

How Ohio Shores Scaled with TrackPMS

Nick Eliason and the team at Ohio Shores Hospitality run a highly successful hybrid hospitality model. Their portfolio splits right down the middle, balancing traditional vacation rentals like standalone homes and condos with independent boutique hotels. To protect investor interests and preserve the historic name of each property, Ohio Shores white-labels their hotels. It's a smart strategy that keeps local brand integrity intact while letting the team apply centralized, professional standard operating procedures behind the scenes.

The Challenge

Managing a hybrid portfolio means constantly balancing two completely different operational models. Vacation rentals thrive on unique, individual properties, but hotels live and die by standardized inventory categories.

Before making a switch, Eliason vetted ten different property management systems to find a solution. Most legacy platforms offered rigid, turnkey software that forced every piece of data into a single brand bucket. They jumbled payments into single bank accounts and mixed unrelated inventory across booking engines. It didn't just confuse guests, it actively created investor distrust and massive accounting headaches. Ohio Shores needed a platform built for extreme customization, isolated payment gateways, dedicated booking engines, and a clean booking experience for hotel guests.

TrackPMS was the one that really fit very well with our business because of the extreme customization that Track allows us to work with.

Nick Eliason

Co-Owner
Ohio Shores Hospitality



TrackPMS

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

The Solution

Ohio Shores selected **TrackPMS** to manage their diverse portfolio and keep distinct brands autonomous. The key is that TrackPMS provides the deep customization required to centralize operations without sacrificing brand identity.

Through **TrackPMS**, Ohio Shores set up independent payment gateways to route revenue directly into specific property bank accounts. This keeps investor funds totally transparent and separated from day one. They also built dedicated booking engines so guests only see relevant inventory for the specific hotel they want to book.

To make hotel management work, **TrackPMS** implemented a book-by-unit-type feature. Instead of making guests scroll through individual room numbers, travelers can quickly select categories like a one-bedroom condo or a double-queen room. On top of that, open APIs allowed smooth integrations with essential operational tools, backed by a dedicated support team that actually took the time to understand their unique business goals.

The Results

Transitioning to **TrackPMS** unified their entire operation into a single interface. Now, reservation agents manage every single brand efficiently without toggling between systems. The book-by-unit-type feature fixed their channel distribution issues and created a fast, clear booking experience that keeps guests from dropping out of the reservation funnel.

Owner retention and investor trust reached a new level through the real-time owner portal mobile app. Investors log in securely to view performance metrics, check monthly statements, and block out personal dates instantly. It eliminates the constant back-and-forth phone calls and cuts out hours of unnecessary manual workarounds.

Stop balancing fragmented systems. Let's talk about how TrackPMS can unify your vacation rental and hotel operations into one high-performing interface. Book your free demo now.

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