

How Track Helped Vacation Your Way Manage Rapid Growth

Vacation Your Way, a vacation rental management company based in Dallas-Fort Worth, was experiencing rapid growth. The company owned and managed properties across Texas, as well as in New Hampshire, Florida, Arizona, and Oklahoma. As the portfolio expanded, the need for an efficient reservation and revenue management system became evident.

Challenge

Prior to implementing Track, Vacation Your Way faced significant operational challenges. The rapid growth made it difficult to manage reservations efficiently, and the company was struggling to find the right platform to support its growth. Additionally, after acquiring the Dallas-Fort Worth leg of the business, the existing system required extensive reconfiguration to align with the new owner's operational goals. Revenue management also posed a challenge, as fluctuating seasonal demand and regional differences made pricing optimization complex.

Trust accounting posed a challenge, as well, since that portion of the company's bookkeeping had largely been managed on spreadsheets.

Solution

To address these challenges, Vacation Your Way integrated **TrackPMS**. Key solutions included:

»»» Implementation Support

The team at Track provided hands-on guidance, including a revised implementation strategy to tailor the system to Vacation Your Way's unique needs.

»»» Automated Seasonal Adjustments

A data-driven approach to seasonal pricing helped optimize booking rates. The system's dynamic pricing rules adjusted minimum stay requirements, increasing occupancy rates and revenue.

TrackPMS

- » Property Management
- » Trust Accounting
- » Owner Portal & Communications
- » Housekeeping & Maintenance
- » Front Desk & Reservations

»»» Enhanced Accounting Integration

The trust accounting system provided by Track greatly enhanced the accuracy and sophistication of its financial management, reducing administrative burden and improving financial oversight.

Impact

Implementing Track yielded significant improvements in operational efficiency and revenue growth:

»» Increased Bookings

Monthly revenue increased dramatically, particularly in slower months. For example, revenue in December-January rose from nearly \$0 in 2023 to \$14,000 in the same period for 2024.

»» Higher Occupancy Rates

Seasonal pricing adjustments resulted in a surge in bookings, with occupancy levels rising from 0% in January-February to over 50%.

»» Stronger Operational Control

The ability to analyze market trends and adjust pricing for different properties improved strategic decision-making and overall business performance.

»» Less Tedious Busywork

Thanks to Track's powerful reporting options, year-end 1099 forms were done in a few hours - dramatically less time than usual.

»» Longer Stays and Improved Booking Flow

The introduction of dynamic minimum stay requirements led to an increase in week-long reservations, optimizing revenue per booking.

Conclusion

With Track, Vacation Your Way successfully transformed its operational model, positioning itself for continued growth and increased profitability.

"Now we feel ready to take off and bring in some wonderful owners that we can really support and help and grow their revenue."

Kara Ireland D'Ambrosio

Owner | Vacation Your Way

