

Scaling a Franchise Model with Track

SkyRun has spent 20 years building a reputation for unique guest experiences and high-quality property management. Today, they support about 1,700 properties across 46 destinations in the United States.

The Problem with Proprietary Software

For a long time, SkyRun relied on its own internal software. Eventually, however, their proprietary solution eventually reached the end of its functional life. Managing a small team to maintain and update a complex system became a burden. New features were slow to come, which created frustration for their franchisees.

They realized they needed an enterprise partner so they could stop being a software company and get back to being property managers.

"We couldn't have done that without Track and being just such a great partner, both through the implementation process and two years into the relationship... It really comes back to the people and whether or not they care about their customers ... we are 100% seeing that at Track and we feel that as a track customer."

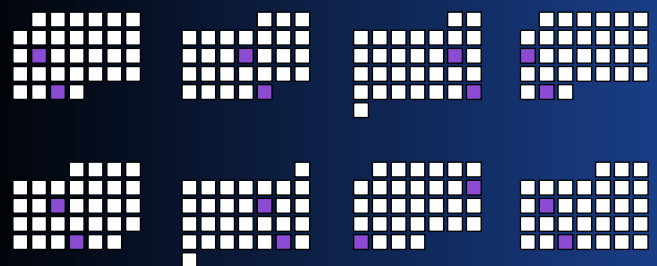
Lindsey Eller
SkyRun



A New Approach to Implementation

SkyRun spent six months vetting partners before choosing Track. They needed a system that offered "quality of life" tools right away. Because SkyRun is a franchise, they worked with the Track Professional Services team to create a baseline system.

They preconfigured about 60% of the settings to match SkyRun's standard operations. This preparation made the rollout incredibly fast. They converted 45 franchisees in just eight months, which meant a new location went live every 15 days. Eventually, SkyRun's team became so comfortable with the process that they managed the final implementations on their own.



Managing Growth & Quality

Switching to TrackPMS and TrackDistribution gave SkyRun the stability and innovation they needed and the visibility they were missing.

»» **Financial Awareness:** Track's Trust Accounting helped franchisees understand their variable costs and set up better fee structures.

»» **Revenue Strategy:** They gained the ability to run complex promotions and revenue management strategies that their old system couldn't handle.

»» **Listing Health:** TrackDistribution allowed them to see the technical health of their listings and manage reviews across different channels with much more detail.

TrackPMS

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

TrackDistribution

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

The Result

Since moving to Track two years ago, SkyRun has scaled without losing the quality they are known for.

»» **Portfolio Expansion:** They added 300 net new properties.

»» **Consistent Growth:** They maintained a 23% annual growth rate through 2024 and 2025.

»» **Guest Satisfaction:** Their average guest review score remained high at 4.78.

23% Growth YoY

2025

2024

2023

Contact Us
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