TRACK
A TravelNet Solution

Enterprise-class **Property Management Suite** for Vacation Rental Companies

The TrackSuite comprises a set of enterprise-class software tools that help growing short-term rental companies manage their operations. It can replace many or all of the solutions you currently use for reservations, payments, trust accounting, and much more.

A growing list of native features makes TrackSuite the platform of choice for vacation rental companies that want to minimize their tech stack and maximize performance. In fact, TrackSuite customers can outperform RevPAR in their market by up to 40%.

Core Benefits of TrackSuite

TRACK Suite

Efficiency
Small improvements add up quickly

Everybody wants to grow revenue while reducing costs. The right technology can help you do both.

Let's face it—margins aren't getting bigger. But TrackSuite was built for efficiency. Triggers and automations take tedious busywork off your plate, and the CRM core keeps activities attached to customer records for quick and intuitive actions.

Consolidation
Replace "unitaskers" and simplify your operations

Your "tech stack" is the full list of technologies and related services you use regularly to run your shop. Many of these are platforms that help manage only one aspect of your operations.

Every piece of your stack has its own distinct contract, payments, interface, support team, and policies. That complexity can bog down an operation and make training new employees difficult. TrackSuite can replace many unitaskers and simplify operations while giving you a single source of truth and support.

Scalability

Like an elastic waistband, Track grows with you

Not all software platforms are designed to scale. TrackSuite has alway been enterprise-class meaning that software and support can handle whatever you throw at it. Instead of being role-based with limited users, TrackSuite can support your entire shop and an infinite number of users.

Configurability

Software that adapts to you

No two property management companies are alike. TrackSuite can be configured to your needs, existing processes, and preferred workflows. This flexibility makes for easier implementations and a shorter learning curve, especially when TrackSuite is just one part of a larger tech stack.

What's included in TrackSuite?*

TRACK PMS

TRACK CRM

TRACK Distribution

TRACK Payments

TRACK Pulse

TRACK Ecommerce

TRACK Revenue

Property Management System

TRACK PMS

Track PMS is our flagship product. As the backbone of your business, we've made it easy to use, fast, secure, and reliable. Thousands of customers across the US count on Track PMS to manage reservations, provide top-shelf service, and nurture guest relationships.

- Advanced CRM
- Channel Distribution and Reviews Management
- Trust Accounting
- Tape Chart
- Payment Processing
- GuestApp and Owner Portal
- Housekeeping and Maintenance
- Pulse (call center)
- Triggers and Automations

Advanced CRM

Track's Advanced Hospitality CRM delivers powerful tools to manage and nurture guests. Communicate, organize, remarket, and much more from an easy-to-use dashboard.

- Guest record-centric design
- Booking lead management
- Audience segmentation
- Email automation
- Text message automations
- Guest surveys

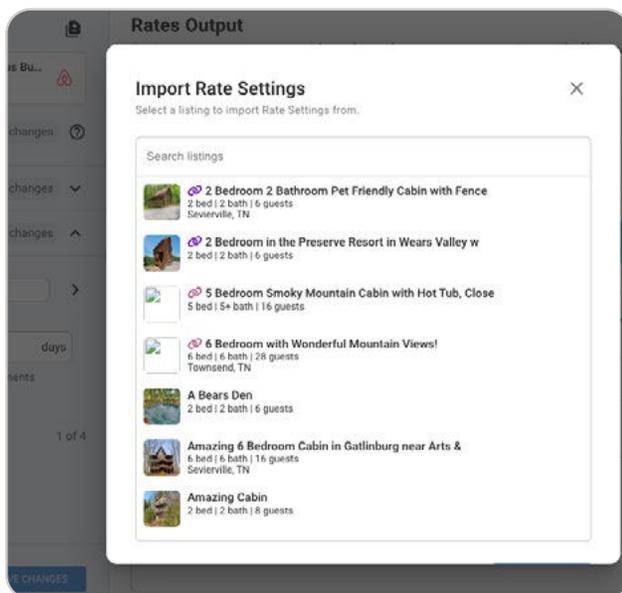## Channel Distribution and Reviews Management

Managing property listings across channels has never been easier thanks to TrackDistribution, our state-of-the-art channel management system. Our team of distribution managers will help craft and execute a winning strategy.

- Simple and fast bulk content updates
- Consolidating logins
- Expert distribution managers
- Reviews management in one interface
- Amenity mapping
- Error, validation, and notification alerts
- Dedicated distribution support team

Trust Accounting

Vacation rental industry leaders consistently say that Track's trust accounting features are the best, most accurate, and most thoroughly refined in the industry. No matter how complex your tax considerations are, Track can handle it.

- Configurable chart of accounts
- Automated payments
- Owner accounting
- Recurring charges
- Vendor billing
- Customizable user roles
- Tax policies and districts
- ACH credit and debit

Tape Chart

Easily find and manage reservations for the most efficient booking experience. Customize your search results for units according to restrictions, minimum length-of-stay, closed arrival, closed departure, and more.

- Comprehensive view of all available units
- Easy quick-quoting for extended stays
- Search by rate type or let the system quote the best available rate
- Manage owner reservations

Payment Processing

New for 2024, TrackPayments is a payment processing solution, integrated into Track, that dramatically reduces the complexity, cost, and hassle of payment processing. Enjoy full transparency with no hidden fees, easy chargeback management, and PCI compliance.

- Fully integrated
- In-app management
- Transparent pricing + no hidden fees
- Transaction processing
- Fully tokenized and PCI-DSS compliant
- In-app management
- Seamless onboarding
- Trust accounting compliance

GuestApp and Owner Portal

Our guest app is web-based to help guests throughout their stay. Add videos, Q&A, maps, and more to free up your staff's time. The owner portal makes it easy for owners to view reservations, statements, work orders, maintenance approvals, etc.

- Fully customizable
- Wifi information
- Special stay instructions like trash, locks
- Next-stay deals
- Check-in/check-out
- Synced with booking data
- Door codes
- Local/partner businesses

Housekeeping and Maintenance

Easily schedule housekeeping and repairs. Send messages and notifications, create tasks, maintain notes, and automate inspection notices.

- Work orders
- Checklists
- Housekeeping portal
- Reference photos
- Maintenance portal
- Vendor management
- Integrated vendor billing

TrackPulse

TrackPulse is a contact center solution that unifies communications across phone, email, SMS, chat, and third-party channels. Real-time call data and agent management features help agents improve their sales skills to convert and upsell more guests.

- Call tracking
- Agent management
- Unified inbox
- Intelligent routing with IVR
- Performance coaching
- Webchat
- Reporting
- Skill-based routing
- Queue prioritization

Triggers and Automations

Digital hospitality operations lend themselves to actions like, "If X happens, do Y." These triggers can be automated in ways that can save you time and money on repetitive tasks or things that need to happen in a particular way, such as generating work orders or sending automated emails when a booking is received.

- Email workflows
- Pre- and post-stay communication
- Work order creation
- Text messaging
- Report generation and delivery
- Remarketing
- Accounting payment alerts
- Housekeeping updates

Add-ons

Track Ecommerce
(formerly Atlas Digital Commerce)

Track Ecommerce comprises the digital marketing, website building, and booking engine you need to run a successful and profitable direct channel. Our team and tools can build you a fast, secure, and conversion-optimized website. Our hospitality-specific digital marketing strategies such as PPC campaigns drive more guests to your door.

- Website building
- Booking engine
- Digital marketing services
- Cart abandonment
- Meta search
- Display and retargeting
- Email marketing
- PPC spend management

TrackRevenue
(formerly Rented)

Track's revenue management features include ART, the automated rate tool that makes dynamic pricing decisions fast and simple.

- Easy to learn and use
- Seasonal adjustments
- Limitless tags
- Custom rates
- Min/max rate limiters
- Sample base rate
- Grouping
- Full-service revenue management available

Ecosystem of Certified Partners: 50+ Integrations

Track has built a robust ecosystem of technology and platform partners to extend the capabilities of our solutions and provide a best-in-class experience for our customers.

* Some features may incur additional cost.

"We wouldn't have been **able to build** the business that we've built **without the foundational tools** [in Track]."

Lance Stitcher
CEO, Seaside Vacations & Sales and 2023 VRMA
Vacation Rental Management Company of the Year

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