



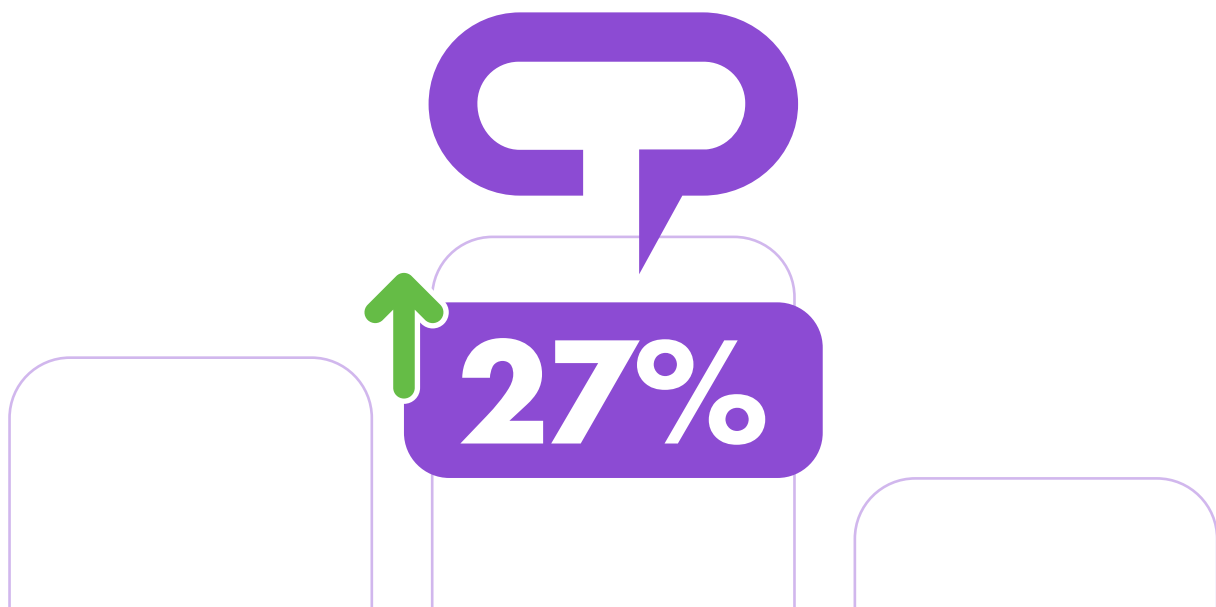
**In 2024, Track Customers
Saw 27% Higher RevPAR
than the Industry Average.
Here's How.**

In the short-term rental industry, if you're not improving, you're standing still. Track knows this better than anyone, thanks to a ton of experience in the VR industry and deep relationships with many of the most successful players in it. That is how the tools in TrackSuite were designed to work so beautifully together to help your business become best-in-class.

Think of Track products as the equally strong links in a revenue chain. From a guest's first encounter with your brand through check out and repeat bookings, Track's tools set you up for success by fostering end-to-end operational excellence and efficiency.

TrackPMS Users Routinely Outpace the Market

Track customers outperformed the market by 27% in 2024 based on RevPAR. Why? Smarter pricing, aligned distribution strategies, guest-obsessed experiences, and better processes.



 PMS

 Ecommerce

 Distribution

 Revenue

 CRM

 Pulse

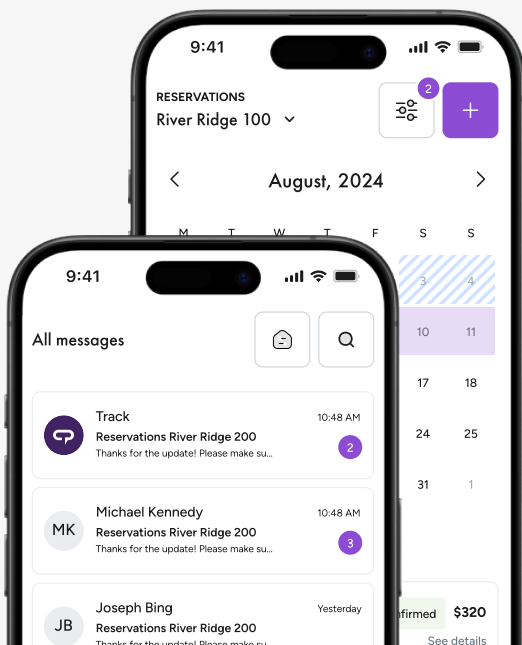
 Payments

- **Efficient workflows:** Time has a way of creating entrenched inefficiencies. A system that works, even if it's a patchwork of old and new tech, is tough to replace. But the challenge of managing multiple logins, toggling between apps, and relying on institutional knowledge costs you agility and time. TrackSuite products untangle the tech knot and shorten the distance between point A and point B.
- **Dynamic pricing:** The dynamic pricing tools in TrackRevenue help you stay competitive by adjusting rates automatically in real time based on market trends. Riding these little rate waves keeps occupancy high while squeezing all the juice out of each property.
- **End-to-end excellence:** TrackSuite solutions are purpose-built to take well-priced listings into distribution and create seamless touchpoints along every step of the guest journey. No weak links, no workarounds, no excuses.

 22%

Track users also saw a 22% higher ADR. TrackSuite's tools for dynamic rates and channel management, combined with expert advice, ensures optimal presentation and pricing at all times.

- **Owner satisfaction:** Track's Owner Portal mobile app helps owners stay informed on the go, leading to stronger relationships and more referrals. The more satisfied your owners, the more they become partners in growth, such as being receptive to upgrades and new marketing strategies that allow you to charge higher rates.
- **Campaign and listing management:** TrackCRM makes it easy to deliver high-converting campaigns, pre- and post-stay, that reinforce the value of your top properties. Meanwhile, TrackDistribution's tools and support are there to optimize your listings across channels and easily push out edits.





3%

Occupancy rose 3% for Track users. Track users have achieved that by improving their brand presence, bringing more potential guests into their orbit, and optimizing for conversion.



DMS

- ◆ **Better marketing:** Track's digital marketing team, TrackDMS, helps you attract more qualified leads through SEO, PPC, and email campaigns.
- ◆ **Conversion optimization:** Our team will make sure your website is lean, gorgeous, and built to convert. Our lightning-fast, secure, mobile-friendly booking engine ensures that your marketing spend has the best possible chance of paying off.

Linking It All Together

As you can see, TrackPMS helps you balance operational efficiency with market savvy. The result is spectacular growth with endless scalability. These are the key links in the Track chain:

- ◆ **Attract:** Drive more visitors to your site through targeted PPC campaigns, improved SEO, and listing optimization. Delight your current owners while recruiting new ones to expand your portfolio.
- ◆ **Booking and Pre-Arrival:** Easy online booking, instant confirmations, and personalized pre-arrival messages reduce friction, generate anticipation, and boost satisfaction.
- ◆ **During Stay:** Meet guests, owners, and stakeholders (such as housekeeping) where they live through Track's built-in communication tools.
- ◆ **After Checkout:** Automated thank-yous and reviews management help drive loyalty and boost your online reputation. Trust Accounting and slick reporting tools make it easy to manage your hard-earned revenue.



Track Evolves With You

TrackPMS is always evolving in the name of performance, and so do we as a company. We truly believe that technology can not only level the playing field but enable customers to reach their full potential. We constantly release new features, broaden our integrations, and update best practices so you (and we) stay ahead of the curve.

"We love the flexibility Track provides. The horsepower, the ability to customize experiences for both guests and owners—Track makes it all possible."

— **Billy Widner**

CMO | Brett Robinson

"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 | Third Coast Vacations

Ready to Outperform the Competition?

Book a free demo and see how TrackPMS can help you drive revenue, build loyalty, and outperform your competition.

SCHEDULE A DEMO

1.844.757.0800

