

OUTER BANKS HOMEOWNER

*e-Manual*



[www.outerbanksblue.com](http://www.outerbanksblue.com) | 866.420.4491

# *the Concept*

Outer Banks Blue is a family owned and operated vacation rental management, property management and real estate services company operated in Kitty Hawk, NC. Founded in June, 2005 by Tim Cafferty, the basis of the company is competent personalized service by experienced professionals.

**Mission Statement:** To exceed customer expectations in real estate sales and rental management by providing Blue Ribbon Customer Service!

We will embody our mission through unparalleled and consistent teamwork, innovation, integrity, profitability and deliver with pride, passion and professionalism by a well trained staff to guests, owners and clients EVERY time.



[www.outerbanksblue.com](http://www.outerbanksblue.com)

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*once in a blue moon...*

# Qualifications

Tim Cafferty has unprecedented experience in the industry having served as President/General Manager of the Highest Grossing Rental firm in the area 2001-2005. With his knowledge and expertise Mr. Cafferty managed in excess of 1,100 properties, 9 office locations, 125 full time year round employees, and more than 300 seasonal employees for a company that generated more than \$43 Million in Gross Lodging Revenue annually, and \$90 Million in annual Real Estate Sales.

Prior to this tenure he was Rental Manager of Beach Realty and Construction from 1991 through 2001. In his role with that company he was integral in the growth of the

company from approximately 350 rental properties to over 700. During that time he developed a reputation in the industry as an innovator, and one of the top managers within the entire industry.

He was the first rental manager to be elected as President of the Outer Banks Association of REALTORS (1994), was that organization's REALTOR of the Year (1993), and served on the association's board of directors for 11 years (1990-1995 and 1998-2003). He has been a member of the Outer Banks Visitors Bureau Board of Directors (1999-2003) where he served as Vice Chairman of the organization in 2003 again becoming the first person from the vacation rental

industry to hold such positions on the visitors' board. He has served on the board of directors of the national Vacation Rental Manager's Association (1998-2004) where he was that national organization's President for two years (2001 & 2002). He served as Vice President of the North Carolina Association of REALTORS from 2006-2008. He has spoken at over 30 education conferences on various aspects of vacation rental and real estate management. He has been interviewed and quoted by The Wall Street Journal, New York Times USA Today, Forbes Magazine, Southern Living, Washington Golf Monthly, Bloomberg Financial News, CBS Market Watch and WCBS Radio in New York.

100 properties actively listed at one point in 1990, Mr. Cafferty was awarded Beach Realty's Listing Agent of the year that year. He holds the professional designations of Graduate of REALTORS Institute (GRI), Certified Residential Specialist (CRS), and Accredited Rental Manager (ARM) from the National Association of REALTORS. Less than 1% of active REALTORS nationwide hold these professional designations.

Before getting into rental management Mr. Cafferty was one of the top producing real estate sales agents on the Outer Banks. With more than

*"I am really happy*

and would not think of leaving OBB. I have received at least 6 mailings from other rental companies trying to convince me to switch to their company. This is the most I have ever gotten at this time of year. I really like Tim's philosophy of the partnership between Management Company and owners. I really think it works better if we are on the same team. I believe the guest ends up the winner since we are both trying to give them the best possible vacation."

- RE, Owner

*blue chip company*



# Outer Banks Blue

From 2005 until present, Mr. Cafferty has developed one of the most successful rental firms not only on the Outer Banks but in the country with Outer Banks Blue. He believes that there is a niche in the market that he is suited to that will deliver on owner expectations of rental revenue through intelligent marketing, as well as proper care of the property through personal attention. Likewise today's rental guest wants assurances of service, quality of product, and ease of doing business with which he is in tune to.

Providing a unique business model based on the foundation of exceptional customer service combined with timely communication, innovative technology and limited growth, he has built a strong market presence and loyalty from owners and guests. Outer Banks Blue has established itself as a leader in the vacation rental industry nationwide. Established companies have watched and implemented many of Blue's "firsts" in the industry.

*"your company*

and its services have been just superb... I know your company will continue to expand and do well and I have no reservations about recommending OBB to others."

– RR, Former Owner  
(now living in home)

Since company inception in 2005 Outer Banks Blue has always tried to stay ahead of the vacation rental competition by embracing technology and putting it to work for our homeowners. The first company with keyless and cardless entry (2005), the first company in the area to implement electronic leases (2006), the first company on the Outer Banks to embrace NAVIS Technologies telephone call tracking services

(2007), employed electronic check payment system for guests (2008), put into practice "Guest Web" technology to simplify transactions (2009) and first to launch a mobile website that can easily be viewed on hand-held "telephone" devices such as the I-Phone and Blackberry (2010). We were one of the first 5 vacation rental companies nationwide to embrace this technology. We have continued to fulfill our goal to be the most aggressive and intelligent management company with interactive web based calendars for guests to plan their vacation, utilizing THE proven sales and marketing system for reaching out to potential guests and enhancing lead management for higher conversions and more confirmed reservations for our clients. Blue's reservation staff is the only company in the nation that has 100 percent accreditation in this nationally recognized training facility for reservations, data capture and conversions.

*proven, true blue*

OUTER BANKS  
*Blue*

# Services...

Most owners expect three things from their rental management firm: Maximum bookings, Proper Care of their property, and Timely communications. Outer Banks Blue will focus on these tenets of the business always.

**COMMUNICATIONS** should be done at the convenience and on the terms of the homeowner. Electronic communication

is convenient, but doesn't replace the need to pick up the phone and talk. Outer Banks Blue will be there when clients and customers call, and return calls promptly. We will live by the "Sundown Rule" (every call followed up on by the end of the day), and will communicate on the terms of the client/customer (email, phone, mail, etc.)

*"Thanks for keeping an eye on my home."*

One of my previous problems with a Realtor was that I am 425 miles from OBX and got the feeling that the distance was in their favor not mine. One has to have a feeling of respect for each other and all at Outer Banks Blue have given me a comfort level I appreciate."

- G.J. Owner

**MAINTENANCE** is a maddening offshoot of owning a vacation rental property. Guests treat owners "homes" as an amusement park at times and dumbfounding calls occur. Outer Banks Blue takes the hassle out of this by providing service programs that keep most guest service calls out of sight and out of mind. Owners are simply advised of what we did for them at no charge on the monthly statement.

For more serious service calls our in-house maintenance staff will troubleshoot the problem before contacting one of our stable of licensed technicians gained through over 20 years of experience in the marketplace and industry to solve the problem professionally and promptly. Any invoices received by an outside vendor will be paid by the company from the owner's proceeds and copy of the invoice will always be provided in the monthly statement.

**HOUSEKEEPING** is the single most important aspect of maintaining a vacation rental property. A house that is poorly cleaned presents a bad first impression and subliminally tells the guest that the owner and management firm don't care about the presentation of the product that the customer has purchased. Outer Banks

Blue's management team started in the business many years ago, and has done everything from cleaning kitchens and bathrooms to making beds, to cleaning hot tubs. They know the importance of getting it right the first time, and ensuring that owners and guests are satisfied. Meeting expectations is what guest satisfaction is all about, and housekeeping is the single biggest factor in the guest's first impression.

Outer Banks Blue posts its cleaning standards on the refrigerator of the property to announce to cleaners, inspectors, guests and owners of the standards that we expect to be held accountable to. No surprises! No excuses!



*the blue difference*

# Marketing



Outer Banks Blue has quickly established its "brand" in the marketplace and is looking to expand our reach every year. The internet is THE focus of activity for Outer Banks Blue. Statistics show that virtually all (99%) "Family Travelers" have access to the Internet at home, and practically all have gone online to get information about travel suppliers (89%) and make reservations (87%). Outer Banks Blue provides success in some very basic principles:

**WEBSITE AND SEARCH ENGINE OPTIMIZATION:** OBB partners with one of the most successful SEO consultants in the nation. By targeting optimal keywords and market origin, we have been recognized as a top "Fast Mover" by Hitwise Travel, due to substantial increase in ranking from 2010 to 2011. Our national ranking increased more than 1200 times over the year!

**ADDITIONAL WEB MARKETING:** OBB offers each home on over 27 additional websites including the renowned HomeAway.com, cyberrentals.com, greatrentals.com, flipkey, tripadvisor, and more. Sites such as flipkey and tripadvisor offer guests the opportunity to comment and rate homes, a trend becoming very valuable as guests continue their search for the perfect home. Having a home on one of these sites has proven to increase bookings. Homes with 3-5 reviews will have 34% more bookings, homes with 6-10 reviews will have 159% more bookings, and homes with more than 11 reviews will have 246% more bookings! Outer Banks Blue was again, the first rental management company to offer our homes on these sites.

**SOCIAL MEDIA MARKETING:** Outer Banks Blue has jumped feet first into the world of social media marketing! Always raising the bar, Outer Banks Blue is rated one of the top Vacation Rental

companies in the country for Facebook participants. A study by Compete.com ranked Facebook.com as the most used social network by worldwide monthly active users, followed by MySpace. A social networking site with more than 500 million users, they can add people, friends, and share items they "like" with all their virtual contacts on Facebook.com. Using Facebook.com, Twitter.com, MySpace.com, You Tube, Linked In, and Flickr, Outer Banks Blue is reaching out and expanding our market base daily by sharing information, news updates, special offerings and following the travels of "Blue", our mascot. Take a look at:

**FACEBOOK**  
<http://www.facebook.com/outerbanksblue>

**TWITTER**  
<http://www.twitter.com/outerbanks>

**MYSPACE**  
<http://www.myspace.com/outerbanksrentals>

**YOU TUBE**  
<http://www.youtube.com/outerbanksrentals>

**EMAIL:** One of the hottest marketing techniques in the business today is "email blasts" and OBB has approached this avenue in a thoughtful and intelligent manner. Email addresses are as readily available as street addresses these days and OBB has collected tens of thousands. Of those addresses, we target specific groups of our data base for a message that may interest them particularly. For example, before the New York Times Travel Show at the Javits Center in New York, we sent 1000 people within 100 miles of New York an offer of free tickets, and another email to save them money if they booked a reservation by a certain date. We used this to call attention to OBB properties, suggest the urgency to make a reservation today, and of course highlight the natural beauty of the Outer Banks that is our top marketing focus.



*"thank you for*

giving us the best rental season since we purchased the house ten years ago! We appreciate your efforts to rent our home and attending to all the other details to keep the home in top shape. We can honestly say that we picked "The Best Team" to rent our home."  
- SE, Owner

# Guest Services

Rental guests want to feel special. They are trying to unpack 51 weeks of hard work into one memorable getaway to the Outer Banks. Outer Banks Blue will do all that we can in our communication to ensure that our guests understand their importance to us. Telephone calls one week in advance of arrival, and a phone call within 24 hours after check in will be the company standard. E-mail follow up will be prompt (same day), and quarterly guest newsletters will become a welcome contact from the firm.

Property management software which is used in the industry to track bookings, work orders, cleaning etc. is from a cutting edge technology firm. CRM (Customer Relationship Management) software is integrated into the property management program which allows reservations agents to immediately cross reference the incoming phone call with our guest history data base. This allows our staff to personalize

their handling of calls to the point that we know what house the caller rented previously, the fact that they have 4 children, and that they called about a light bulb being burned out during their last stay. This has brought the level of customer service for our guests to new heights in this area.

As stated earlier check in by mail is offered to guests who qualify. This provides a hassle free arrival to their vacation on their own schedule. No more timing their trip to avoid bridge traffic. Your guests get to the house, relax and enjoy their precious time away.

Linens are a standard amenity in all Outer Banks Blue properties and include sheets, pillow cases, bath towels, hand towels, face cloths, and kitchen linen. Guests shouldn't have to worry about the extra expense and worry of equipping their rental property with linens given the pricing of today's vacation rental properties. While seemingly obvious, this service is a differentiator in the marketplace as less than 1/3rd of the local management firms provides linens of any type to all of their guests without an extra charge or special arrangements.

Guests are met with an arrival package at the property which properly welcomes them to their getaway. Starter supplies of soap, paper products, and other items postpone their inevitable trip to the grocery store for a few hours, and allow them to relax sooner. This includes toilet paper in every bathroom, soap at every sink with hand towels, and bath towels arranged nicely on each bed... no more plastic bags of terry thrown on beds!

*"We have just returned from the Outer Banks*

I want to say thank you to you for taking such good care of us, for making everything simple and easy, and for absolutely no problems or complaints during our whole stay. We have dealt with several other realty companies over the years - no more. You're stuck with us!" - T. L. and S. L, Guests

*blue ribbon service*



OUTER BANKS  
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# Real Estate Sales

Outer Banks Blue offers a full service sales and consulting service, whether you are in the market to buy, sell or simply expand your current home. Led by Sales Manager Kim Endre, the Blue Sales Team will work hard for you when you need them. Having worked in the field of appraisals prior to moving to the Outer Banks, construction was her interest and she worked in a family business for years. Eventually her passion took a different turn into the realm of real estate. This field allowed her to combine her knowledge of construction, her desire to work with people and of making dreams come true.

Licensed in 2004, she set off to make a name for herself in the field of Real Estate Sales. Starting out as a member of several REALTOR and community committees led to chairing committees, and then sent her to the Board of Directors of the Outer Banks Association of REALTORS®. She has worked on the Board for 5 years and is set to serve the Association as President in 2011 while employed as Sales Manager for Outer Banks Blue. Kim received the NCAR Rising Star Award for 2008 and was then chosen as 1 of 12 REALTORS® from across the state for the NCAR Leadership Academy in 2009. Her continued quest for expertise has led her to earn the CSP, Certified New Home Sales Professional Designation, the RSPS, Resort & Second Home Property Specialist, the SFR, Short Sale and Foreclosure Resource, and the SRES, Seniors Real Estate Specialist Designations.

Outer Banks Association of REALTORS® statistics report recognizes Outer Banks Blue as 26th of 150 companies for overall sales production for 2010, with the smallest staff, other than one other company, in that ranking!

What does all this mean to you? That Kim and her team will do whatever it takes to make YOUR DREAMS come true! Whether you are buying or selling, she leads the OBB Sales Team and together they will work diligently to in order to assist you reach your real estate goals.

*"Thank you for your excellent,*

timely and thorough communications. This is one of those "intangibles" of a rental management company that as a property owner I value very highly."

– R.S., Owner  
(During Hurricane Earl)



OUTER BANKS  
*Blue*



*great to be blue!*



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