

**wiFor Immediate Release**

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**Outer Banks Blue Launches New Website**

*OuterBanksBlue.com Offers Modern Design, Ease of Use and Real-Time Online Bookings*

Kitty Hawk, NC – March 2009 / Outer Banks Blue / Press Release – [Outer Banks Blue](#), a leading vacation rental and [real estate](#) firm headquartered in [Kitty Hawk, North Carolina](#) has announced launch of their completely redesigned website: [www.OuterBanksBlue.com](http://www.OuterBanksBlue.com).

The site was redesigned in order to present vacationers and homeowners the best possible website in terms of function, features, information and aesthetic pleasure when planning their next trip to the Outer Banks of North Carolina. Highlights of the website include replacing the hard to read availability calendars found on many vacation rental sites with an easy to read listing of available rental dates per property with Outer Banks Blue's all-inclusive pricing in plain view. Combined with the detailed information found on the website about the professionally managed vacation rentals offered by Outer Banks Blue – vacationers should have all needed information at their fingertips.

Outer Banks Blue has also added several easy to use and easy to find 'quick searches' that include Dog-Friendly vacation homes; homes with elevators; internet access, pools, hot tubs and even non-smoking properties. Also, redesigned was the main [vacation rental search](#) which now allows vacationers more options in picking the perfect vacation home including the ability to redefine their search after their initial search. Homeowners who avail themselves of Outer Banks Blue's property management program will also notice a new OwnerLink area where they can easily access all manner of relevant information on their property.

"I am extremely happy with the new look of our flagship website, [www.OuterBanksBlue.com](http://www.OuterBanksBlue.com), and the improved functionality. The design and technical team and I spent nearly 8 months on this project which really speaks to the attention to detail that we all were committed to. This new site really reinvents our entire web presence, and the response from our owners and guests has been tremendous. Traffic on the site has increased significantly and our web bookings have spiked since the new site was launched. Our commitment to being a leader in the vacation rental industry is centered on our web presence and this site raises the bar to very high levels. I congratulate everyone who has a hand with the site redesign from conception to launch and invite all interested vacationers and homeowners to view the site, I am sure they will like the outcome of all this hard work," states Tim Cafferty, President of Outer Banks Blue Realty.

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.

### **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 [info@OuterBanksBlue.com](mailto:info@OuterBanksBlue.com) or call 866.546.0596. This press release formatted and submitted by Visual Data Systems ([www.VisualDataSystems.com](http://www.VisualDataSystems.com)), the leader in online marketing for the vacation rental industry.

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