

How CoralTree Modernized Operations and Accelerated Growth with Track

A Visionary Leader in Residential Management

CoralTree Hospitality brings over 50 years of expertise to residential management, currently overseeing a robust portfolio of more than 1,500 unit residences. As a company that defines itself through innovation, CoralTree is constantly seeking new ways to drive better results and improve performance through technology.

Outgrowing a Hotel-Centric Tech Stack

Despite their large residential portfolio, CoralTree was previously operating on an aging tech stack primarily designed for hotels. This legacy system lacked the core capabilities required for a modern vacation rental business model.

Their teams faced significant operational hurdles:

- » **Operational Friction:** Simple tasks required 7 to 10 manual steps to complete.
- » **Limited Distribution:** The team could only sell by unit type, limiting their reach and visibility on major vacation rental channels.
- » **System Fragmentation:** Employees were forced to toggle between five or more different systems to accomplish a single task.
- » **Lack of Specialized Tools:** The finance team had to manage vacation rental accounting within a hotel environment rather than a dedicated trust accounting system.

A True Vacation Rental Enterprise

CoralTree chose **TrackPMS** to serve as their "one-stop-shop" enterprise solution. The transition involved a collaborative nine-to-ten-week implementation process across five different instances.

TrackPMS

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

Efficiency, Growth, & Strengthened Trust

In their words, the partnership with Track has been a "game changer" for CoralTree's operations and bottom line.

»»» Massive Distribution Growth:

CoralTree saw a 30% to 55% year-over-year growth in reservation counts on channels like Airbnb.

»»» Operational Efficiency:

Processes that once took 10 steps were reduced to just 1 to 3 steps.

»»» **Vendor Consolidation:** By moving to an integrated platform, CoralTree was able to cut their vendor count by one-third, significantly reducing costs.

»»» **Solidified Owner Relationships:** The transparency provided by the owner portal helped solidify trust with homeowners, who are now "very happy" with how their properties are displayed and performing.

»»» **Strategic Agility:** The team can now deploy specific promotions for underperforming units in seconds, allowing for data-driven strategies that weren't possible before.

**"Save your time. Go to Track.
You can't go wrong... it's the best
team, it's the best software."**

Maria Paladini

VP of Revenue Strategy | CoralTree Hospitality



TrackDistribution

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

Key Track Features Deployed:

»»» **Enhanced Distribution:** Leveraged Track's sophisticated distribution portal to sell both by unit type and unit specific, maximizing visibility on channels like Airbnb and Expedia.

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