



## Outer Banks Blue attends Navis Leadership Conference in Orlando, Florida

**February 2010, Kitty Hawk, NC-** Navis held their bi-annual Leaders Conference where the discussion was Technologies and Best Practices vacation rental used to drive in new revenue. Debbie Runnells, New Property Coordinator and Sarah Moss, Reservations manager were among many Rental Management companies World Wide to benefit from the education gained in this event for the Rental Management market.

Outer Banks Blue, is one of the most technologically advanced Rental Firms on the Outer Banks at this time, by providing the fastest and most proficient customer service and marketing attempts/follow-ups. Numerous new features and enhancements have been added to Navis Narrowcast which range from a totally redesigned and more intuitive navigation menu, to automatic template-based emails for customers. There are several new reports added providing conversion metrics, lead revenue, and compliance information about Reservation Agents and key performance indicators.

Outer Banks Blue is a full service Real Estate Rental & Sales Company which serves vacationers



and home owners throughout the United States. In operation since 2005, the family owned and operated Outer Banks Blue provides professionally managed vacation homes and condominiums in the Outer Banks of NC including the towns of Corolla, Duck, Kill Devil Hills, Nags Head and Southern Shores. The Outer Banks Blue website ([www.outerbanksblue.com](http://www.outerbanksblue.com)) offers vacationers the ability to search and reserve homes online with real-time availability and Guest Web, a

place to sign Electronic Rental Agreements and make online check payments. Outer Banks Blue endorses "Going Green" efforts by reducing, recycling and reusing materials such as paper and gasoline.