

How Funtierland Uses Track to Scale Operations and Spur Growth

Challenge

In 2020, Funtierland Vacation Rentals still managed reservations from OTAs in each OTA's individual dashboard. (Yikes.) With dozens of homes and condos within walking distance to the Disneyland Resort, Funtierland's year-round high season kept the team busy, but not working efficiently.

With a portfolio primed for growth, the company decided to invest in a PMS and distribution engine that scaled alongside them. Track rose to the top.

As Rachel Garcia, operations manager, reveals, "Our need started with a distribution engine. Then, when we saw everything else we could with Track - especially as a small team we knew it was right for us."

Solution

The team at Funtierland uses **TrackPMS**, **TrackDistribution**, and **TrackCRM** to create more transparency and efficiency for their own business - and for their owners. With Track, Garcia and her team have simplified workflows using hundreds of triggers and automations. As Garcia reports, some of their favorite features and standout tools, like trust accounting, automatic communications, and review management, have all been what Garcia calls "game changers."

As Garcia attests, "I love so much about Track. I love the distribution engine. The automations reduce so much work, and we can 'set it and forget it' and see great conversion rates. Then, there's Track's trust accounting. There's so much more clarity with that. The reporting is better. There's so much data there. And, it's also just really easy to use."



"I'm a Track super user, and I train our team on using Track. Track U has a library of courses, and I can just send my teams a set of links to help onboard them and teach them to become Track experts. It's really easy to train and to scale that way."

Rachel Garcia

Operations Manager | Funtierland

Impact

Funtierland's confidence in Track has continued to grow. As they've expanded their footprint, they've also expanded the partnership with Track, exploring other Track products so they no longer have to manage other products in-house.

Garcia explains, "**We have a lot of confidence in Track. The distribution engine has always gone so well for us. And we see how much they've invested in all these revenue tools. It's something that we don't want to do in-house anymore, and we've really come to trust Track.**"

She continues, "**We served our time with different systems. But we've been with Track for five years now. We still go and test out different products. That's important for any innovative business. But this is where we want to be with Track.**"

For our needs, we're confident we have the best PMS in terms of scalability. If you're a mid-sized company and you're looking to grow, Track is the way to go."

TrackPMS

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

TrackCRM

- › Booking Lead Management
- › Audience Segmentation
- › Email Automation
- › SMS (Text) Automation
- › Guest Surveys
- › Caller ID on Steroids
- › Capture & Convert Leads
- › Omni-Channel Communications

TrackDistribution

- › Transformative Tech
- › Strategy & Dedicated Support
- › Reviews Management
- › Data Insights
- › Automated Host Responses
- › Fast & Flexible Property Updating