Case Study

TRACK Revenue

How NW Comfy Cabins Captures More Bookings and Optimizes Revenue All Year Long Since Switching to TrackRevenue

Location
Central Washington State

Peak Seasons
Two per year in winter
and summer

Portfolio Size
58 LTR and STR properties

Growth Goals
Activate a more effective
revenue management
solution to maximize
bookings and profitability

Challenge

Like many vacation rental property managers, NW Comfy Cabins had built a tech stack that included
a number of platforms and point solutions — including TrackPMS. They came to us to find a revenue
management solution that integrates seamlessly into that tech stack and enables their business goals. At the
time, they knew they wanted to move quickly since their peak season was just a few weeks away.

Why TrackRevenue and why now?

> "Beyond was costing us a fortune, and it didn't allow us to have the level of flexibility and power we get with TrackRevenue. For us, the switch to TrackRevenue was a no-brainer. It's a must-have."
>
> - Jeanie Bethel, Owner, NW Comfy Cabins

Over several years, NW Comfy Cabins tested multiple revenue management solutions, including Rented and Wheelhouse without realizing great success. More recently, still looking for the right tool to deploy an optimized revenue management strategy, they migrated to Beyond. In time, though, they came to see that the platform's dynamic pricing wasn't consistently competitive. They also wanted more control and flexibility in setting rates — especially the ability to adjust charges based on accommodating extra guests.

With each platform change, NW Comfy Cabins could see they were leaving money on the table. They simply hadn't yet found a solution with the enterprise-class features and functionality they needed to optimize revenue. In short, NW Comfy Cabins found that they were paying more than they had expected and not realizing a return on their investment.

Solution

NW Comfy Cabins knows their business and their market, and they also knew that they could improve their revenue management, pricing, and profitability. With our team's consultative approach and NW Comfy Cabins' commitment to delivering the data we needed to go live quickly, we were able to launch TrackRevenue within a matter of days.

TrackRevenue implementation was completed within two weeks, just as NW Comfy Cabins' busy season was picking up.

> "TrackRevenue gives us something we can't get elsewhere — the ability to change guest counts with rates. We know our shoulder season, our peak. And so if we can max out and then minimize occupancy limits on lower ADRs, I mean, that's what we want to do. That's a big deal for us, especially based on new customer trends in our market right now."
>
> - Jeanie Bethel, Owner, NW Comfy Cabins

As Austin Ford, Track's Associate Director of Revenue Management, describes, "We work with customers who have very diverse portfolios. Every customer needs detailed, but flexible stay and pricing parameters. Understandably, our customers also want our solution to make an impact as quickly as possible."

Ford attests, "Our implementation team has seen it all. From customized minimum stays amidst a mix of short- and long-term rentals to comps, promos, and base rates that fluctuate during seasons, we know what to do with the data and what questions to ask to get the right data dialed in. And, of course, our customers get to review the data as it populates, so there are no misunderstandings or surprises.

Impact

NW Comfy Cabins implemented TrackRevenue just as their high season was underway. They got the flexibility and control they were looking for — and the revenue results. Plus, the team is less stressed and can operate more efficiently, even in peak season, with all the features and configurations available on TrackRevenue.

Clear Visibility into Rate Settings Right on the Tape Chart

Scroll across the Tape Chart and make 1-click changes to rates, min. and max. stays, gaps, and occupancy based on what you're seeing on the calendar and in your market. Hover for real-time comparisons to competitor rates and Track's recommendation for an optimal rate you already use.

Bulk, Group, and Individual Unit Price Configurations

Adjust daily rates for just-in-time opportunities to increase revenue or adjust to attract (or smaller) groups of guests. Automate gradual rate adjustments on your ideal, adjustable schedule to capture seasonal shifts, too.

Bulk, Group, and Individual Unit Guest and Occupancy Configurations

Make sure you're capturing revenue to cover the costs of hosting additional guests. Deliver value to customers by giving them the flexibility to add occupants (or book with fewer guests and receive a fair price.)

Market Sensitivity Settings

Customize unit settings and pricing parameters based on how reactive you want TrackRevenue to be market dynamics. Adjust settings to be responsive at a cadence you customize (ex. 90 days).

Audit Log

Filter and review changes for owners and VR team members so everyone has clear insight into weekly or monthly changes and the impact on forecasted and actual revenue.

### Exportable Data and Customizable Reports

Export different data sets directly from TrackRevenue for high-level insights or specific questions about an individual or group of units.

Want to explore solutions to achieve results like NW Comfy Cabins or learn more about the TrackSuite? 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.
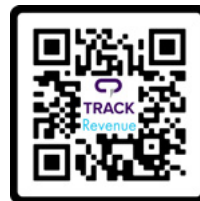
TrackRevenue

Set the right price for every property, every night with TrackRevenue's automated rate tool (ART). Capitalize on changes in search patterns for pricing that meets the market NOW.