

How Breakaway Vacation Rentals Centralized Operations by Returning to Track

The Hidden Costs of Vendor Scatter

"I signed on with Barefoot, and it's an older, very clunky software," Gail explains. "The owner lived in New Hampshire, and it was very inexpensive. So that's what I did for a couple of years as I built the business".

It didn't take long for the operational reality of that decision to set in. Keeping the business running on legacy software required a constant stack of third-party add-ons for housekeeping, guest messaging, and digital portals. Software fees climbed while daily management grew increasingly fragmented across dozens of browser tabs.

"I can't tell you how many tabs I have open on the two screens that I work on," Gail says. Managing separate tools created constant friction for her staff and created unnecessary workarounds for the business.

The Turning Point: Rebuilding a Strategic Partnership

Here is where the shift happens. At an industry event, Gail reconnected with Track team members. She also sat down with Track CEO Boogie Wittenburg to talk through the platform's vision and long-term product roadmap.

"We started the whole conversation," Gail recalls. "Just because of how clunky the Barefoot system was and all the add-ons they were trying to do. And you have everything in Track. Everything is there".

Gail realized that leaving Track hadn't solved her operational hurdles. Returning to Track was an investment in long-term stability and business performance.

"I'm happy to be back in very capable hands and a wonderful product," Gail notes. "Track has everything that you need as a property management company, from the distribution to your online travel sites, the seamless connection to my website, and then all of your guest portal. It's intuitive and easy for guests to use".

Dedicated Hands-On Support

Migrating historical data between completely different software architectures takes real work. The Track onboarding team walked side by side with Breakaway to manage the heavy lifting. Implementation specialists like Megan Hollow and Katie Langell kept the transition moving smoothly.

When accounting setup required extra attention, Track specialists stepped in to guide Gail directly through the setup process.

"The accounting is a little bit of a wild animal for me because I'm not an accountant, but I've worked closely with Track specialists for many hours," Gail says. "They're great. We've spent a lot of time over the past year just working through things".

That level of personal support rebuilt total confidence.

"I don't feel like I'm going to be that little fish getting lost in translation," Gail adds.

Centralizing Daily Workflows Across the Track Suite

Today, Breakaway Vacation Rentals runs its entire business on an integrated stack of Track products.

»» TrackPMS

TrackPMS gives Gail a clear, central view of daily operations the moment she logs in. Check-ins, check-outs, and new reservations sit on a single organized dashboard. The native owner portal gives investor-owners clean, transparent reporting on demand. *"The owner portal is actually pretty and you can do a lot there," Gail notes. "It gives them very clear and concise information".*

»» TrackPulse

TrackPulse powers Breakaway's high-touch guest reservation strategy. Gail promises property owners that her team speaks directly with every incoming guest to verify party sizes, pets, and vehicle counts. TrackPulse centralizes lead management and phone interactions so agents turn inquiries into confirmed bookings.

TrackPMS

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

TrackPulse

Reservation Center

- » Call Conversion
- » Prospect Database
- » Outbound Calling

Sales & Marketing

- » Marketing Tracking

»»» **TrackPayments**

TrackPayments secures financial transactions natively on the primary dashboard. Gail emphasizes. *"I also use TrackPayments. It's nice to have everything all on one dashboard. It feels safe to me".*

»»» **TrackDistribution**

TrackDistribution synchronizes rates and availability in real time across major online channels like Vrbo and Airbnb.

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Gail Archibald

Breakaway Vacation Rentals



TrackPayments

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

TrackDistribution

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

Total Operational Control & Peace of Mind

Centralizing operations on Track eliminated the need for secondary apps and disconnected add-ons.

"You don't need add-ons," Gail explains. "Everything is there. Having everything in one place was really important to me because I'm the person that's doing payroll, scheduling housekeepers, running linen lists, and paying owners."

Having a single source of truth allows Gail's staff to work efficiently while giving her complete operational visibility.

"It's very organized, it's very user friendly, and it helps keep the team organized as well," Gail says. "The vacation rental side of my business is located in one place, and that is a huge time saver."

When asked what advice she offers other operators who might be considering a software change, Gail's recommendation is direct.

"If you're thinking of leaving Track, don't do it. I wouldn't recommend it," Gail says. "Talk to your people. Track has everything you need to be successful."