

SANDBRIDGE HOMEOWNER

e-Manual



SANDBRIDGE

Blue

www.SandbridgeBlue.com • 877.526.7607

the Concept

Sandbridge Blue Real Estate Services is a family owned and operated vacation rental management, property management and real estate services company operated in Sandbridge, VA. Founded in July, 2010 by Tim Cafferty, the basis of the company is competent personalized service by experienced professionals.

Mission Statement: To exceed customer expectations in 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.SandbridgeBlue.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 one of the Highest Grossing Rental firms in the country from 2001 through 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 industry.

He was the first rental manager to be elected as President of the Outer Banks Association of REALTORS (NC 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 this position on the visitors' board. He has served on the board of directors of the 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 educational 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.

Tim recently was a keynote speaker at the Annual HomeAway Summit, a national conference held by HomeAway, the website offering the largest collection of on-line vacation homes in the world. Representing more than 200,000 properties worldwide, HomeAway has asked Mr. Cafferty to participate as one of their on-line experts on their blog for homeowners and property managers. He has been a subscribing partner with HomeAway since 2005.

Before getting into rental management Mr. Cafferty was one of the top producing real estate sales agents on the Outer Banks. With more than 100 properties actively listed at one point in 1990, Mr. Cafferty was awarded Beach Realty's Listing Agent of the 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.

"Sandbridge has always been about family,

and that good ol' southern hospitality. Whether it was on the beach, at Nicks restaurant, the out-door chapel, the market, or Wednesday night bingo at the fire station -- family always came first....This feeling of family first is what I experienced when I met Charlie and all the staff at Sandbridge Blue. They let me know that two things are important to them; the home owner and the renters, this is what will keep them in business. I could tell this when it was explained to me how Sandbridge Blue runs its organization. Sandbridge has grown so much over the years from when my family first settled here in the early '60's. I think Sandbridge Blue will do nothing but help add and promote quality and richness to the southern hospitality for which our beach has always been famous. I'm happy to have Sandbridge Blue handling the rental for my cottage, Simply Southern. I look forward to our partnership and wish Sandbridge Blue the best of luck this year and all the years to follow.

– J.H., Owner, Simply Southern

blue chip company



Sandbridge Blue

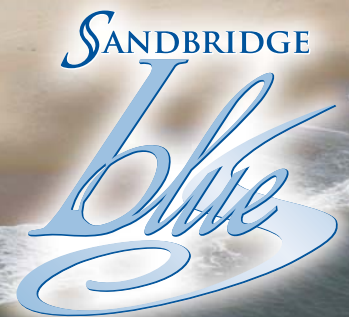
From 2005 until present, Mr. Cafferty has developed one of the most successful rental firms not only on the Outer Banks but in the country with the "Blue" business model. He believes that there is a niche in the market to which he is suited. His goal is the satisfaction of owner expectations of rental 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 that Blue delivers. This philosophy

successfully adapts to client and customer expectations in Sandbridge Beach.

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. Sandbridge Blue has established itself as a leader in the vacation rental industry nationwide. Established companies have noticed and are already implementing many of Blue's "firsts" in the industry.

Sandbridge Blue brings innovation and aggressive technology ahead of the competition by embracing technology and putting it to work for our homeowners. Industry "Firsts" include keyless and cardless entry, implementing electronic leases, NAVIS technologies telephone call tracking and lead management services. In addition, Blue's Electronic Check Payment System and Guest Web technology simplifies transactions for guests. Blue is one of only a handful of vacation rental companies to embrace mobile website technology that can easily be viewed on "smart phones".

Sandbridge Blue has continued to fulfill our goal to be the most aggressive and intelligent management company with simple to use interactive web based calendars for guests to plan their vacation. Utilizing a proven sales and marketing system for reaching out to potential guests and enhancing lead management results in 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 the nationally recognized training facility for reservations, data capture and conversions.



proven, true blue

Community involvement

Sandbridge Blue considers community involvement a necessity to support and enhance the community of which we are a part. The paint was not dry in Sandbridge Blue's new office when we became a proud sponsor of the 2011 Sandbridge Civic Association Pig Pickin in the fall of 2010. What a great time for all, and the association raised much needed funds. We were the first and only rental company to sponsor the 2011 Spring Clean up in May of 2011,

supplying T-shirts for participants. Every staff member participated and enjoyed fabulous food and good times. We are presently sponsoring Sandbridge Lifeguards and crew with backpacks and water bottles. We will continue to be a trailblazer in community services. Sandbridge Blue is also environmentally aware, having been selected as a member of "Virginia Green" for our environmental commitment to the community.

Professional Organizations

Sandbridge Blue is a member of the VRHP, Vacation Rental Housekeeping Professionals, an organization that keeps us abreast of the latest trends and techniques for cleaning and maintaining homes successfully for guest and owner satisfaction. Blue's own Kathy Davis has served on the Board of Directors of VRHP.

Sandbridge Blue is a member of VRMA (Vacation Rental Manager's Association). This national organization provides support and a forum for professional rental companies to share ideas, experience and expertise in all areas of vacation rental management, keeping members competitive and abreast of the latest technology (usually following Blue's lead). Members strive to reach the highest levels of professionalism, integrity and cooperation for managers and clients to maximize the success of their efforts in the vacation rental industry.



the blue difference

Sandbridge Blue Services...

Most owners expect three things from their rental management firm: **Maximum Bookings, Proper Care Of Their Property & Timely Communications.** Sandbridge Blue will focus on these principles of the business *always*.

MAXIMUM BOOKINGS In addition to implementing aggressive internet, email and social media campaigns, Sandbridge Blue recognized the importance of cutting edge technology and a highly trained staff. These attributes build a powerhouse sales team of professional, helpful and friendly reservations staff. Utilizing a leading enhanced lead management system, Blue's team not only earns high closing percentages on calls, but also increases reservations by an additional 30% through follow up and reaching out to guests. No waiting for the phone to ring at Blue! In addition, Blue's team touches every guest several times before and after the visit, making sure they have everything they need for the trip, offering information on the area, ensuring they have everything they need after check-in and following up after they return home to make sure they enjoyed their stay. On this call, each reservationist offers assistance to return to Sandbridge to stay in a Blue home next year!

"Charlie, I was just online

and noticed 6 weeks rented for next year, fantastic!" – A. P. Owner, Windjammer

PROPER CARE OF YOUR PROPERTY 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 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.

Sandbridge 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!**

TIMELY COMMUNICATIONS should be done at the convenience of and on the terms of the homeowner. Electronic communication is convenient, but doesn't replace the need to pick up the phone and talk. Sandbridge 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 by the preferences of the customer (email, phone, mail, etc.).

Marketing

Sandbridge 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 Sandbridge Blue. Statistics show that virtually all (99%) "Family Travelers" have access to the Internet at home. 89% have gone online to get information about travel suppliers and 87% actually make reservations on line. Sandbridge Blue provides success in marketing owners' properties:

WEBSITE AND SEARCH ENGINE OPTIMIZATION: Sandbridge Blue partners with one of the most successful SEO consultants in the nation. By targeting optimal keywords and market origin, our website has been recognized as a top "Fast Mover" in the industry.

ADDITIONAL WEB MARKETING: Sandbridge Blue offers each home on over 27 additional websites including

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. Homes with 3-5 reviews are likely to have 34% more bookings, homes with 6-10 reviews are likely to have 159% more bookings, and homes with more than 11 reviews are likely to have 246% more bookings than those with no guest reviews. Sandbridge Blue was again, the first rental management company in the area to offer our homes on these sites.

SOCIAL MEDIA MARKETING: Sandbridge Blue has jumped feet first into the world of social media marketing! Always raising the bar, Sandbridge Blue is rising quickly to be rated one of the top Vacation Rental companies in the country for Facebook

participants. Sandbridge Blue is already recognized by Facebook as the #1 rental company in Sandbridge and ranks among the top 10 in the country on Facebook. 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, YouTube, Linked In, and Flickr, Sandbridge 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

www.facebook.com/sandbridgeblue

TWITTER

www.twitter.com/sandbridge

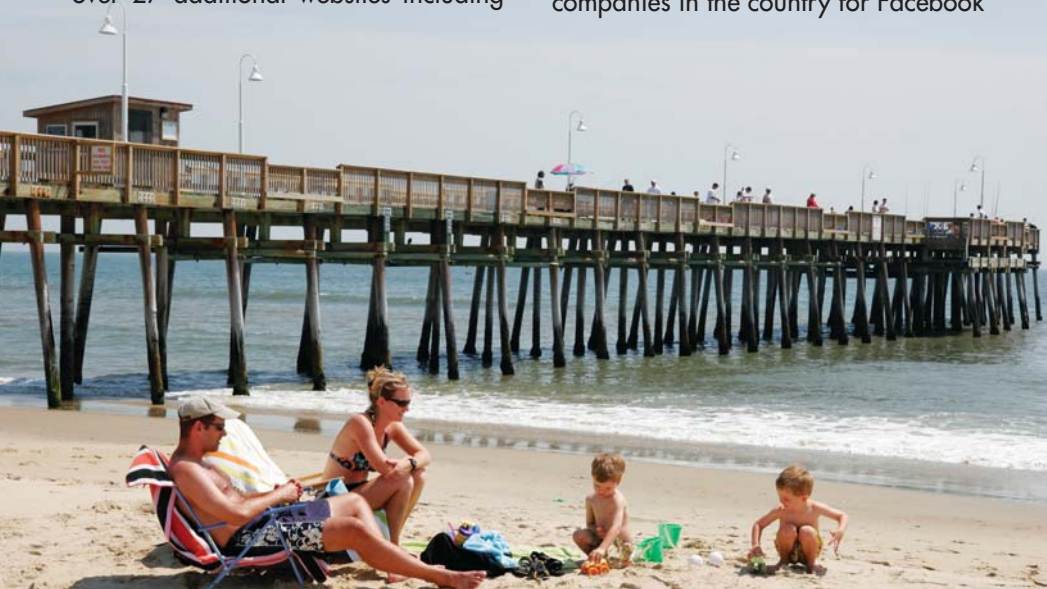
MYSPACE

www.myspace.com/sandbridge

YOU TUBE

www.youtube.com/sandbridgerentals

EMAIL: One of the hottest marketing techniques in the business today is "email blasts" and Sandbridge Blue has approached this avenue in a thoughtful and intelligent manner. Email addresses are as readily available as street addresses these days and we have 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 Sandbridge Blue's properties, suggest the urgency to make a reservation today, and of course highlight the natural beauty of Sandbridge which is our top marketing focus.



SANDBRIDGE
Blue

"couldn't be happier

with the service you provided.

We will be going next year and I will be calling you when that time comes. Thanks again and

have a good year"

Guest, C.T. May 2011

Guest Services

Rental guests want to feel special. They are trying to unpack 51 weeks of hard work into one memorable getaway to Sandbridge. Sandbridge Blue will do all that we can in our interactions 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 to guests will be the company standard. E-mail follow up will be prompt (same day), and quarterly guest newsletters will become a welcome contact from us.

CRM (Customer Relationship Management) software is integrated into the property management software. By partnering with a cutting edge technology firm, this software is used to track bookings, work orders,

and cleaning. Blue's reservation agents can immediately cross reference the incoming phone call with our guest history data base. This allows our staff to personalize the 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.

Check in by mail is offered to guests who qualify. This provides a hassle free arrival to their vacation and on their own schedule. Your guests get to the house, relax and enjoy their precious time away.

Guests, just like owners, are tired of the nickel and dime charges and fees added to their rental rates, resulting in surprising bottom lines. Guests feel taken advantage of when the house they rented for \$4000 actually is \$4800 with the additional fees necessary to reserve the house. Sandbridge Blue takes the guesswork out of renting a vacation home by offering all services included in the rental rate. No additional linen fees, cleaning fees, processing fees or security deposits make selecting the right home at the right rate easy for guests...and they love it! All services are combined in one simple rate, with the exception of taxes and any optional services they may request. In addition, guests who rent multiple weeks will receive a complimentary change of linens and light clean at no additional charge!

Linens are a standard amenity in all Sandbridge 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 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 other local management firms have not provided linens 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. The arrival package 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!



blue ribbon

service

SANDBRIDGE
Blue

our staff

The strength of any company is its personnel. Sandbridge Blue's success so far is a direct result of attracting and hiring competent and experienced professionals in their specific area of expertise.

CHARLES WHITLEY serves as Sandbridge Blue's rental manager. Charles has experience as a property manager and former business owner. His ability to meet guest needs while balancing the concerns of our owners comes natural for him. He is among the best in the industry at this special skill. Sandbridge Blue is proud to have "Charlie" heading up our rental operations!

KATHY DAVIS is Sandbridge Blue's Assistant Rental Manager. Many of you may already know her from her experience in the Sandbridge rental industry. Kathy has lived in Sandbridge for the past 24 years and raised her children here. She loves the area and "has created friendships here that will last a lifetime". Many years were spent as a local business owner in vacation rental housekeeping, and for the last 4 years she has worked for a competing

firm as Housekeeping and Maintenance Manager, in addition to overseeing the reservations department for 125 rental properties. She has served on the Vacation Rental Housekeeping Professionals Board of Directors and is still an active member. She is a long time member of the Sandbridge Civic League and is a licensed real estate professional. We are very excited to have Kathy bring her enthusiasm and expertise on board with Sandbridge Blue!

LEIGH GOMEZ is Sandbridge Blue's Accounting Manager. Leigh is very excited about the opportunity to serve Sandbridge, having lived in Sandbridge for over 12 years. Leigh's earliest Sandbridge memories extend back to her family riding down the beach to picnic at Penny's Hill. She was married on the beach in Sandbridge and her two oldest children were christened here. Leigh has always cherished her Sandbridge roots, especially those established with the Community Chapel. She looks forward to serving our Sandbridge owners and investors in the future!

JENNIFER PAGAN serves as a reservation agent with Sandbridge Blue. Her several years of experience as an account manager equipped her with exemplary customer service skills. Adding this skill and her upbeat personality makes her a perfect fit for our growing company. Jennifer moved to Sandbridge because

she knew it would be a great community to raise a family. She loves having the ability to take her daughter to the beach, to Little Island Park or even to the Wildlife Refuge for a fun day on a whim. Even though she has only lived in Sandbridge for a few years, she truly feels like a native Sandbridge resident. We at Sandbridge Blue believe that Jennifer's experience in life and as a resident of Sandbridge will enable her to give our guests not only the best visible experience but the most enjoyable experience they could ever have vacationing in Sandbridge with Sandbridge Blue.

CAROL TORCHIA is our newest member of the "Blue" family. She comes to us with over 20 years' experience in the real estate industry, working for some of the most respected attorneys and title companies in the area. Carol and her husband, Mark, a custom home builder, enjoy life in Sandbridge with their son Adam and their two Boston Terriers,

Rudee and Elwood. Actively supporting the Sandbridge community that has been their home for 12 years, their involvement is evident through Adam's work as a lifeguard with the Sandbridge Ocean Rescue Team and the homes that Mark has built for his family and others along the beaches and canals of Sandbridge. Carol and her family truly embrace the beach lifestyle and extend a warm welcome to visitors and residents alike.



great to be blue!



*For More Information Contact
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