

# 30A Escapes

Driving Efficiency at Scale  
with the Track & Breezeway  
Integration Saved Time



## Situation

30A Escapes is a property management company offering more than 200 luxury vacation rentals in 30A, Florida. We spoke with Dylan Bozarth, General Manager of 30A Escapes, to understand how technology impacts their business.

Since using Track as their PMS, 30A Escapes can easily manage reservation and guest information across all their listing sites, for all properties and all locations. They also use Track Pulse call center for fast, reliable guest communication.

Operating high-end properties on such a large scale, 30A Escapes needed an operations technology to complement their current tech stack with Track and help organize all the work at each property between reservations. Track's existing integration with Breezeway seemed like the perfect solution.

"Just being better at our business than before was our goal. And better means more organized, more efficient, and more profitable."

## Solution

Before implementing Breezeway, 30A Escapes got by using Google Sheets to store property information and communicate tasks across departments via Slack. However, to provide a higher level of service to guests and homeowners, Dylan knew they could do more and equip their staff with better tools.

One of their main challenges was finding a solution for tracking, documenting, and reporting work done at their properties. For example, when maintenance issues came up, their previous workarounds were time-consuming

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-Dylan Bozarth, General Manager of 30A Escapes

and clunky, so their team wasn't using them. “With Breezeway, we can track time worked accurately, including the cost of parts and the labor, within the work order, and easily send it to our team to review and add to the Owner Statement.” Now, instead of being a drain on their business, maintenance is profitable.

With the connectivity between Track and Breezeway, Dylan and his team can automate tasks based on reservation data and implement processes that help set his team up for success. Their maintenance, housekeeping, inspection, call center, and bicycle departments all use Breezeway to manage their work in the field. With processes like this in place, 30A Escapes also saw a massive improvement in employee productivity and retention.

“With the organization that Breezeway brought, employee retention has increased tenfold. The team is now much more cohesive. We work together, and our departments can now really communicate through one common medium, Breezeway. Everybody has a much better grasp on what's happening at each of our properties and what they need to do.”

The value of this connected workspace through Track and Breezeway also helped improve the guest experience. “There's no better software than Pulse in my opinion, for the call center. When a call comes into the Track Pulse call center, the team can use Breezeway to find the information they need about the property, or if there's an issue, they can create a task for maintenance or housekeeping to triage that issue right away and communicate the solution to the guest.”

Now, 30A Escapes has an efficient and scalable model for reservations and operations through Track and Breezeway. With happier guests, more efficient staff, and better owner documentation, 30A Escapes can do more with less and continue to grow because of the stability these technologies have brought to the business.

## Results

Since integrating Track and Breezeway, 30A Escapes has reached its goal of doing business better. They achieved more organization, more efficiency, and more profitability.

- 40 Hours saved per week through employee efficiency
- 10X Employee retention/satisfaction
- 30% increase in profitability of maintenance program

With these efficiencies, 30A Escapes will continue to grow and add new properties with the peace of mind that their operations will seamlessly scale with them.

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