

How Resort Group Replaced Manual Work with Smart Automation & Payment Savings

Resort Group is the largest privately owned property management firm in Steamboat Springs, CO. The company manages over 90 HOAs and commercial properties comprising 5,000+ individual units, 600+ of which are available for nightly rental.

For years, they relied on a legacy PMS that eventually became obsolete. When their provider sunset the platform and migrated them to a replacement that didn't meet their needs, Resort Group knew it was time to reevaluate. CFO Sara Koop and her team needed more than just a new PMS—they wanted a technology partner that could improve efficiency, reduce manual labor, and simplify communication across guests, owners, and internal teams.

CHALLENGE

Resort Group's size and complexity presented several key challenges:

- »» **Outdated workflows:** Most day-to-day tasks like sending confirmations, processing payments, and entering unit charges were done manually, consuming valuable staff time and increasing the risk of errors.
- »» **Inefficient payment systems:** Support requests related to payment issues required multiple departments to investigate and resolve, slowing down service and conversions.
- »» **Accounting bottlenecks:** Managing end-of-month payouts, taxes, and ledger balances required complex, time-consuming calculations.



"If we were going to make a change, we wanted to make the right one. With Track, we did."

Sara Koop
CFO | Resort Group LLC

- »» **Need for a better implementation experience:** With over 40 team members and several departments involved, onboarding needed to be thoughtful and thorough.

SOLUTION

In 2021, Resort Group selected Track for its flexibility, automation capabilities, and integrated accounting tools. Koop highlighted two standout features:

»»» The Bulk Charges tool

eliminated the need for daily manual data entry. What once took a full-time employee now takes 15 minutes.

»»» The Account Disbursement tool

simplified complex accounting workflows by automating tax payments, vendor disbursements, and fund transfers.

The Track onboarding team partnered closely with reservations, maintenance, housekeeping, and accounting to map existing workflows and optimize processes from day one. Koop describes the implementation as "**collaborative and empowering**," noting that Track "**didn't just plug us into a system. They helped us improve how we work.**"

In 2024, Resort Group added **TrackPayments**, a fully integrated payment solution, to consolidate platforms, reduce support overhead, and improve transaction visibility.

IMPACT

Track's impact was both immediate and measurable:

»»» **A 97% reduction in time spent on charge entry:** What once took an FTE now takes minutes.

»»» **Significant cost savings:** By submitting Level 3 data through **TrackPayments**, Resort Group dramatically reduced their interchange fees.

»»» **Faster payment resolution:** The reservations team can now identify declined transactions and help guests in real time, improving guest experience and increasing conversions.

»»» **Simplified accounting operations:** Manual calculations and data transfer have been largely eliminated.

TrackPayments

- » Transparency & Insights
- » Chargebacks & Risk Management
- » Operations & Efficiency
- » Owner Payouts & ACH
- » Enterprise Access & Controls

TAKEAWAYS



Automations don't replace people they free them up to focus on what matters.



Integrated tools like TrackPayments reduce risk and reclaim time.



A strong implementation partner makes all the difference.



Don't wait until a system fails invest in technology that grows with you.