

# Why Carolina Mornings Chose Track for the Long Haul

**Company:** Carolina Mornings Luxury Vacation Rentals

**Portfolio Size:** +150 upscale properties

**Location:** Asheville, NC and the surrounding Blue Ridge Mountains

## PRODUCTS

 PMS

 Distribution

 Pulse

## CHALLENGE

In 2022, Carolina Mornings started shopping for a new PMS after the smaller, regional vendor they'd been working with went through an acquisition. From the phone system to the RPM/PMS to distribution and the CRM software, Carolina Mornings was burdened by trying to manage their business across multiple platforms with LOTS of unreliable connections.

Between all the different, siloed systems, issues in getting accountable support, and integration challenges, leading to what felt like constant (re)training of their staff, Carolina Mornings knew they were ready for a new solution.

As Gay Weber, chief operating officer, reports, **"We were really wanting an 'all under one roof' solution." Something that's all-in-one and where all the integrated systems work well together.**

# SOLUTION

Weber reveals, **“When we were comparing software to replace NAVIS/Revinat, it came down to Streamline versus Track. Streamline’s software is older and more rigid. Track really caught my eye as a developing partner, as a company that was going to be building more solutions and adding to their product more quickly.”**



Weber and Carolina Mornings were also deeply impressed by Track’s triggers and automations. They make extensive use of those features, running more than 400 triggers and automations every day. This ability to customize their experience with Track and tailor it to their business needs continues to be a standout advantage for Weber and team:

**“We’re allowed to develop our own solution within Track as opposed to having canned options. It’s just what we want.”**

Moreover, the transition from their legacy system to Track was pretty seamless. Track’s implementation team’s expertise and service, according to Weber, was **“flawless.”**



# IMPACT

Carolina Mornings maintains an ongoing relationship with Track because of the power, flexibility, support, and growth that's possible with the TrackSuite.

As Weber attests, **"I'm excited to get in there [and work in Track]. You don't find a lot of software providers that will allow you the kind of access we need for our business. With Track, we can craft our own solutions without going through a runaround with third parties or their internal development teams. It's one of my favorite things about the software."**



**"One of my favorite things in Track is, every day, there's an update of something new. That's the mark of a software company that's moving quickly, and that's what brought us to Track over Streamline ultimately."**

**"I really felt heart from Track, that you all care about us. And I think our entire company said, 'Hey, this isn't just a software company that we signed up with. These are our partners now.' I mean, we really feel like we're in this together."**

**Gay Weber**

COO | Carolina Mornings  
Luxury Vacation Rentals



# IMPACT

Here are five more key reasons the Carolina Mornings team trusts Track as their long-term partner:



**The power of the portfolio:**

Carolina Mornings has the “under-one-roof” solution they craved along with the flexibility to automate workflows and customize triggers so their team can work “on the business” not just “in the business.”



**Extensive and custom reporting:**

With countless report customizations and export options, including reports to .CSV, Weber and team can analyze their data and turn it into a strategic business lever.



**Exceptional training content and events:**

Weber and the Carolina Mornings team find the online resource library helpful and comprehensive. They also love coming to the Track conferences to build new insights and stay on top of feature releases and best practices.



**Dedicated customer support and trusted partnership:**

Carolina Mornings trusts they can turn to the Track team over the phone or get quick engagement if support needs come up.



**Software development expertise:** Weber respects how dedicated and capable Track’s development team is. From seamless API connections that keep their portfolio front and center on distribution channels to crystal clear customer communication channels their Reservations team can manage on the go, Carolina Mornings can operate efficiently and competitively. They see quality and value at the heart of Track’s technology.

***Congratulations to Carolina Mornings on celebrating almost 30 years as the first – and now the leading vacation rental property manager in greater Asheville, NC.***