







How Track Helped Brett/Robinson Vacations Reduce Costs by 40%

Company: Brett/Robinson Vacation Rentals
Portfolio Size: ~1800 properties for every budget
Location: Gulf Shores and Orange Beach, AL

PRODUCTS

-  PMS
-  Pulse
-  Revenue
-  DMS

CHALLENGE

In 2020, Brett/Robinson Vacations went through a “very extensive process” evaluating and selecting a new property management system (PMS). One of the upgrades they were looking for included the flexibility to customize their PMS, customize API connections, and optimize rate management strategies.

Billy Widner
CMO | Brett/Robinson



As Billy Widner, chief marketing officer, explains, “**At the end of the day, we invested in Track based on three deciding factors. First, the level of professionalism of the team that supports the product. Second, the level of functionality that comes with the Track products. And third, the flexibility we have with Track to customize it in our own way.**”

Widner attests, “**We looked at some very large brands and some newer ones. Track was definitely the best system for us.**”

SOLUTION

From the very beginning, Brett/Robinson Vacations and the Track team worked as partners.

As Widner reveals, **"My team uses every aspect of the Track core product. And in the last two years, we've added more products to our TrackSuite."**



Widner continues, **"We love the flexibility and the horsepower that Track provides us. It makes us much more efficient. But it also allows us to provide very specific experiences for our different types of guests throughout our customer base. We have the ability to customize the different experiences we want for our owners, too. Track makes all those things possible for us."**

Here are some of the solution highlights from the Brett/Robinson Vacations x Track ongoing partnership:



Rate and revenue optimization: With Track's implementation specialists at the ready, we developed custom derivative pricing tools for Brett/Robinson's rate management system. Now, the company can manage rates across different channels to keep rates competitive for guests, yet maximized for owners.

Accessible, flexible, highly performant APIs: Brett/Robinson Vacations leverages Track's API integrations in everything from their custom-built website and custom-built owner portal to day-to-day task automations with Python scripts that run through that API. Track's API integrations meet their needs with functionality, performance, security, and usability.



Call center efficiency and direct sales: The team operates a 20-seat call center that fields all reservation calls, calls from guests, and calls from owners. Track's front desk and reservations features like a robust, interactive tape chart and seamless quote integration power direct bookings, guest experiences, and owner satisfaction.

In 2022, building on the success of our initial engagement, Brett/Robinson Vacations switched its digital marketing services from a local agency to TrackDMS.

As Widner explains, **"We found several inefficiencies and, really, just a lack of knowledge about our specific industry with our previous vendor. Track Digital Marketing Services brings deep knowledge about not only the history of vacation rentals, but also current information and trends that they're seeing across multiple markets. Track uses that information to advise us and help us make the best decisions with our marketing dollars on a regular basis."**

IMPACT

Brett/Robinson Vacations reports consistent results that keep beating their own benchmarks.

Weidner reveals, **“Directionally, we’re seeing so much efficiency. We’re applying less and less budget to our operations and seeing operational costs reduced by more than 40%.”**

That level of efficiency, a scaled level of efficiency across their operation of ~1800 properties, is something that continues to drive Brett/Robinson Vacations’ business forward. That level of efficiency has also helped them achieve new levels of trust and loyalty from their owners.

As Widner affirms, **“With Track, we’re in a real position of strength that allows us to return what once was Spend back to our owners.”**

As Widner continues, **“We just renewed with Track, they made the decision to stay easy. Working with Track is the best decision that could come out of our initial search for a new PMS several years ago. Track is the best solution for everything that we try to do as a property management company.”**



OPERATIONAL COSTS REDUCED BY >40%



Great thanks to Brett/Robinson Vacations for trusting in the TrackSuite and our dedicated team. We’re so proud to help you run an operationally efficient enterprise while you delight both guests and owners.