How Track Helped Cape & Coast Level Up Without Growing Pains

Company: Cape & Coast
Portfolio Size: ~300
Location: Florida Gulf Coast

CHALLENGE

Cape & Coast Premier Properties is a high-end vacation rental management company on Florida's Gulf Coast. Founded in 2015 by three partners with deep industry experience and a shared frustration with outdated systems, the company launched with just three homes. Today, they boast nearly 300.

As a regional leader in luxury coastal rentals, Cape & Coast has prioritized operational excellence, owner trust, and strong guest experiences—all while navigating the complexities of rapid growth.

By the time they reached 100 homes, Chief Revenue Officer Heather Haire and her team had outgrown their legacy PMS. **"I was a 12-year Escapia user,"** Heather says, **"... but it just couldn't do what we needed to scale up."** Basic tasks like updating rates, managing maintenance orders, or streamlining housekeeping simply weren't built for a quickly expanding portfolio.
As growth accelerated, Heather knew their tech stack was becoming a bottleneck.

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Heather and her team faced three major obstacles:

- *Scaling without excess payroll*: **"We needed to go from 100 to 300 properties without dramatically increasing overhead,"** Heather explained.

- *Operational inefficiencies:* Legacy systems made everyday tasks like editing hundreds of listings, creating maintenance orders, or closing work orders painfully slow.

- *Limited flexibility and integrations:* Cape & Coast's growth goals required a PMS that was more flexible, extensible, and configurable than Escapia.

In short, they needed a system that could do more—and keep up.

SOLUTION

Cape & Coast switched to Track, attracted by its scalability, flexibility, and automation prowess. "Track had the ability to grow and change," Heather explains, pointing to its open API and evolving feature set.

The implementation process blew her away. "You guys flew down a whole team to the Forgotten Coast, which is not an easy market to get into ... Each of my 40 employees got one-on-one time. That kind of support was a game-changer."

Heather was especially drawn to TrackDistribution's features. "Because I'm the revenue manager, that's where I live. I can block calendars, manage OTAs, and even respond to reviews with the help of AI—so I don't sound too snarky ... It just quickens things up exponentially."
Other departments saw similar gains. Their guest services department now uses Track's automated messaging to handle pre-arrival logistics and check-in communication with ease. "Track gives us centralized visibility into every message, whether it came through Airbnb, Vrbo, or direct."

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IMPACT

Cape & Coast's investment in Track quickly produced real business outcomes.

A 55% increase in revenue and 19% increase in traffic year-over-year, attributed in part to Track's Digital Marketing Services (TrackDMS).

Higher direct bookings at a critical time: **"When OTAs [bookings] dropped after COVID, DMS picked up the slack,"** Heather says. **"Direct bookings are cheaper and guests are more satisfied."**

Efficient scaling without sacrificing quality: **"Track is a property management software that's going to allow you to go from 30 to 500 pretty easily."**

Track also gave Heather something less tangible but just as valuable: peace of mind. **"Marketing is a marathon, not a sprint,"** she says. **"As a revenue manager, I'm used to pulling triggers and seeing results. [Our DMS rep] helps me understand the bigger picture and how it all fits together."**

↑ **55%** INCREASE IN REVENUE

↑ **19%** INCREASE IN TRAFFIC

Heather Haire
CRO | Cape & Coast

KEY TAKEAWAYS

For Heather, the difference between Track and other platforms is clear. **"Some PMSs don't have trust accounting. Some make you use separate systems for work orders or inventory control. Track brings it all together."**

She also appreciates that Track keeps evolving. **"It's not the same product it was two years ago—and that's important as times change,"** she said.

If you're a property manager looking to grow without outgrowing your systems, Heather's recommendation is simple: **"If you're looking to scale, Track is the company for you."**

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