application for planning trips on buses and trains, serving 1.5 million monthly users. David's most recent experience was at DwellAware where he served as the Lead Data Scientist for the data analytics company building products to quantify housing risks and costs for businesses and their customers in the residential real estate sector. Prior to DwellAware, David served in various technical roles at a number of software companies including aboutLife, UrbanMapping, AmericanTowns.com, Nielsen Analytic Consulting and Hewitt Associates. David earned his BS Degree in Applied & Computational Mathematics at California Institute of Technology and his MA in Anthropology from University of Kent.

Jeffrey Goodman

Jeffrey is an urban planner and considered one of North America's leading authorities on short-term rentals and how they impact communities. He has contracted with both the City of New Orleans and Airbnb, and advised research on short-term rentals cities including San Francisco, San Diego, Portland, New Orleans, and New York. Jeff has spoken about short-term rentals across the country, including at the APA's National Planning Conference. He graduated from Yale College and earned his Masters of Urban Planning from Harvard University. He is the author of a featured article in Planning Magazine on the topic of STRs.



San Diego Short-term Rental Market Overview

Overall Market Observations

There are currently 14,592 active listings in the City of San Diego. This represents 14,147 short-term rental listings i.e. listings for which the minimum advertised stay duration is less than 31 days. After de-duplication i.e. removing duplicate listings, there are currently 11,347 unique short-term rental units operating in the city. Of the 24 websites included in this study, approximately two-thirds of San Diego's short-term rental listings were posted on Airbnb.com, approximately 24% were posted on websites controlled by Expedia Inc, and approximately 10% were listed on websites controlled by TripAdvisor. Inc.

San Diego's short-term rentals are approximately evenly split between single-family homes and multi-family properties. The sizes of rental units vary and 7% are listed as studios, 28% as 1BR, 32% as 2BR and 19% as 3BR. Only 13% of properties are listed as having 4+ BR. This is important as it is generally the short-term rental of smaller units that is believed to mostly impact the availability of long-term affordable housing units.

79% of the listings are for entire-homes i.e. rentals for which the renter gets full access the rental unit during his/her stay. This is important to note, as it is entire home short-term rentals that are commonly considered to have the biggest impact on the availability of long-term rental housing markets and the quality of life of nearby residents.

While 14,592 active listings and 11,347 unique short-term rental units may seem like very large numbers, it is important to acknowledge that most of the listings show relatively low rental activity and as such are less likely to cause concerns. Specifically, 62% of the city's short-term rental listings have less than 30 days of rental activity per year. That said, 18% of listings show rental activity for more than 90 days per year.

	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Listings	9,056	1,882	1,046	748	475	372	1,013
% of Total Listings	62.1%	12.9%	7.2%	5.1%	3.3%	2.5%	6.9%
2,608 listings / 17.9% of Total Listings							

For entire home rentals, the numbers are similar i.e. 63% of entire home rental listings are rented less than 30 days per year, whereas 2,001 listings or 17% show more than 90 days or of annual



rental activity. After aggregating the rental activity data for rental units listed on multiple websites, we estimate that a total of 1,951 entire home rental units (22% of such units) are rented for more than 90 days per year.

	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Entire Home Listings	7,312	1,442	778	546	357	289	809
% of Total Entire Home Listings	63.4%	12.5%	6.7%	4.7%	3.1%	2.5%	7.0%
2,001 listings / 17.4% of Total Entire Home Listings							
	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Entire Home Rental Units	5,049	1,164	691	496	345	262	848
% of Total Entire Home Rental Units	57.0%	13.1%	7.8%	5.6%	3.9%	3.0%	9.6%
1,951 Entire Home Rental Units / 22.0% of Total Listings							

The infographic on page 11 provides a more detailed and graphical overview of the overall San Diego short-term rental market.

Market Growth and Turnover

To give a bit of historical context, Host Compliance also ran the numbers for the City of San Diego on November 28, 2016 i.e. ~12 months ago. At the time there were 12,595 listings in the City, representing 9,981 unique short-term rental units. While this may imply that the number of listings and unique rental units has grown by “only” 15.9% and 13.7% respectively, these net growth rates do not properly account for the very large month-to-month and quarter-to-quarter turnover in the City’s short-term rental market. Specifically, the 15.9% net listing growth rate doesn’t show that a total of 7,462 listings have been deactivated since last year, while a total of 8,433 new listings have been created and 1,026 previously inactive listings have been reactivated over the same time. This implies that 64.8% of the City of San Diego’s current listings are new within the last 12 months. Equally important, 59.8% of the listings that were active 12 months ago are now no longer published online.

Finally, over the 12-month time-period, a total of 22,054 listings were active in the San Diego market. These are important facts to keep in mind as they paint a clearer picture of 1.) the transitory and seasonal nature of the market, and 2.) the importance of constantly monitoring



the STR market place for compliance if/when the new regulations are adopted. Below, please find more details on this analysis.

City of San Diego's Short-term Rental Listing Growth and Turnover	
A. Total Listings as of November 28, 2016	12,595
Plus: B. New listings added since November 28, 2016	+8,433
Plus: C. Listings re-activated since November 28, 2016	+1,026
Minus: D. Listings that became inactive between Nov. 28, 2016 and Dec. 3, 2017	-7,462
= Total Listings as of December 3, 2017	14,592
Total # of Listings active between November 28, 2016 and December 3, 2017 i.e. A + B + C	22,054

STR Listings/Units by Location

Three quarters of the City of San Diego's unique short-term rental units are in ten (10) neighborhoods (aka Community Planning Areas or "CPA"):

City of San Diego's Top 10 Short-term Rental Markets by CPA

Community Planning Area	Active Listings	Listings that fit STR Definition	Unique Rental Units
Mission Beach	2,305	2,291	1,560
Pacific Beach	1,832	1,791	1,507
Downtown	1,588	1,427	1,014
La Jolla	1,448	1,398	1,080
Uptown	1,070	1,047	840
Greater North Park	738	723	644
Ocean Beach	683	675	507
Peninsula	584	571	510
Clairemont Mesa	557	552	490
Greater Golden Hill	451	448	375
All other Community Planning areas	3,336	3,224	2,820
Total City of San Diego	14,592	14,147	11,347

While the market is fairly concentrated in these neighborhoods, it is worth noting that there are many community planning areas outside of the top 10 that have several hundreds short-term rentals. On the following pages is a complete breakdown of the numbers for each of the city's community planning areas:



Complete breakdown of City of San Diego's Short-term Rentals by CPA

Community Planning Area	Active Listings	Listings that fit STR Definition	Unique Rental Units
Mission Beach	2,305	2,291	1,560
Pacific Beach	1,832	1,791	1,507
Downtown	1,588	1,427	1,014
La Jolla	1,448	1,398	1,080
Uptown	1,070	1,047	840
Greater North Park	738	723	644
Ocean Beach	683	675	507
Peninsula	584	571	510
Clairemont Mesa	557	552	490
Greater Golden Hill	451	448	375
University	355	336	261
Southeastern San Diego / Southeastern	265	265	196
Mission Bay Park	247	244	184
Mission Valley	225	203	175
Linda Vista	183	179	165
Mid-City / City Heights	178	176	158
Carmel Valley	154	129	126
Mid-City / Normal Heights	145	144	134
Torrey Pines	139	129	115
Navajo	126	125	112
Reserve / Military / Water / Other Areas Not in General Plan	119	118	116
College Area	111	111	102
Mid-City / Eastern Area	108	108	106
Mira Mesa	101	96	92
Mid-City / Kensington-Talmadge	98	97	92
Skyline-Paradise Hills	86	86	73
Serra Mesa	79	76	66
Rancho Bernardo	73	66	63
Rancho Penasquitos	69	68	58
Encanto Neighborhood / Southeastern	46	46	43
Otay Mesa-Nestor	45	45	45
Tierrasanta	43	42	42
Old Town San Diego	42	42	31
Kearny Mesa	34	34	28
Scripps Miramar Ranch	30	30	27
Barrio Logan	25	25	25
Torrey Hills	25	22	22
Midway-Pacific Highway	24	23	22
Miramar Ranch North	23	23	20
Torrey Highlands	17	17	16
Black Mountain Ranch	16	16	16
Pacific Highlands Ranch	16	16	13
Otay Mesa	15	15	14



Balboa Park	12	11	8
Carmel Mountain Ranch	11	10	10
Sabre Springs	11	11	11
Rancho Encantada	9	9	7
Fairbanks Ranch Country Club	8	8	6
San Ysidro	7	7	6
San Pasqual	5	5	3
Tijuana River Valley	4	4	4
Del Mar Mesa	4	4	4
Via De La Valle	2	2	2
Los Penasquitos Canyon	1	1	1
East Elliott	-	-	-
Total City of San Diego	14,592	14,147	11,347

The infographics on the following pages provide more details on the scale and scope of the short-term rental market in the overall city as well as the top 10 community planning areas. Please note that the colors of the dots shown on the respective maps represent the major corporations that represents the majority of the City's listings i.e. red = Airbnb Inc., blue = Expedia Inc., green = TripAdvisor Inc.

In case you have any questions related to this data or how Host Compliance could potentially be of help in implementing or enforcing fair and effective short-term regulations in San Diego, please contact:

Ulrik Binzer
 Founder & CEO
 Host Compliance LLC
info@hostcompliance.com
 PH: (415) 715-9280

Or visit:
<https://hostcompliance.com>

City of San Diego

14592

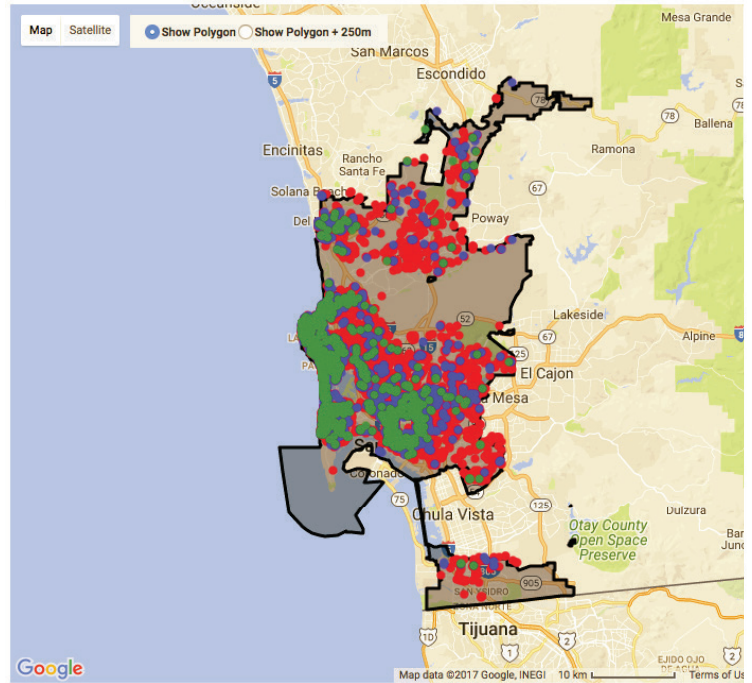
Active listings in jurisdiction

14147

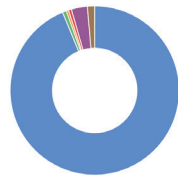
Listings in jurisdiction that fit STR definition

11347

Unique properties in jurisdiction that fit STR definition



Minimum Nights

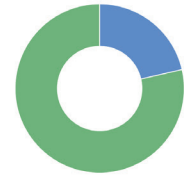


- 1-7 nights [94%]
- 8-14 nights [1%]
- 15-21 nights [0%]
- 22-29 nights [1%]
- 30+ nights [3%]
- Not specified by Host [1...]

Listing types

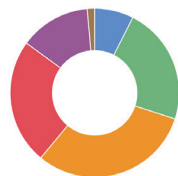


- Single Family [49%]
- Multi Family [47%]
- Unknown [5%]



- Partial Home [21%]
- Entire Home [79%]
- Unknown [0%]

Nightly Rate

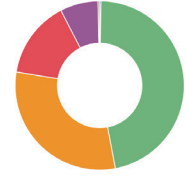


- \$0-\$50 [7%]
- \$50-\$100 [23%]
- \$100-\$200 [31%]
- \$200-\$400 [24%]
- \$400+ [14%]
- not provided [1%]

Bedrooms / Bathrooms

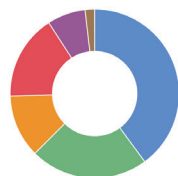


- 0 bedrooms [7%]
- 1 bedroom [28%]
- 2 bedrooms [32%]
- 3 bedrooms [19%]
- 4 bedrooms [8%]
- 5+ bedrooms [5%]
- unknown [0%]



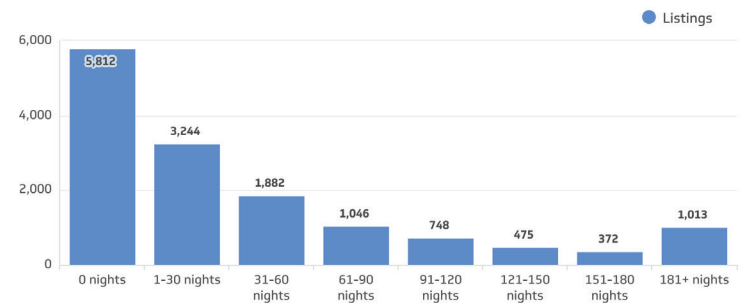
- 0 bathrooms [0%]
- 1 bathroom [47%]
- 2 bathrooms [31%]
- 3 bathrooms [15%]
- 4+ bathrooms [7%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [40%]
- \$0k-\$5k [23%]
- \$5k-\$10k [12%]
- \$10k-\$25k [16%]
- \$25k-\$50k [7%]
- \$50k+ [2%]

Est. Annual Nights Rented



Mission Beach CPA

2305

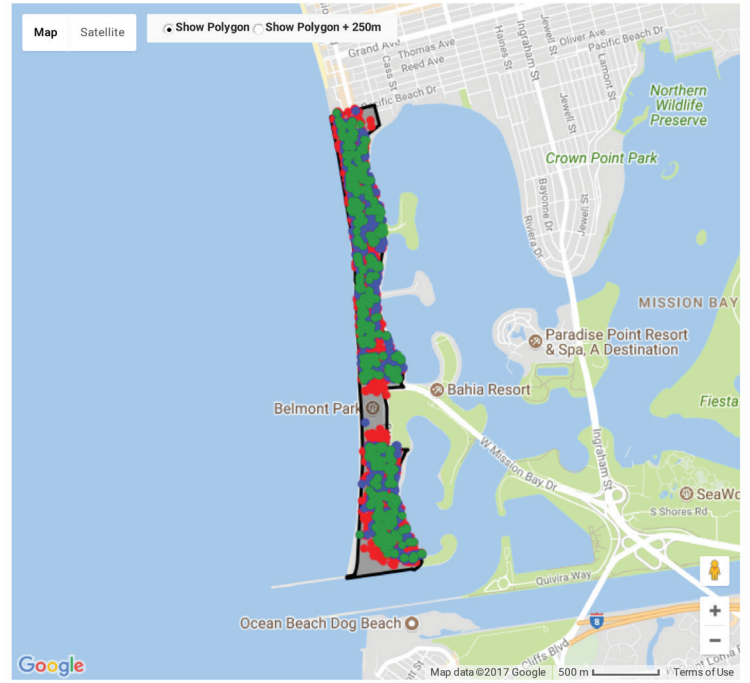
Active listings in jurisdiction

2291

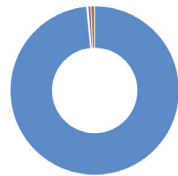
Listings in jurisdiction that fit STR definition

1560

Unique properties in jurisdiction that fit STR definition



Minimum Nights

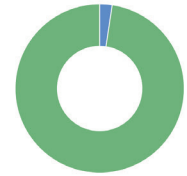


- 1-7 nights [98%]
- 8-14 nights [0%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [1%]
- Not specified by Host [1...]

Listing types

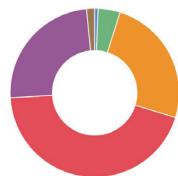


- Single Family [42%]
- Multi Family [49%]
- Unknown [9%]



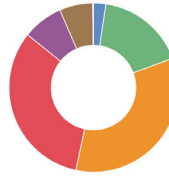
- Partial Home [2%]
- Entire Home [98%]
- Unknown [0%]

Nightly Rate



- \$0-\$50 [1%]
- \$50-\$100 [4%]
- \$100-\$200 [25%]
- \$200-\$400 [44%]
- \$400+ [24%]
- not provided [2%]

Bedrooms / Bathrooms

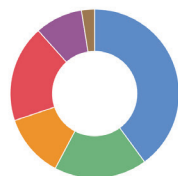


- 0 bedrooms [2%]
- 1 bedroom [17%]
- 2 bedrooms [34%]
- 3 bedrooms [32%]
- 4 bedrooms [8%]
- 5+ bedrooms [6%]
- unknown [0%]



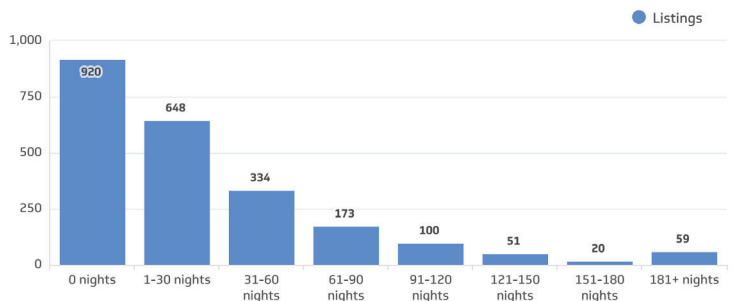
- 0 bathrooms [0%]
- 1 bathroom [32%]
- 2 bathrooms [34%]
- 3 bathrooms [24%]
- 4+ bathrooms [9%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [40%]
- \$0k-\$5k [18%]
- \$5k-\$10k [12%]
- \$10k-\$25k [19%]
- \$25k-\$50k [9%]
- \$50k+ [3%]

Est. Annual Nights Rented

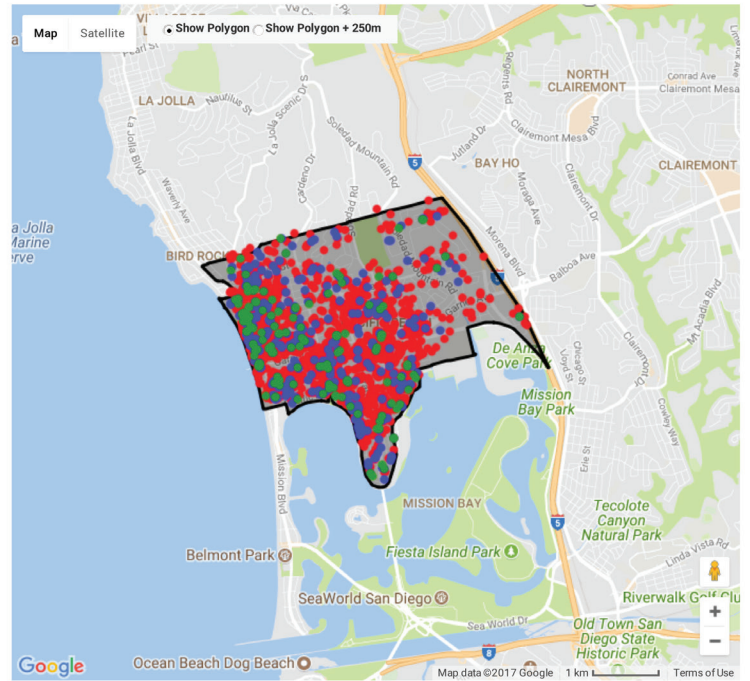


Pacific Beach CPA

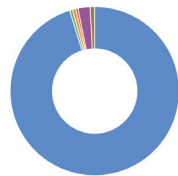
1832
Active listings in jurisdiction

1791
Listings in jurisdiction that fit STR definition

1507
Unique properties in jurisdiction that fit STR definition



Minimum Nights

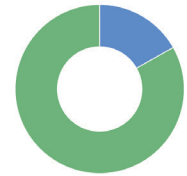


- 1-7 nights [95%]
- 8-14 nights [1%]
- 15-21 nights [1%]
- 22-29 nights [0%]
- 30+ nights [2%]
- Not specified by Host [1...]

Listing types

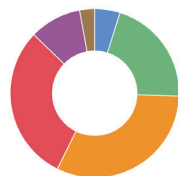


- Single Family [44%]
- Multi Family [52%]
- Unknown [4%]



- Partial Home [17%]
- Entire Home [83%]
- Unknown [0%]

Nightly Rate

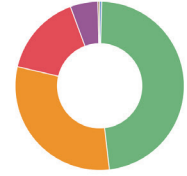


- \$0-\$50 [5%]
- \$50-\$100 [21%]
- \$100-\$200 [32%]
- \$200-\$400 [30%]
- \$400+ [10%]
- not provided [3%]

Bedrooms / Bathrooms

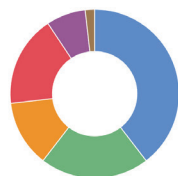


- 0 bedrooms [5%]
- 1 bedroom [27%]
- 2 bedrooms [35%]
- 3 bedrooms [20%]
- 4 bedrooms [9%]
- 5+ bedrooms [4%]
- unknown [0%]



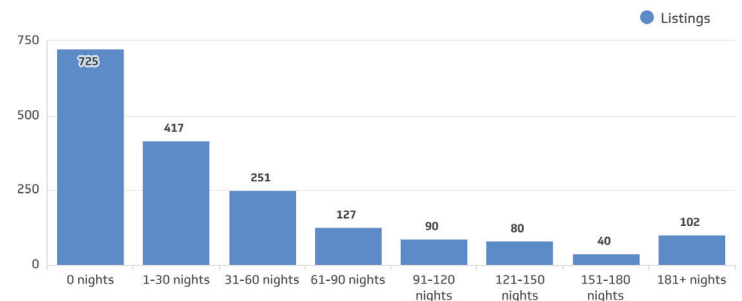
- 0 bathrooms [0%]
- 1 bathroom [48%]
- 2 bathrooms [31%]
- 3 bathrooms [16%]
- 4+ bathrooms [5%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [40%]
- \$0k-\$5k [21%]
- \$5k-\$10k [13%]
- \$10k-\$25k [17%]
- \$25k-\$50k [8%]
- \$50k+ [2%]

Est. Annual Nights Rented

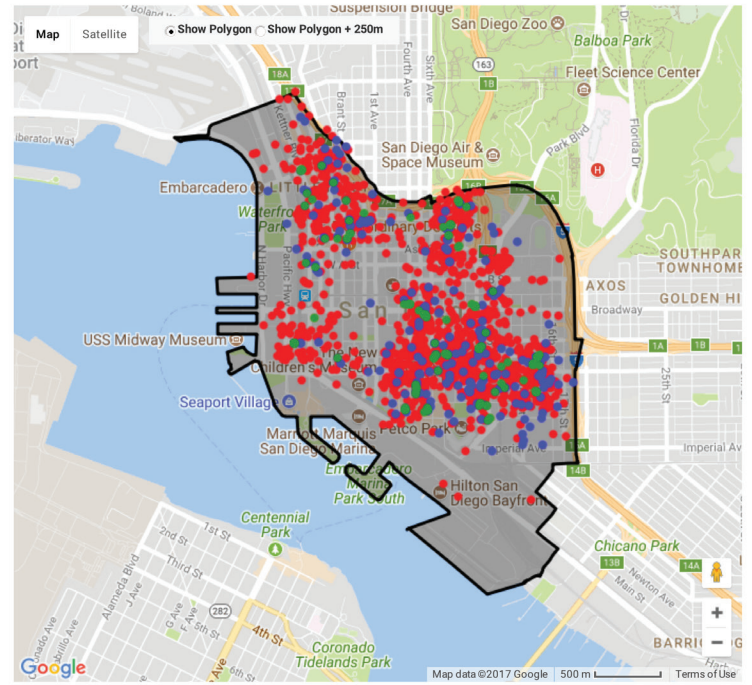


Downtown CPA

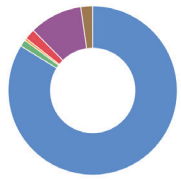
1588
Active listings in jurisdiction

1427
Listings in jurisdiction that fit STR definition

1014
Unique properties in jurisdiction that fit STR definition

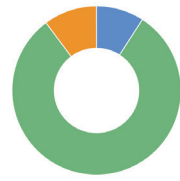


Minimum Nights

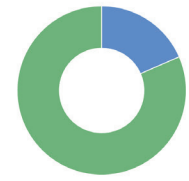


- 1-7 nights [84%]
- 8-14 nights [1%]
- 15-21 nights [0%]
- 22-29 nights [2%]
- 30+ nights [10%]
- Not specified by Host [2...]

Listing types

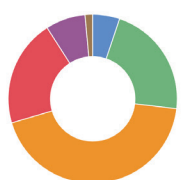


- Single Family [9%]
- Multi Family [81%]
- Unknown [10%]



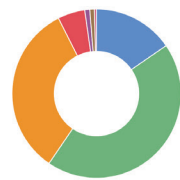
- Partial Home [18%]
- Entire Home [82%]
- Unknown [0%]

Nightly Rate

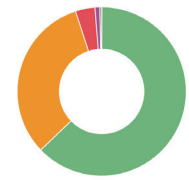


- \$0-\$50 [5%]
- \$50-\$100 [22%]
- \$100-\$200 [44%]
- \$200-\$400 [21%]
- \$400+ [8%]
- not provided [1%]

Bedrooms / Bathrooms

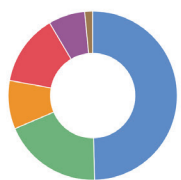


- 0 bedrooms [15%]
- 1 bedroom [44%]
- 2 bedrooms [33%]
- 3 bedrooms [5%]
- 4 bedrooms [1%]
- 5+ bedrooms [1%]
- unknown [0%]



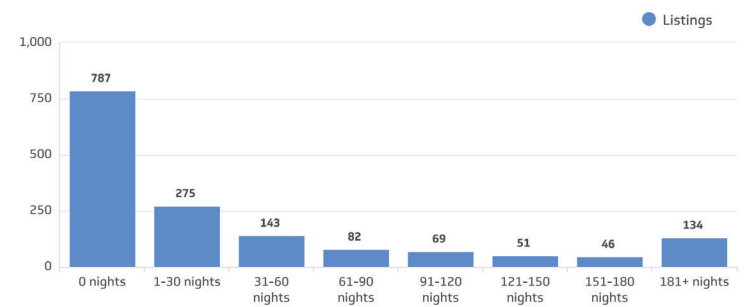
- 0 bathrooms [0%]
- 1 bathroom [63%]
- 2 bathrooms [32%]
- 3 bathrooms [4%]
- 4+ bathrooms [1%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [50%]
- \$0k-\$5k [19%]
- \$5k-\$10k [9%]
- \$10k-\$25k [14%]
- \$25k-\$50k [7%]
- \$50k+ [2%]

Est. Annual Nights Rented



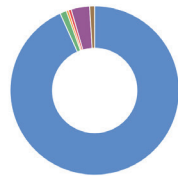
La Jolla CPA

1448
Active listings
in jurisdiction

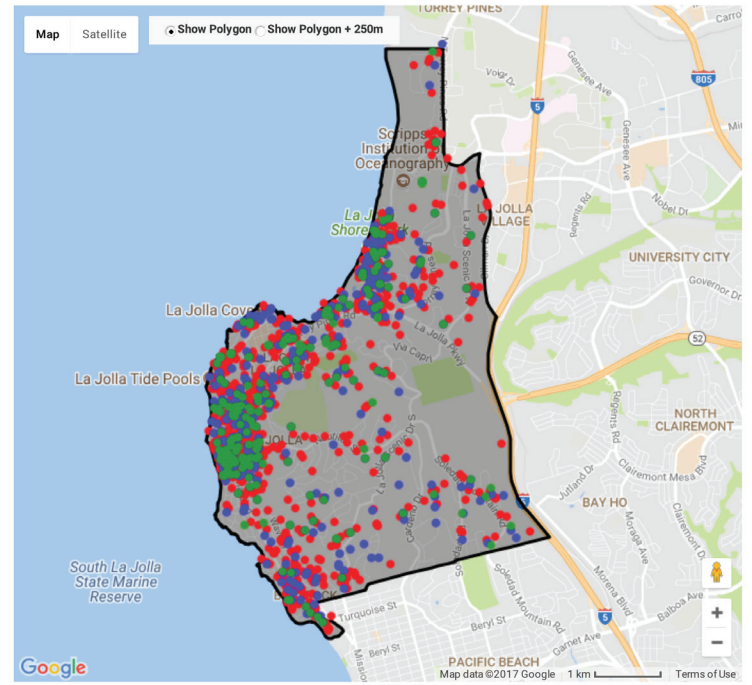
1398
Listings in
jurisdiction that
fit STR
definition

1080
Unique
properties in
jurisdiction that
fit STR
definition

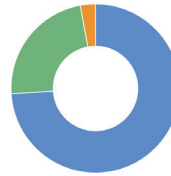
Minimum Nights



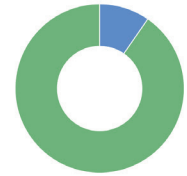
- 1-7 nights [93%]
- 8-14 nights [1%]
- 15-21 nights [0%]
- 22-29 nights [1%]
- 30+ nights [4%]
- Not specified by Host [1...]



Listing types

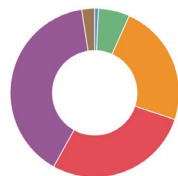


- Single Family [74%]
- Multi Family [23%]
- Unknown [3%]



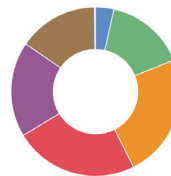
- Partial Home [10%]
- Entire Home [90%]
- Unknown [0%]

Nightly Rate

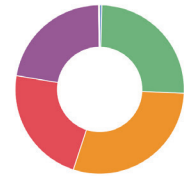


- \$0-\$50 [1%]
- \$50-\$100 [6%]
- \$100-\$200 [23%]
- \$200-\$400 [28%]
- \$400+ [39%]
- not provided [2%]

Bedrooms / Bathrooms

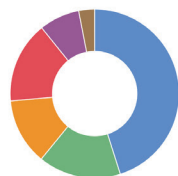


- 0 bedrooms [4%]
- 1 bedroom [15%]
- 2 bedrooms [24%]
- 3 bedrooms [24%]
- 4 bedrooms [18%]
- 5+ bedrooms [15%]
- unknown [0%]



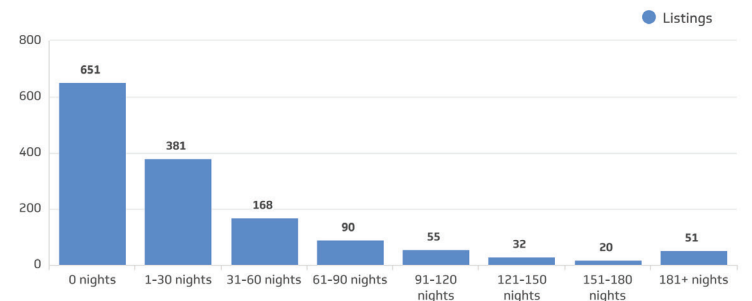
- 0 bathrooms [0%]
- 1 bathroom [25%]
- 2 bathrooms [29%]
- 3 bathrooms [23%]
- 4+ bathrooms [22%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [45%]
- \$0k-\$5k [16%]
- \$5k-\$10k [13%]
- \$10k-\$25k [16%]
- \$25k-\$50k [8%]
- \$50k+ [3%]

Est. Annual Nights Rented

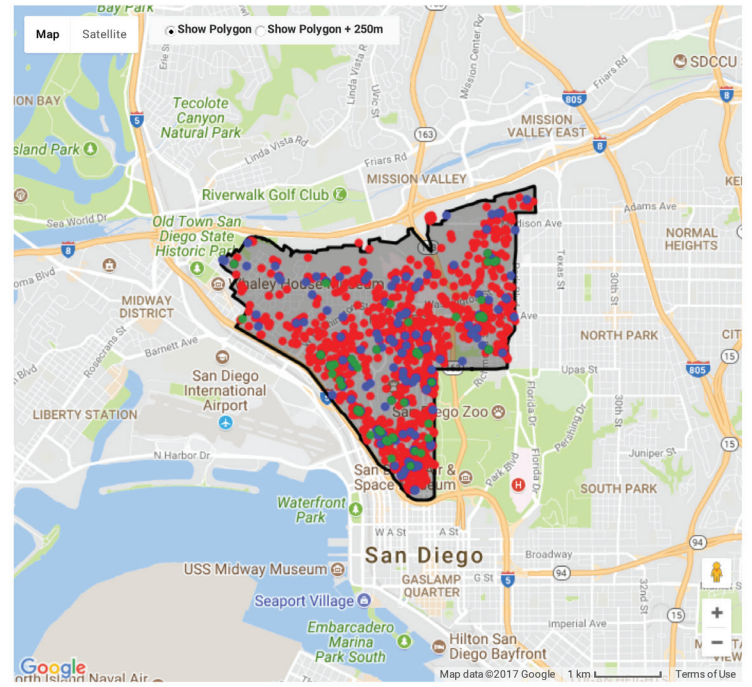


Uptown CPA

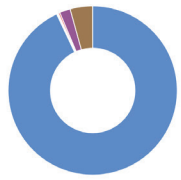
1070
Active listings in jurisdiction

1047
Listings in jurisdiction that fit STR definition

840
Unique properties in jurisdiction that fit STR definition

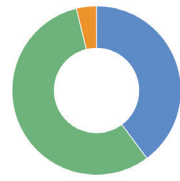


Minimum Nights

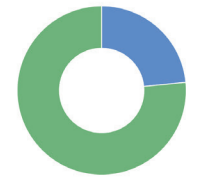


- 1-7 nights [93%]
- 8-14 nights [0%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [2%]
- Not specified by Host [4%]

Listing types

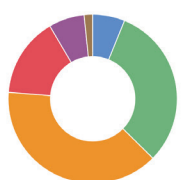


- Single Family [40%]
- Multi Family [56%]
- Unknown [4%]



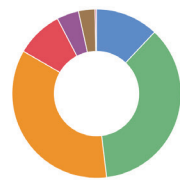
- Partial Home [23%]
- Entire Home [77%]
- Unknown [0%]

Nightly Rate

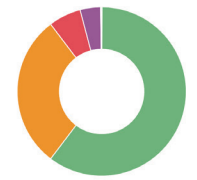


- \$0-\$50 [6%]
- \$50-\$100 [31%]
- \$100-\$200 [39%]
- \$200-\$400 [15%]
- \$400+ [7%]
- not provided [2%]

Bedrooms / Bathrooms

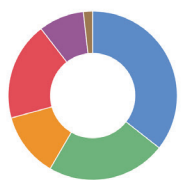


- 0 bedrooms [12%]
- 1 bedroom [36%]
- 2 bedrooms [35%]
- 3 bedrooms [9%]
- 4 bedrooms [4%]
- 5+ bedrooms [3%]
- unknown [0%]



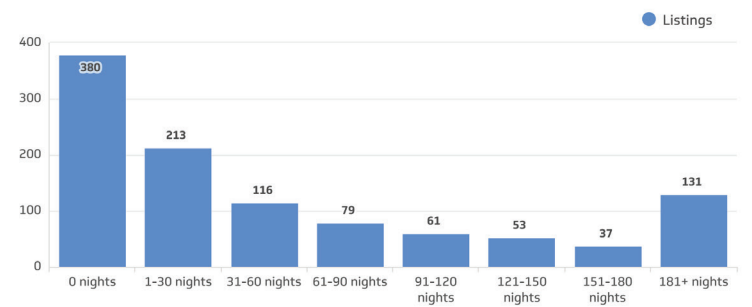
- 0 bathrooms [0%]
- 1 bathroom [60%]
- 2 bathrooms [29%]
- 3 bathrooms [6%]
- 4+ bathrooms [4%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [36%]
- \$0k-\$5k [23%]
- \$5k-\$10k [12%]
- \$10k-\$25k [19%]
- \$25k-\$50k [9%]
- \$50k+ [2%]

Est. Annual Nights Rented



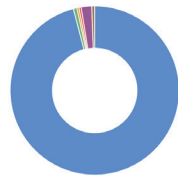
Greater North Park CPA

738
Active listings in jurisdiction

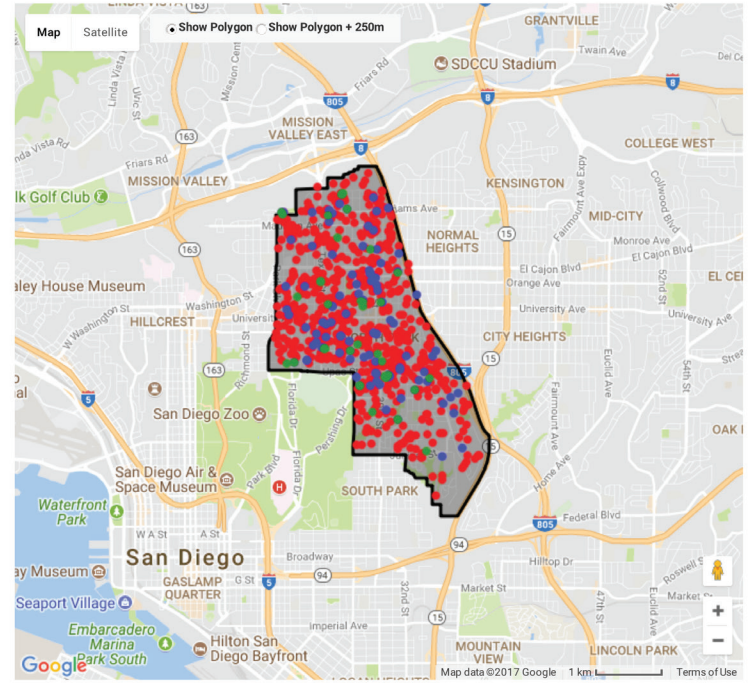
723
Listings in jurisdiction that fit STR definition

644
Unique properties in jurisdiction that fit STR definition

Minimum Nights



- 1-7 nights [96%]
- 8-14 nights [1%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [2%]
- Not specified by Host [1...]



Listing types

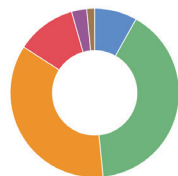


- Single Family [55%]
- Multi Family [42%]
- Unknown [3%]



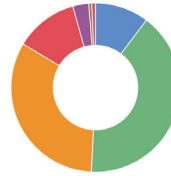
- Partial Home [25%]
- Entire Home [75%]
- Unknown [0%]

Nightly Rate

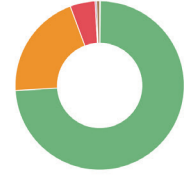


- \$0-\$50 [8%]
- \$50-\$100 [40%]
- \$100-\$200 [36%]
- \$200-\$400 [11%]
- \$400+ [3%]
- not provided [2%]

Bedrooms / Bathrooms

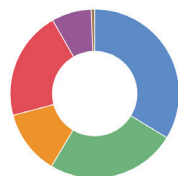


- 0 bedrooms [10%]
- 1 bedroom [41%]
- 2 bedrooms [33%]
- 3 bedrooms [12%]
- 4 bedrooms [3%]
- 5+ bedrooms [1%]
- unknown [1%]



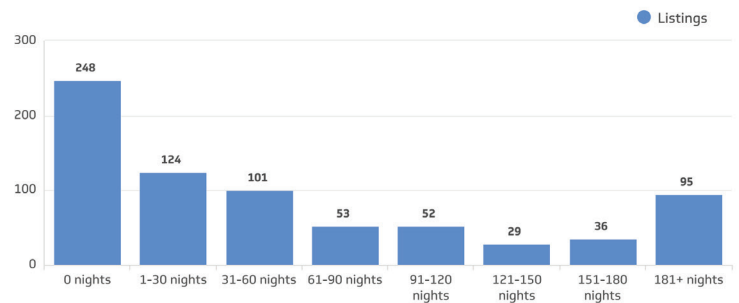
- 0 bathrooms [0%]
- 1 bathroom [74%]
- 2 bathrooms [20%]
- 3 bathrooms [5%]
- 4+ bathrooms [0%]
- unknown [1%]

Estimated Annual Revenue



- \$0k [34%]
- \$0k-\$5k [25%]
- \$5k-\$10k [12%]
- \$10k-\$25k [21%]
- \$25k-\$50k [8%]
- \$50k+ [1%]

Est. Annual Nights Rented



Ocean Beach Park CPA

683

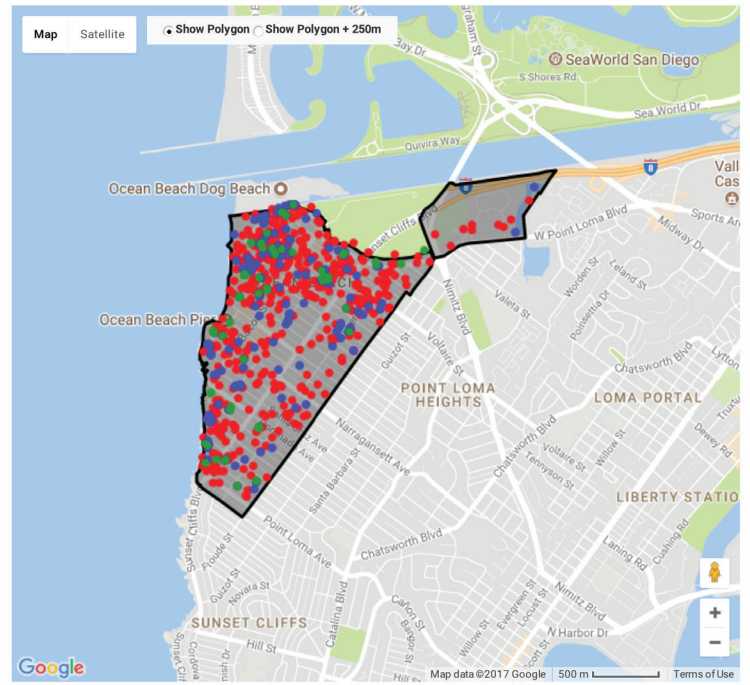
Active listings in jurisdiction

675

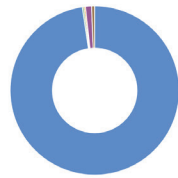
Listings in jurisdiction that fit STR definition

507

Unique properties in jurisdiction that fit STR definition



Minimum Nights



- 1-7 nights [98%]
- 8-14 nights [0%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [1%]
- Not specified by Host [1...]

Listing types

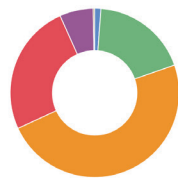


- Single Family [61%]
- Multi Family [35%]
- Unknown [5%]



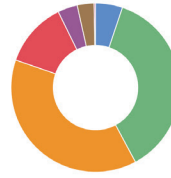
- Partial Home [12%]
- Entire Home [88%]
- Unknown [0%]

Nightly Rate

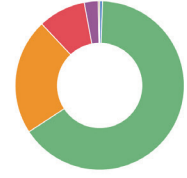


- \$0-\$50 [1%]
- \$50-\$100 [18%]
- \$100-\$200 [48%]
- \$200-\$400 [25%]
- \$400+ [6%]
- not provided [0%]

Bedrooms / Bathrooms

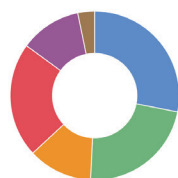


- 0 bedrooms [5%]
- 1 bedroom [37%]
- 2 bedrooms [38%]
- 3 bedrooms [12%]
- 4 bedrooms [4%]
- 5+ bedrooms [3%]
- unknown [0%]



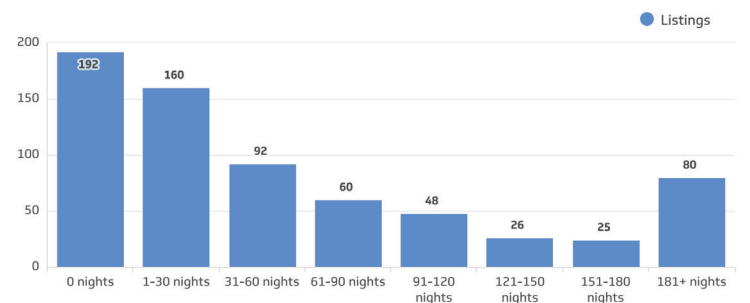
- 0 bathrooms [1%]
- 1 bathroom [65%]
- 2 bathrooms [22%]
- 3 bathrooms [9%]
- 4+ bathrooms [3%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [28%]
- \$0k-\$5k [23%]
- \$5k-\$10k [12%]
- \$10k-\$25k [22%]
- \$25k-\$50k [12%]
- \$50k+ [3%]

Est. Annual Nights Rented



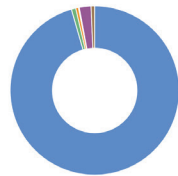
Peninsula CPA

584
Active listings in jurisdiction

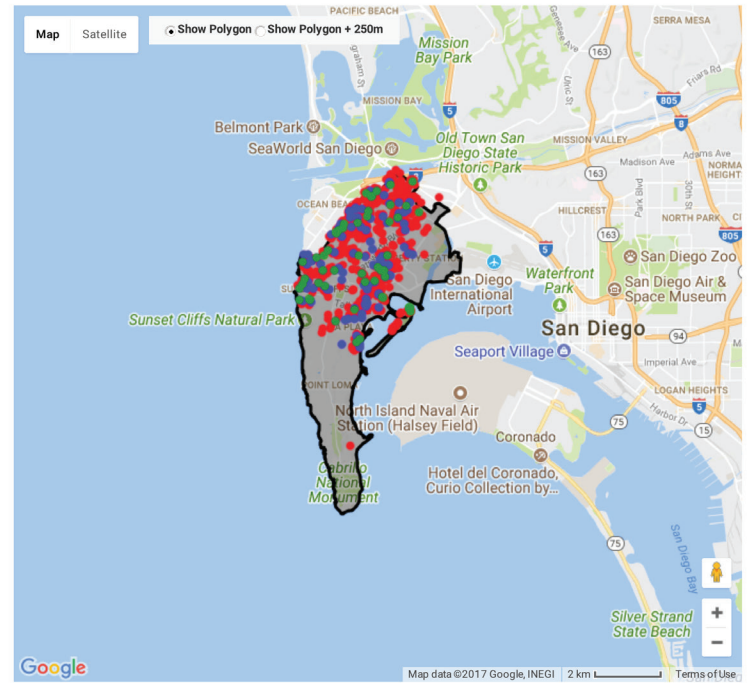
571
Listings in jurisdiction that fit STR definition

510
Unique properties in jurisdiction that fit STR definition

Minimum Nights



- 1-7 nights [96%]
- 8-14 nights [1%]
- 15-21 nights [1%]
- 22-29 nights [0%]
- 30+ nights [2%]
- Not specified by Host [1...]



Listing types

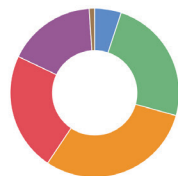


- Single Family [68%]
- Multi Family [29%]
- Unknown [3%]



- Partial Home [23%]
- Entire Home [77%]
- Unknown [0%]

Nightly Rate

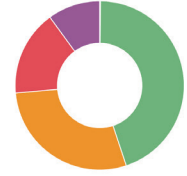


- \$0-\$50 [5%]
- \$50-\$100 [24%]
- \$100-\$200 [30%]
- \$200-\$400 [23%]
- \$400+ [17%]
- not provided [1%]

Bedrooms / Bathrooms

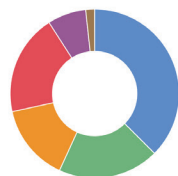


- 0 bedrooms [8%]
- 1 bedroom [21%]
- 2 bedrooms [31%]
- 3 bedrooms [20%]
- 4 bedrooms [11%]
- 5+ bedrooms [9%]
- unknown [0%]



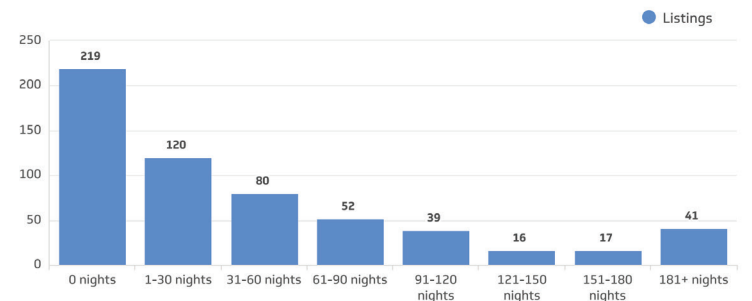
- 0 bathrooms [0%]
- 1 bathroom [45%]
- 2 bathrooms [29%]
- 3 bathrooms [16%]
- 4+ bathrooms [10%]
- unknown [0%]

Estimated Annual Revenue



- \$0k [38%]
- \$0k-\$5k [19%]
- \$5k-\$10k [15%]
- \$10k-\$25k [19%]
- \$25k-\$50k [7%]
- \$50k+ [2%]

Est. Annual Nights Rented



Clairemont Mesa CPA

557

Active listings in jurisdiction

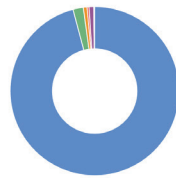
552

Listings in jurisdiction that fit STR definition

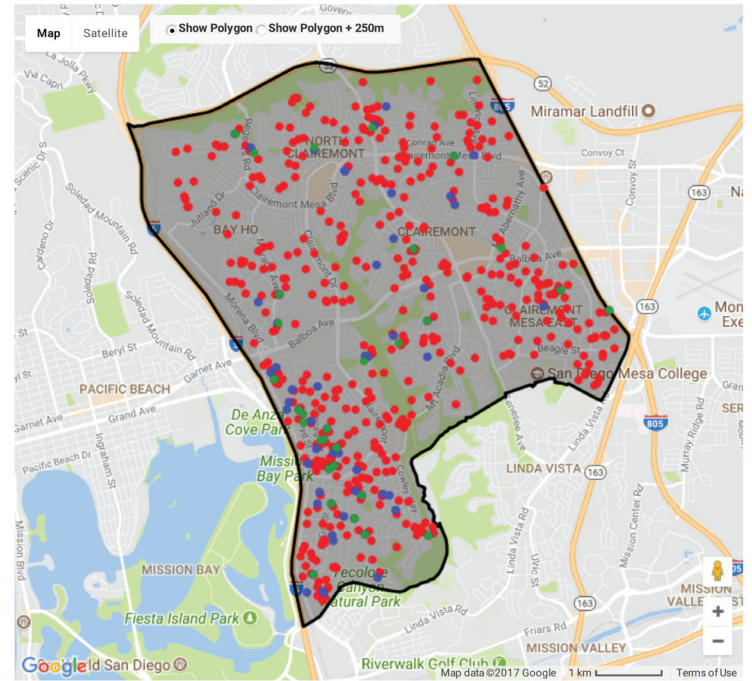
490

Unique properties in jurisdiction that fit STR definition

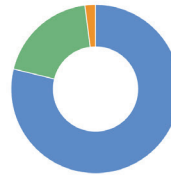
Minimum Nights



- 1-7 nights [96%]
- 8-14 nights [2%]
- 15-21 nights [1%]
- 22-29 nights [0%]
- 30+ nights [1%]
- Not specified by Host [0%]



Listing types

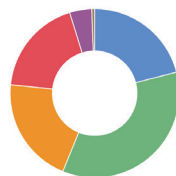


- Single Family [79%]
- Multi Family [19%]
- Unknown [2%]



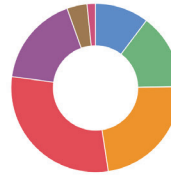
- Partial Home [48%]
- Entire Home [52%]
- Unknown [0%]

Nightly Rate

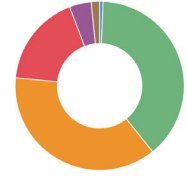


- \$0-\$50 [21%]
- \$50-\$100 [35%]
- \$100-\$200 [20%]
- \$200-\$400 [19%]
- \$400+ [4%]
- not provided [1%]

Bedrooms / Bathrooms

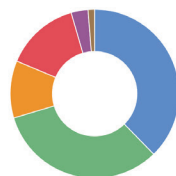


- 0 bedrooms [10%]
- 1 bedroom [14%]
- 2 bedrooms [23%]
- 3 bedrooms [30%]
- 4 bedrooms [17%]
- 5+ bedrooms [4%]
- unknown [2%]



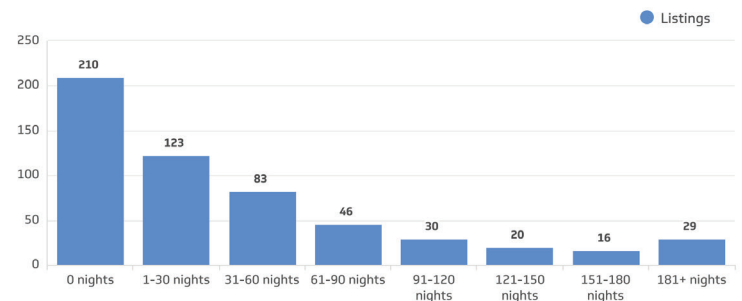
- 0 bathrooms [1%]
- 1 bathroom [39%]
- 2 bathrooms [37%]
- 3 bathrooms [18%]
- 4+ bathrooms [4%]
- unknown [2%]

Estimated Annual Revenue



- \$0k [38%]
- \$0k-\$5k [33%]
- \$5k-\$10k [11%]
- \$10k-\$25k [14%]
- \$25k-\$50k [3%]
- \$50k+ [1%]

Est. Annual Nights Rented



Greater Golden Hill CPA

451

Active listings in jurisdiction

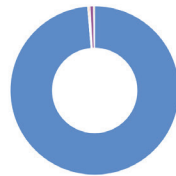
448

Listings in jurisdiction that fit STR definition

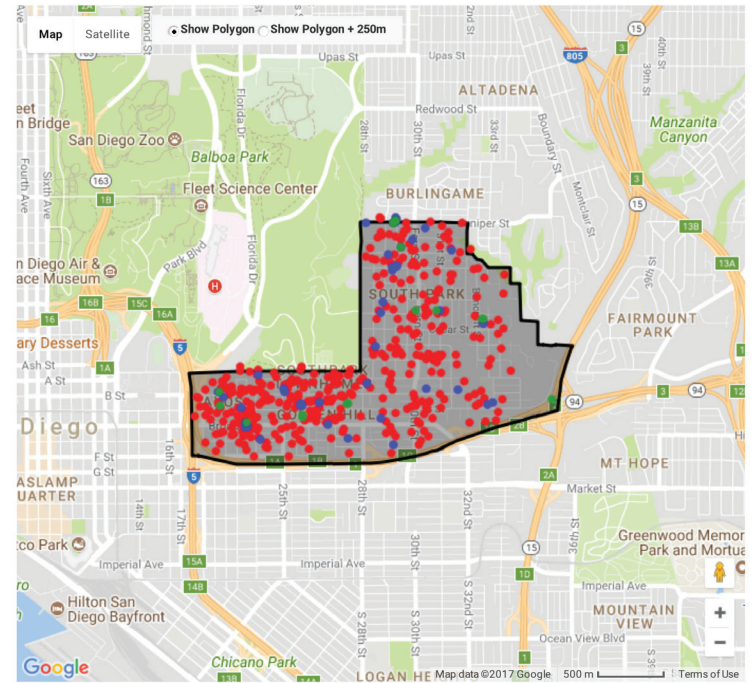
375

Unique properties in jurisdiction that fit STR definition

Minimum Nights



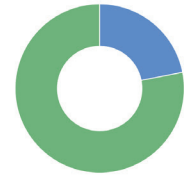
- 1-7 nights [99%]
- 8-14 nights [0%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [1%]
- Not specified by Host [0%]



Listing types

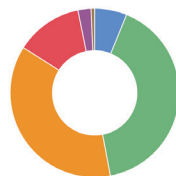


- Single Family [50%]
- Multi Family [47%]
- Unknown [4%]



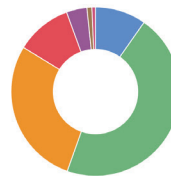
- Partial Home [22%]
- Entire Home [78%]
- Unknown [0%]

Nightly Rate

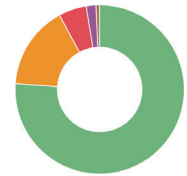


- \$0-\$50 [6%]
- \$50-\$100 [41%]
- \$100-\$200 [37%]
- \$200-\$400 [13%]
- \$400+ [3%]
- not provided [1%]

Bedrooms / Bathrooms

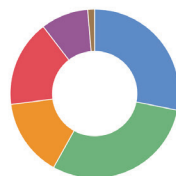


- 0 bedrooms [10%]
- 1 bedroom [46%]
- 2 bedrooms [28%]
- 3 bedrooms [11%]
- 4 bedrooms [4%]
- 5+ bedrooms [1%]
- unknown [1%]



- 0 bathrooms [0%]
- 1 bathroom [76%]
- 2 bathrooms [16%]
- 3 bathrooms [5%]
- 4+ bathrooms [2%]
- unknown [1%]

Estimated Annual Revenue



- \$0k [28%]
- \$0k-\$5k [30%]
- \$5k-\$10k [15%]
- \$10k-\$25k [17%]
- \$25k-\$50k [9%]
- \$50k+ [1%]

Est. Annual Nights Rented

