How Moose Management Built a *$500,000* Direct-Booking Advantage

Based in the competitive market of Park City, Utah, **Moose Management** is a family-owned business that has been growing "like crazy" since 2006. As a team that prides itself on high-touch hospitality, Brandon Thomas needed a partner that could simplify his operations while protecting the brand his family spent decades building.

Tech Stack Fatigue

Before switching to Track, Brandon was caught in the "piecemeal" trap. His team was using a disconnected mix of spreadsheets and software. Every time they needed to complete a task, they had to jump between different systems. This "tech stack fatigue" made it harder to focus on the guest and even harder to grow the business.

A Unified Revenue Engine

Brandon did not just want new software. He wanted a "well-oiled machine." By moving to the Track portfolio, Moose Management gained a single source of truth for their data.

Professional Digital Marketing Track*DMS*

Moose Management collaborated with our DMS experts to take control of their online presence. Instead of relying on big marketplaces, they focused on attracting high-intent guests directly to their own site.

> *"Before, it was very piecemeal. We had our spreadsheets and our checklists, but everything would be: go to this system, then that system. Putting everything under the same umbrella with Track brought it all together."*

Brandon Thomas
Moose Management Vacation Rentals

The 2025 Impact

›› Google Ads Success: Achieved a *12.7x return* on ad spend. For every $1 spent, they generated over $12 in revenue.
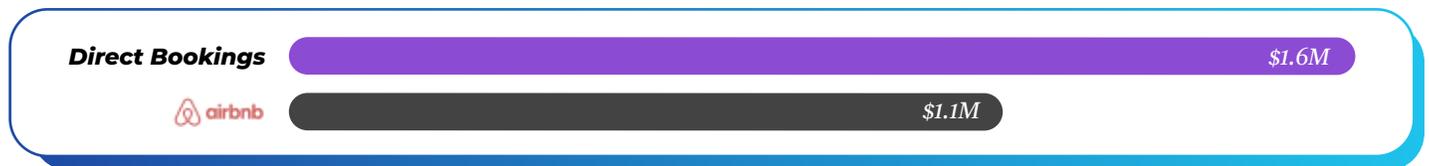
12.7x Return

›› Revenue Recovery: Captured over *$108,000* in "lost" bookings using automated cart abandonment tools.

$108,000

›› Direct Growth: Beat Airbnb by more than *$500,000* in gross income last year.

$500,000

"We book more directly on our website than HomeAway and Airbnb. Our website feeds directly from the Track system, which is nice."

Direct Bookings $1.6M

airbnb $1.1M

Converting Every Conversation

Brandon integrated **TrackPulse** to ensure that every phone call was treated as a revenue opportunity. By giving agents instant access to guest history, Moose Management turned simple inquiries into confirmed bookings.

"It is like a ticketing system for my rental guests. It is fantastic. We are more on top of it. We are quicker with it. We see better engagement and more closed deals at the end."

Track*Pulse*

Reservation Center

› Call Conversion
› Prospect Database
› Outbound Calling

Sales & Marketing

› Marketing Tracking

Protecting the Brand

When a competitor tried to use the Moose Management name to steal search traffic, Brandon's team had a partner ready to fight for them.

"We reached out to our team at Track. Within 72 hours, they had Moose Management removed from the competitor's SEO and protected as our trademark. It was fast and convenient."

Growth Without the Stress

By moving to a unified system, Moose Management has traded "spreadsheet hell" for operational peace of mind. Brandon now feels confident that his team can continue to grow without the typical growing pains.

》》》 **Massive Revenue Shift:** Beat the largest OTA in the world by **half a million dollars** in direct bookings.

》》》 **Total Scalability:** Brandon feels the system is now so efficient that they could add **500 more properties** today without "freaking out."

》》》 **Unified Support:** No more chasing different vendors. Everything, from the website to the PMS, is under one roof.

"Stop thinking and just go to Track. It is the support behind Track that made the product what it is. You guys never left us to just figure it out. It is hands-on and easy. We are never going to change, that is for sure."

Brandon Thomas
Moose Management Vacation Rentals

Contact us at sales@trackhospitality.com