

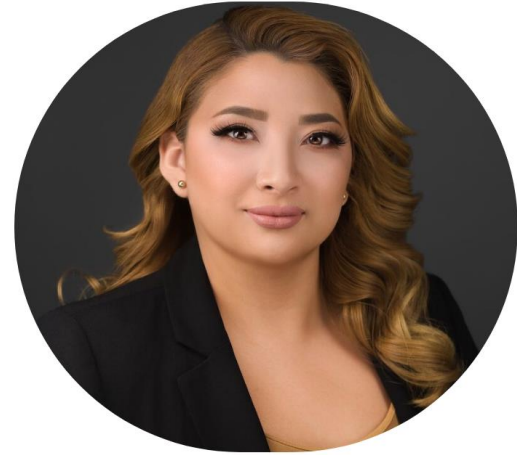
# EPSTRA: El Paso Short Term Rental Alliance



El Paso STRA believes in the power of collaboration and fostering strong relationships among short term rental (STR) owners, local residents, and businesses.

## **Our mission:**

We are committed to responsible hosting practices among our members, and we uphold high standards of professionalism, guest satisfaction, and community respect.



Welcome to El Paso! We are excited for you to join our community. We founded this alliance for the city of El Paso to bring peace and prosperity between all stakeholders and neighbors of our city. We hope that by bringing this education to new and seasoned STR owners, El Paso's community can continue to be exemplary neighbors, enhancing our shared vision and beautifying our Sun City.

**Heidy Seoenz**  
**President, El Paso STRA**

For more information, visit: [www.elpasostra.org](http://www.elpasostra.org)

# About us



## WE VALUE

- Collaboration
- Respect
- Education
- Resources
- Community engagement

## UPDATES



- Monthly newsletters
- Digital communication channels:
  - Facebook/ Whatsapp Groups
  - Mailing
- Website updates

Short-term rentals are not Airbnb or a faceless corporation.

Short-term rental hosts are faces you know: your family, your friends, the people next to you at the farmer's market.

For more information, visit: [www.elpasostra.org](http://www.elpasostra.org)

# EPSTRA Community Resources



## MEMBERSHIP

- Free to join
- Free resources & education
- Responsible hosting guidelines

## COMPLIANCE

- Overview of Current Laws
- Basic Compliance Help
- Tax Information
- FAQs

## NEWS/RESOURCES

- Hosting best practices
- Local updates
- OTA Neighborhood Support
- STR Facts

## ALLIANCE EVENTS

- Monthly Community STR Meetings
- City meetings pertaining to STRs
- Educational events/webinars

For more information, visit: [www.elpasostra.org](http://www.elpasostra.org)

# Did you know...



**90%**

**OF STR HOSTS OWN JUST 1 PROPERTY**

El Paso is a mom-and-pop market, with many hosts simply seeking to help cover the second highest property tax rates in the country.



**0.5%**

**OF EL PASO'S HOUSING SUPPLY IS STRS**

This tiny fraction has no effect on local housing supply or real estate prices.



**6%**

**STRS PAY THE SAME STATE HOTEL OCCUPANCY TAX**

These tax dollars support essential TX services.

We encourage our members to be good neighbors, maintain properties responsibly, and contribute to the overall well-being of our community.

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# Resources



We create content and events for hosts and managers of all experience levels to professionalize and optimize your hosting.

We also foster opportunities to grow your network.

For more information, visit: [www.elpasostra.org](http://www.elpasostra.org)

# WYND TECHNOLOGIES



WYND is a technology company focused on health and wellness through devices that improve air quality. One of its newest innovations is SENTRY, which is targeted at the short-term rental (STR) industry.

## SMOKE-FREE PROPERTY

Sentry is the only device that detects cigarette, marijuana, cigar, and vape smoke with accuracy to prevent unwanted smoking before it causes damage.

## LIVE NOISE DETECTION

You can receive alerts for sustained noise on your property without violating the privacy of your guests.

	Noise Monitoring	COMPREHENSIVE SMOKE DETECTION					Tampering Detection	Push Alerts to Owners	Edge Privacy	Incident Reporting
	Noise Monitoring	Cigarette Detection	Marijuana Detection	Vaping Detection	Air ID	Tampering Detection	Push Alerts to Owners	Edge Privacy	Incident Reporting	
<b>Sentry</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	
<b>Minut</b>	✓	BETA	✗	✗	✗	✓	✓	✓	✗	
<b>NoiseAware</b>	✓	✗	✗	✗	✗	✓	✓	✗	✗	

15% Discount code:  
**EPSTRA**

ORDER HERE: <https://hellowynd.com/pages/sentry>