

**For Immediate Release**

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For More Information Contact:

Michelle Niles

Outer Banks Blue

1-866-546-0596

[Michelle@outerbanksblue.com](mailto:Michelle@outerbanksblue.com)

**Outer Banks Blue Offering Live 2011 Rates & Availability Ahead of the Competition**

*Vacationers Are Able to Get a Jump Start on Vacation Plans for 2011 Reservations*

**Kitty Hawk, NC – July 2011 / Outer Banks Blue / Press Release –** [Outer Banks Blue](#), a leading vacation rental and [real estate](#) firm headquartered in [Kitty Hawk, North Carolina](#) has announced effective immediately 2011 rates and availability for their professionally managed vacation rental properties are available online at [www.OuterBanksBlue.com](http://www.OuterBanksBlue.com).

Families' anticipating next year's perfect vacation can search for and book 2011 vacation rentals with Outer Banks Blue ahead of other companies. This will give them the change to take advantage of Outer Banks Blue's 'All-Inclusive' pricing which at a glance will tell them exactly what their vacation will cost before taxes and optional fees. The 'All-Inclusive' pricing model instituted by Outer Banks Blue removes all of those 'add-on' charges such as Administrative Fees, Cleaning Fees, Security Deposits, Damage Waivers, etc. that are prevalent in the vacation rental industry and can add hundreds of dollars to an advertised price. Outer Banks Blue provides includes bed and bath linens in the cost and there is no additional charge for the cleaning of the home.

Traditionally most vacation rental firms do not publish rates for the upcoming year till much later in the fall – but by going live with 2011 rates in July – Outer Banks Blue is allowing our guests the peace of mind of knowing that they have reserved their vacation home at a known price and are giving their homeowners extremely valuable extra marketing time and opportunities. Outer Banks Blue sets 2011 reservations based on a first come, first serve basis, meaning that reservations are made as the calls come into the office.

"We are proud that our commitment to technology allows us the option to be able to offer 2011 reservations at this time," states Tim Cafferty, President of Outer Banks Blue Realty, Tim Cafferty continues, "We have consistently tried over the years, to make the process of booking a vacation home easy for our guests and the activation of our website for 2011 is evidence of that. With a majority of vacationers searching online for their next vacation rental, we feel that having live rates and availability at this time would be a great advantage for our guests and homeowners. If you're looking for a great vacation in the Outer Banks this fall or next summer – the place to look is Outer Banks Blue."

Outer Banks Blue is a full service Vacation Rental Firm which serves vacationers throughout the United States, Canada and Europe. In operation since 2005, the family owned and operated Outer Banks Blue provides professionally managed vacation homes and condominiums in the [Outer Banks of North Carolina](#) including the towns of [Corolla](#); [Duck](#); [Kill Devil Hills](#); [Kitty Hawk](#); [Nags Head](#) and [Southern Shores](#). Vacationers with Outer Banks

Blue are able to choose from Oceanfront to Soundfront and all areas in between and have numerous amenity options including private pools; hot tubs; high speed internet access and even pet-friendly properties. Outer Banks Blue provides all guests with needed linens including fully made beds and towels for all guests based on the advertised number of people a property will accommodate.

The Outer Banks Blue website ([www.OuterBanksBlue.com](http://www.OuterBanksBlue.com)) offers vacationers the ability to [search and book online with real-time availability](#) by choosing location, type of property and amenities as well as of course check-in date. Last minute vacationers should review the [online specials page](#) to peruse properties offering discounts to vacationers. The Outer Banks of North Carolina and the nearly [two-hundred vacation rentals](#) offered by Outer Banks Blue are [convenient to many metropolitan areas](#) including: Charlotte, NC; Washington DC; Richmond VA; Raleigh/Durham, NC; Columbia, SC and Baltimore, MD. Fans of Outer Banks Blue can follow them on [Twitter](#); [Facebook](#) and [MySpace](#).

### **About Outer Banks Blue**

Outer Banks Blue was formed by Tim Cafferty in 2005 after over 25 years in property management on the Outer Banks. With experience in both a smaller, family operated company that evolved into a leader on the Outer Banks in occupancy numbers and technology under his expertise and in the management of a nationally recognized, publicly owned corporation boasting one of the largest inventories of homes on the Outer Banks his vision of a more personalized management opportunity developed into the conception of Outer Banks Blue Real Estate Services.

Experience and reputation in the area for attention to detail and integrity along with a team of experienced and dedicated personnel has brought Outer Banks Blue into the forefront of rental companies. With an original goal of 50 homes easily surpassed in two months of operation, it became very clear it would be necessary to promote this vision with a dedication to their clients for responsible growth, and a dedication to their customers with quality homes. Therefore, the decision was made very early to be selective in the properties and areas they represent.

Today, Outer Banks Blue represents nearly 200 premier vacation rental properties in the Outer Banks of North Carolina. For more information on Outer Banks Blue Real Estate services and to experience a taste of their personal, quality service, visit the on the web at [www.outerbanksblue.com](http://www.outerbanksblue.com), email them at [michelle@outerbanksblue.com](mailto:michelle@outerbanksblue.com) or call 866.546.0596.