



Location

Harbor Country, SW Michigan

Peak Season

Memorial Day to Labor Day

Portfolio Size

80 STR properties

Growth Goals

Grow portfolio units at least 25% in 6 months (from 80 to +100)

Why Third Coast Vacations Chose Track to Replace LiveRez When It Was Time to Expand Their Portfolio

Challenge

Third Coast Vacations was ready to grow its portfolio and its revenue, but the team needed to upgrade its PMS into an enterprise-ready solution. They'd simply outgrown LiveRez. Even with the proposed Ignite transition, LiveRez just wasn't going to help them achieve their new set of short- and long-term business goals.

- Which PMS could help them scale up as they pursued 25% portfolio growth?
- What efficiencies could they gain as they transitioned into new business opportunities?
- Plus, what software would position them as a better partner for owners, so they could hold onto the units already in their portfolio?

"LiveRez is anemic for what we need at this stage in our business. Guesty doesn't work well in the enterprise space. It can't handle anything over 75 units. But we heard great things about Track from some of the other PMs in our region, so when it came time to change platforms, TrackPMS rose to the top."

- Dan Saunders, Owner, Third Coast Vacations

Solution

The Track team kicked off implementation a mere three days after Third Coast signed. As committed partners, we wanted to bring them the most business value as soon as possible and equip their team with everything they needed to prepare for their high season.

Simultaneously, we knew they were ready to start closing deals and bring new properties online. As their partners, it was important to us to accelerate that process for Third Coast, and they were ready on their end to jumpstart implementation.

"The #1 reason we switched to Track was because, when our portfolio surpassed 75 properties, we needed to operate with an enterprise mindset. With Track, we could upgrade our entire system and prime our operations with a partner we could trust for long-term growth. We did our homework, and no other platform out there can do what Track can do."

- Maria Gabryszewski, Operations Manager

Impact

Third Coast sees Track's value proposition and enterprise-level solutions as the key to their growth. Track gives them the features, efficiency, and profitability benefits they need to meet their goals while delivering exceptional service to guests and premium value to owners:



Enterprise Partnership for Portfolio Growth and Retention



Tool Consolidation and Operational Efficiency



The Gold Standard for Trust Accounting



Upgraded CRM and Guest Communication Tools



Superior Housekeeping and Owner Portals



Listen, everything is a step up from what I'm used to. I'm thrilled. I was sitting on my hands waiting for Ignite to get there and it's not. It was time to make a change, and I don't believe in a change for the next two years. I wanted to make a change that goes forward for six, seven, even 10 years. Track is the right change for our business."

- Dan Saunders, Owner, Third Coast Vacations

Want to explore solutions like Third Coast Vacations or learn more about the TrackSuite for your business goals? Talk to a [Track Expert](#) or [Book a Demo](#).



TrackPMS

Level up for growth with native features like trust accounting and intuitive, robust owner portals. 75+ integrations ensure full compatibility with the platforms you already use.



TrackCRM


Centralize lead collection and management for personalized conversion campaigns. Engage your best leads and remarket to lapsed guests. All from one easy to use database.



TrackEcommerce

Drive more direct bookings with digital marketing tools, custom website development, and a powerful, brand-right, PCI compliant enterprise-scale booking engine.

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