

The Two Hubs of Success: How Track and Breezeway Power 30A Escapes

30A Escapes is a premier property management company based in Florida, managing approximately 200 high-end vacation rentals. General Manager Dylan Bozarth has been with the team for nearly 11 years, guiding the company through significant growth and technological evolution. As a partner with both Track and Breezeway for five years, 30A Escapes focuses on delivering a high-quality guest experience while maintaining deep local expertise in property care.

Sifting Through the Noise

Before partnering with Track and Breezeway, 30A Escapes relied on a disconnected web of Slack channels, spreadsheets, and emails to manage daily tasks. With a dedicated Slack channel for every property, the team spent more time reading messages than performing actual work.

"It was true chaos," Bozarth recalls. "I had a Slack channel for every single house. I was in 200 Slack channels, and my phone was literally just buzzing 24/7. It was so unorganized."

This lack of organization created friction on the ground. Housekeepers frequently lacked the gate codes or unit information they needed to start their work, leading to constant delays and a frustrated workforce. The inefficiency became so severe that it impacted employee morale, eventually leading to the loss of several team members who found the unorganized environment too difficult to navigate.



Dylan Bozarth | 30A Escapes

Madison Romeli | Breezeway

Creating a Single Source of Truth

To regain control, 30A Escapes transitioned to Track as their primary property management software, integrating it directly with Breezeway for operational oversight. This integration created a single source of truth where all property information, including maintenance history and specific home "elements," lives in one accessible app.

The team now uses the integration to automate workflows:

»» Cleaning and inspection tasks are automatically triggered in Breezeway the moment a reservation is made in Track.

»» *"We created custom tasks for every single arrival," Bozarth explains. "I want them to meet the guest, put their eyes on the house, and make sure that the guest is happy."*

»» *"We have every code for every door, every gate, every pool alarm, every elevator," says Bozarth. "All that information is right there in the app. They don't have to call the office. They don't have to ask me."*

Results

The move to a defined, repeatable process has transformed the company culture and bottom line. By replacing chaos with clarity, 30A Escapes has achieved almost 100% employee retention over the past three years. Staff members feel more effective and less frustrated because they have the information they need at their fingertips.

"Since we have been on Breezeway and Track, we have had almost 100% retention on our team for the last three years," Bozarth shares. "People aren't frustrated anymore. They have a process. They know what they're doing."

Homeowner retention has also seen a marked improvement. By increasing operational efficiency, the team can spend more time caring for the properties rather than managing paperwork. This allows 30A Escapes to deliver on their promise of effective communication and superior property care, embodying the Heart of Hospitality.

For those considering the integration, Bozarth is clear:

"Do it. I don't think there's a better solution. And I looked up. I come to these conferences, I check the other softwares and see what they're doing. I talk to other colleagues in the industry and just especially the two main hubs. Right. It's everything that we do from property management in those two hubs."

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