



Uncovering the ROI of Breezeway's Operations & Guest Experience Platform

The Impact of Short-Term Rental Operations Technology



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Introduction

Operational efficiency is paramount in the dynamic and fast-paced world of short-term rental management. Property managers and hosts constantly seek ways to streamline their processes, enhance guest satisfaction, and boost return on investment (ROI). At Breezeway, we recognize the critical role technology plays in achieving these goals. Our Operations and Experience platform is designed to empower our clients with the tools they need to optimize their business, manage their field staff, and keep guests coming back year after year.

The vacation rental industry has seen exponential growth over the past decade, driven by increasing traveler demand for unique and flexible accommodation options, which skyrocketed during the pandemic.

However, with this growth comes a myriad of challenges for short-term rental operators. Guest and owner expectations are higher than ever. Modern travelers expect exceptional hotel-like amenities and services, and owners expect the same revenue and occupancy rates they were seeing during the pandemic. Managing operational costs while maintaining high service standards for guests and owners is a delicate balancing act for operators.

Seamlessly managing multiple properties, coordinating cleaning and maintenance schedules, and ensuring consistent quality during turnovers has become the standard. As portfolios grow and expectations rise, the complexity of operations increases, requiring scalable solutions that can adapt to these growing demands.

This report highlights the key areas where Breezeway's solution has driven operational efficiencies and contributed to our client's overall business success. Our goal is to offer a clear, data-driven perspective on how leveraging advanced operational technology can transform short-term rental management and deliver substantial ROI.

We invite you to explore the results and discover the benefits that Breezeway can bring to your business.

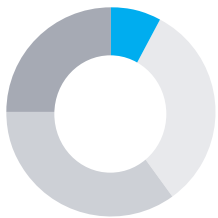
Survey Methodology

In creating this report, Breezeway surveyed over 350 of our clients worldwide, including North America, South America, Europe, Australia, and Africa.

The data incorporates responses from individuals in various property management and hosting roles, including General Managers, Directors of Housekeeping, and company owners. This data is unbiased and intended to provide a snapshot into the value that Breezeway clients experience.

Survey Respondents

Property Count:



8%
(<39)



32%
(40-99)



35%
(100-199)



25%
(200+)

Job Title:

52%

Property Management

This group consists of General Managers, Directors of Operations, and those tasked with ensuring smooth day-to-day operations.

32%

Owner / CEO / President

This segment encapsulates those at the head of a property management company and responsible for high-level business decisions.

16%

Field Staff Supervisors

These survey respondents include anyone from Directors of Housekeeping and Guest Relations to Quality Assurance Managers.

Consistent and quality work drives 5-star reviews

A study by the American Hotel & Lodging Association found that 81% of guests consider cleanliness one of the most crucial factors in their decision to stay at a hotel. When guests experience a clean, well-maintained property, 78% are more likely to leave a positive review.

Many operators still use manual processes, including paper checklists, to ensure cleanliness and property readiness. The challenge with this is that manual processes and printouts quickly become irrelevant as reservations change or issues arise. Additionally, sharing updates and photos of completed work through text, email, WhatsApp, or Dropbox can easily be misplaced or overlooked.

Without accountability and well-documented processes, operational hurdles can cause a domino effect of issues into other areas of your business. The quality of your homes affects the quality of the guest stay. Poorly maintained properties can lead to unhappy guests, resulting in bad reviews, which ultimately cascades into decreased bookings and revenue. This also puts more stress on staff when they are unclear on the expectations of their role and the company's brand standards, leading to lower employee satisfaction and company morale.



However, implementing the right technology allows operators to create staff accountability with digital checklists and transparent processes. Providing tools for cleaners and inspectors to complete every item on tailored checklists and upload photos of their work in real time creates repeatable processes and accountability. These digital checklists, embedded in well-defined processes, lead to streamlined operations and a more efficient team.

Accountability: the key to streamlining team operations

Your business runs on 5-star reviews. Delivering consistent, high-quality work is key to generating excellent guest experiences every stay. In today's landscape, there is no room for issues or tasks to fall through the cracks or for turns to be missed. That's why it's more important than ever to have standardized processes. Breezeway's automated workflows and customizable checklists set your teams up for success to do their jobs accurately, meeting your brand standards every stay....



Breezeway has provided a streamlined task management system that allows our company to easily work with various 3rd party vendors and internal employees so we can ensure consistent quality for our guests.

Alex and Wes Hoecker
Owners, Two Pines Properties



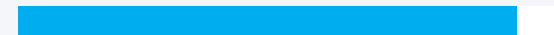
97%

of respondents say Breezeway has helped standardize operational processes.



93%

of respondents say Breezeway has helped improve quality control to deliver a better guest experience.

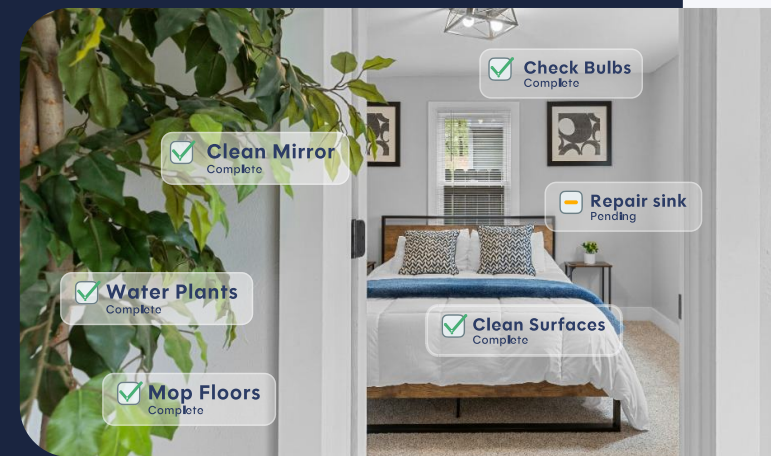


Work gets done more effectively with collaboration

There are real benefits of team collaboration. According to Alludo, **70% of employees believe better collaboration can positively impact employee productivity and time savings. Team collaboration can also result in a 41% increase in customer satisfaction**, according to ICW. Happier teams and happier guests? That's a win-win for any hospitality business.

Teams can spend hours manually reviewing reservations, creating schedules on paper or in Excel, and communicating about tasks through text or email. With last-minute updates to reservations, these processes become extremely time-consuming and often underutilize the skillsets of your team.

Unreliable communication and organization can lead to missed cleanings and field staff being unsure of their tasks, which can create additional work across the business. To ensure collaboration and visibility across departments, teams need one place to manage task updates and see status changes. This allows departments to understand their counterparts' progress on busy turn days and proactively assess risk or identify opportunities.



The most impactful part about Breezeway is the ability to look at one dashboard and correlate housekeeping inspections and maintenance items all under one view. I can see if a property is truly ready to go for an arrival.

Aaron Zimmerman
Director of Operations,
Platinum Vacations of Destin

Well-coordinated teams drive productivity

By setting up workflows around reservations, managers can **automate job scheduling**. Notifications can be sent to maintenance and housekeeping via text, email, or push notifications, and with a mobile app, staff can clearly understand their schedules. This improves efficiency and ensures tasks are completed accurately and on time. Teams can easily see the status of tasks and leave comments.

88%

of respondents say Breezeway saves them time on task scheduling.

10+

hours saved per week scheduling field staff with Breezeway.



How many hours does your team save per week scheduling field staff with Breezeway?

(cleaners, inspectors, maintenance techs)



It's amazing how much more automated our process is with Breezeway. We've reduced the time we spend texting, calling, and updating by over 50%, and are spending 20 fewer hours each week scheduling cleans and inspections.

David Wilcox

General Manager, Summit Mountain Rentals

Gain visibility into in-the-field work

Housekeepers, inspectors, and maintenance techs are the backbone of your operations. Nothing would get done without these boots-on-the-ground employees servicing your properties day in and day out. It is essential for technology to be user-friendly and mobile-friendly so staff can stay connected wherever they are. That's why we're proud to empower the work that field staff does every day that keeps our industry moving forward. With Breezeway, field staff can view their tasks on the go and have more autonomy over their schedules. Managers also get more insight into employee productivity to reward top performers.



95%

of respondents say cleaners, inspectors, and maintenance techs have adopted Breezeway to complete work in the field.



1.86

Field staff are able to start their cleans 1.86 hours earlier on average with Breezeway checkout messages.

(Source: Breezeway Internal Data)



We just love Breezeway. Our entire team is on it all day, every day. It's our central control for all things housekeeping, maintenance, inspections and guest communications. I don't know how we did business prior to Breezeway.

Jon Eskin

VP of Property Management, Berkshire Hathaway HomeServices

Catch potential issues with better field-to-office communication

One of the reasons vacation rental management is so hard is that every property is unique and varies in its layout, amenities, and location. While software helps to improve efficiency, hospitality is still a human business and leaves room for human error. With all of these unknown variables, communication between field staff in the properties and management in the office is key. For example, when housekeepers identify a maintenance issue, they need to report it to the right department. This documentation helps prevent ongoing issues and improve communication so nothing gets missed.



Breezeway helps us seamlessly communicate with field teams, get notified in real-time when tasks are completed, and track progress with managers and staff throughout the day.

Brad Jensen

Director of Operations, PMI Park City

95%

of respondents say Breezeway helps them better document and communicate issues.

70%

of respondents have experienced a reduction in cleaner callbacks since using Breezeway.

88%

of respondents say Breezeway has improved their field-to-office communication and reduced the amount of internal texts and calls.

+25%

reduction in cleaner callbacks since using Breezeway.





Keeping properties stocked & well-maintained

The properties you manage are your biggest asset. Maintaining the quality of this asset is paramount to your business, your owners, employees, and guests.

Showing owners that you care about protecting the quality of their home, whether it's an investment property, vacation home, or an inherited property, is essential to retaining and attracting new owners. Showcasing documented processes for routine property care, preventative maintenance inspections, and implementing safety protocols can help your business stand out in the increasingly competitive property management industry.

Your employees will also benefit from these processes. They are in charge of the boots-on-the-ground work in each property and are essential to maintaining its quality. It's harder than ever to find and retain employees, so setting them up for success with clear expectations for work will help increase employee satisfaction and retention.

Guests care about the functionality of the home and don't want to be burdened or frustrated with an appliance not working or breaking. They want to be able to use the home effortlessly and have the supplies they need to do so, especially during a vacation. According to [Airbnb](#), 97% of US travelers surveyed say amenities impact their travel experience. Having a well-stocked home with amenities helps improve the functionality of the home and improves 5-star reviews.

97%

of US travelers surveyed say **amenities impact their travel experience.**
(Source: Airbnb)

Increase profits with documented property maintenance

Maintaining vacation properties can be very costly. Like any home, appliances break, the AC stops working, and filters need to be replaced routinely. The difference with vacation homes is that these issues need to be resolved ASAP, especially if they happen during a guest stay. With so many properties, it's easy to delay preventative maintenance. When you have an organized system, techs can easily document maintenance issues and costs, allowing you to correctly bill owners and charge guests for damages when appropriate. With Breezeway, you can be proactive about scheduling preventative maintenance, track appliance details like make and model numbers in one place, and access the service history, enabling you to make more data-driven decisions for future repairs.



50%

of respondents have experienced a reduction in maintenance costs since using Breezeway.

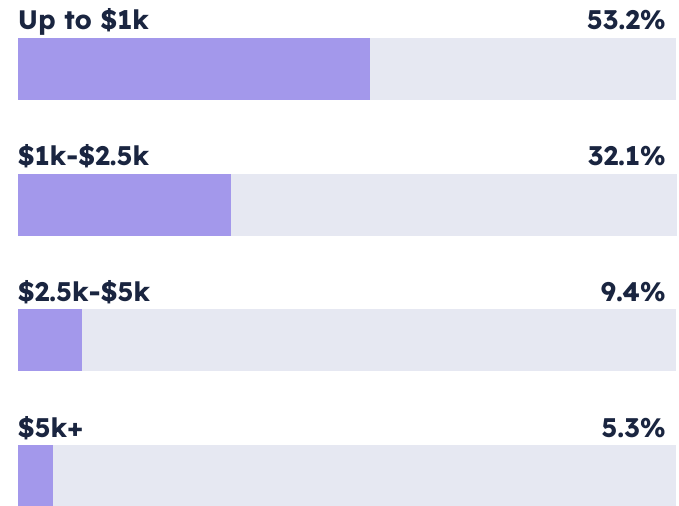


48%

saved over \$1k per month on maintenance costs since using Breezeway.



On average, how much have you saved per month on maintenance costs by tracking maintenance in Breezeway?



We are more profitable in maintenance because of Breezeway. The platform has a very smooth process from work order creation, to tracking labor and maintenance costs, to billing owners.

Dylan Bozarth, General Manager, 30A Escapes

Stop overspending on supplies and inventory

Coordinating supplies across multiple properties and tracking inventory levels is a huge operational hurdle.

Clients managing inventory through Breezeway not only save time and money, but also gain peace of mind that something as simple as not leaving enough toilet paper in a property won't cause them a bad review.



62.2% of respondents saved

over \$500

per month by tracking supplies and inventory with Breezeway.



56%

of respondents say Breezeway helps track supply and inventory costs more effectively.



+\$1,000

saved per month tracking supplies and inventory since using Breezeway.



Before Breezeway we were always ordering supplies just so we wouldn't run out. For one location we were spending \$3,000 every month just on guest supplies (i.e. toiletries), now we're down to about \$1,500. Overall, we've seen 30% cost savings just by being able to track all of our inventory.

Michael Brindley

General Manager, Five Star Management Group

Maximizing guest communication to deliver value

Guest communication is essential, and modern travelers prefer texting over calls or emails where information can easily get lost or forgotten. According to [HotelTech Report](#), text messaging is a preferred way to communicate with businesses for 9 out of 10 consumers - garnering an 82% open rate (compared to emails which has around a 20% open rate).

Opening this door for easy communication with guests has the potential to be hugely beneficial for your business and add value to your guests throughout their entire stay. This gives you the ability to offer early check-in, send a digital guidebook, triage issues in real-time, send checkout reminders, and prompt guests to write you a review all through text messages. Not to mention monetizing these offers through upsells can help boost profits.

Give guests a more seamless experience by providing everything they need to know, when they need it, at their fingertips, instead of digging through their email inbox. This will not only improve the guest experience but also save your guest services team time by reducing repetitive guest inquiries.



9/10

consumers prefer to **communicate with businesses via text messaging.**

(Source: [HotelTech Report](#))

Smart guest messaging drives additional revenue

Guest communication is essential, and modern travelers prefer texting over calls or emails where information can easily get lost or forgotten. Guest messaging not only helps to build relationships but can also be a revenue driver by offering upsell opportunities like early check-in and late checkout, mid-stay cleans, concierge services, discounts on advanced repeat business, and more.

Breezeway's gap-night messaging feature automatically identifies unbooked nights between reservations and can send a personalized message to arriving and/or departing guests with an offer to arrive early or extend their stay, filling those gap nights.

5+

additional nights booked per month with the Breezeway Messaging gap-night feature.

\$1-5k

additional revenue per month filling gap nights with Breezeway Messaging.



Breezeway Messaging has been a huge revenue driver for us. In 2023, we booked **195 Gap Nights** for an additional **\$35,000** in revenue.

Annie Schnaubelt

Vice President, Lake Tahoe Accommodations



On average, how much additional monthly revenue are you driving filling gap nights?



73%

of respondents drive over \$1k in monthly revenue by filling gap nights and 25% drive over \$5k

Automated operations technology empowers growth

In order to grow, you need to first build a business that is sustainable. You don't want to add more properties and more owners into the mix with a process that isn't scalable for you.

While hospitality is still a human business, technology is one of the major enablers for growth. By providing documentation for all of these human interactions and automating repetitive, tedious tasks, the technology that powers your business can help save you time so you can focus on scaling.

In today's world there is not an all-in-one platform that can manage every aspect of property management, but overcomplicating work with too many systems and tools can also cause inefficiencies. Managing your tech stack shouldn't add extra work to your day. Instead, find technology that works for you and integrates together so you don't feel like you're duplicating work just to keep the technology running smoothly.



If your goal is to scale a professional vacation rental management company, then you never stop looking for opportunities to drive efficiencies and boost profit. That's just part of the recipe for healthy growth, and using best-of-class tools lends itself to a sustainable company."

Jed Stevens

Co-Founder,

Koloa Kai Vacation Rentals

Take on more business with confidence

One key to success is implementing tools and technology that will scale with you as you grow your business. Setting up processes that are scalable from the start can help you onboard new properties and owners with less stress.

Jed Stevens, Co-Founder of Koloa Kai Vacation Rentals emphasizes, “We need to partner with forward-thinking technology companies as we grow. I’ve chosen our vendors not just based on what they can do now, but also what they’ll deliver in the future.”



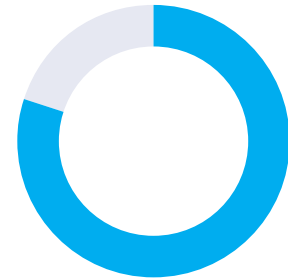
80%

of respondents believe
Breezeway enables them to
manage more properties.



64%

of respondents say
Breezeway has helped
consolidate their tech stack.



80%

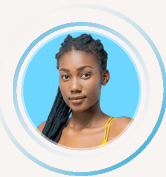
of respondents say
Breezeway has helped
increase owner satisfaction.



Breezeway has been the biggest game changer for the operations of our business. We’ve also almost doubled our home inventory in the last three years. So, it’s been an essential, key piece of technology that’s made all that possible.

Mike Short

Property & Operations Manager, Daugherty Management



Hi, the kitchen sink is leaking and not operating correctly.



Our Maintenance Tech, Mark, is on his way.



Conclusion

Takeaway

An operations tool is no longer a nice to have; it's a necessity. Gone are the days of paper checklists and manually updating spreadsheets. The hospitality industry has matured beyond that, and leading property managers are leveraging technology to maintain their competitive edge.

Property managers have to balance many priorities, from personalizing guests' experiences to managing employee satisfaction and delivering ROI to owners while maintaining their properties. Operations technology is the key to managing these competing priorities and running a successful business that meets the needs of all stakeholders.

Hospitality is more than just generating bookings; it's about the guest experience. Most property managers use a Property Management System (PMS) to manage reservations and accounting, yet many lack the advanced tools required to optimize operations and enhance the guest experience after the reservation is made.

That's why Breezeway integrates with the leading Property Management Systems to connect operations with the guest experience. Our solution consolidates everything, automating and enhancing every step of the guest journey. As a result, property managers and hosts save time and money by streamlining staff efficiency, reducing operating costs, and delivering more 5-star guest experiences.

About Breezeway

About Breezeway
Breezeway's award-winning property operations and experience platform helps coordinate, communicate, and verify detailed work at properties. Powering over 30M property care tasks, Breezeway helps thousands of short-term rental managers and hospitality operators increase operational efficiency, eliminate manual work, and boost service revenue.

→ [Book a demo](#)