

How Hiller Vacation Homes Achieved Stability and Scaled with Track, going 'Beyond the Paywalls'

A Northwoods Standard Of Excellence

Hiller Vacation Homes, led by Director of Marketing and Acquisitions Angela Foulks, is a cornerstone of professional property management in the Northwoods. The team focuses on delivering a seamless experience for guests while maintaining high standards of transparency for their homeowners. For Hiller, success is measured by the strength of these relationships and the ability to scale without compromising the quality of their service.

The High Cost Of Fragmented Software

Before moving to Track, the team struggled with a digital landscape that felt increasingly unstable. Their previous software providers were frequently "sunsetting" critical features or placing essential tools behind new paywalls, which forced Hiller to manage three or four different services just to keep operations running. Angela noted that their previous partners were even deleting CRM and LMS systems, making it impossible to track guest history or spending habits.

This fragmentation created massive manual hurdles, especially for their accounting department, which spent hours every week reconciling deposits and credit card transactions across disparate hubs.



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Angela Foulks

Director of Marketing and Acquisitions

One Hub, Infinite Possibilities

The transition to Track allowed Hiller Vacation Homes to consolidate their entire operation into a single, reliable environment. During a structured 12-week onboarding process, they migrated their data and integrated **TrackPMS**, **TrackDistribution**, and **TrackPayments** into one workflow. Angela found that the consolidation was a natural choice for their growth, stating that *"it's almost a no brainer to just have one piece of tech that all of our team can rely on, without having to go to 3 or 4 different types of services."*

By moving away from a patchwork of apps, the team regained their focus and confidence in their technology. Unlike their previous experiences where tools were taken away, Angela observed that, *"... instead, we found that Track is constantly giving us new information, new features, without having to delve into a new software partner."* This partnership ensures that *"Track put all of that together in a seamless interface that anybody can use and do well with."*

Reclaiming The Guest Connection With TrackPulse

For Angela, the most significant advantage of the platform is found in TrackPulse and the integrated CRM. While other software providers were removing these tools, Track provided a robust way for Hiller to capture and utilize guest information to drive direct bookings. The team now uses these insights to understand guest spending habits and property preferences, ensuring every interaction is personalized. By maintaining a clear view of their guest history, Hiller can market directly to past visitors and build the long-term loyalty on which their business model depends.

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

TrackPayments

- › Transparency & Insights
- › Chargebacks & Risk Management
- › Operations & Efficiency
- › Owner Payouts & ACH
- › Enterprise Access & Controls

The Results

The shift to Track has fundamentally changed how Hiller Vacation Homes operates and communicates with its stakeholders.

»» Transformed Owner Relations

The owner portal and mobile app have become essential tools for transparency. As Angela notes, "The owner portal definitely helps our relationship with our owners, because we don't have to spend as much time talking with them. They have the information they need."

»» Scalable Growth

With a unified system, Hiller is now positioned to onboard new staff and take on more properties with ease.

»» Automated Financials

By adopting TrackPayments, the team eliminated manual reconciliation, bringing all credit card transactions into one clean hub and saving hours of administrative work.

»» Preserving Revenue

The system now provides owners with clear data on the financial impact of their own stays, allowing the team to have data-driven conversations about revenue goals.

