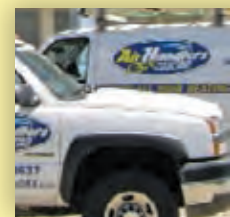
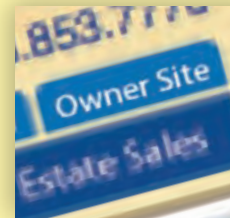
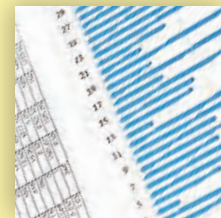


Advantage Property Management Program



Currituck Corolla Duck Kitty Hawk
Kill Devil Hills Salvo Avon

TheSunAdvantage.com

Representing the Best of the Outer Banks ~ since 1980

Local, Family Owned Business Since 1980

The largest vacation
rental and real estate
sales company on the
Outer Banks



Duck



Kitty Hawk



Avon



Salvo



Corolla



Kill Devil Hills

6 Offices

Serving All Areas of the Outer Banks
From Corolla to Hatteras Island

Corolla 252-453-8822 / 800-332-0039

Duck 252-261-7911 / 800-843-2033

Kitty Hawk 252-261-1152 / 800-346-9593

Kill Devil Hills 252-441-7033 / 800-786-8431

Salvo 252-987-2766 / 800-345-0910

Avon 252-995-5865 / 800-843-2034



Property Management

Central Reservations: 800-334-4745
SunRealtyNC.com



Why Choose Sun Realty?

The Advantage Property Management Program

By choosing Sun Realty as your management company you are not only listing your home with a well established professional management company, but allowing our family the opportunity to embrace your guests, your family and you. We are very proud to have successfully been in business for more than 30 years.

We recognize the strength and abilities that go along with a large company, but we have managed keep the vibe of a small company. We know how important your home is to you, and we have spent more than 3 decades perfecting our management program and ensuring that our service to you is as unique as your home. With your own personal liaison, we are able to offer flexibility, the customization and communication that is crucial to your management needs.

Our company serves the entire Outer Banks from Carova to Hatteras Island. We currently have seven management offices, 6 of which are rental management locations. We offer our very own in house maintenance division, linen division, heating and air as well as lawn care services. We are dedicated to providing prompt, reliable, affordable and professional services. Sun Realty has a team of over 30 of the most respected, experienced and successful sales agents in North Carolina. Our sales agents are available 7 days a week and ready to assist you in purchasing another property, selling your beach house or just answering any questions you have about our local market.

You and your guests will fall in love with our courteous and professional staff. We respect the safety and security of your vacation home. All of our employees must pass a pre-employment drug screening and criminal background check. Sun Realty also provides professional customer service training and frequent skill updates.

Sun Realty appreciates the opportunity to serve you!



We have the support and management of a large organization, but we continue to remain focused on our warm, family atmosphere.

- Ali Breaux
President

A Successful Partnership

Personal Attention for You and Your Home

Dedicated Office Staff:

You Will Receive - A dedicated staff available 7 days a week to meet the needs of you and your guests

- Rental Manager
- Personal coordinators
- Reservations, Accounting, Marketing & Maintenance Teams

Personal Coordinator:

Your Personal Coordinator serves as your primary contact to assist you with all your needs. Our Personal Coordinators will review the photography of your home, assist with guest relations, and communications with you.

over **200**
Staff
Members
Dedicated to the
Success of You and
Your Home



Our Vacation Specialists

Call Center/Central Reservations

Sun Realty is the only vacation property management company that has a 7-day a week call center with live Vacation Specialists. No phone trees. Your guests will speak with a trained, knowledgeable Vacation Specialist that will help them every step of the way. Sun Realty also offers Live Chat through the website.



Vacationers are always greeted with a smile

Guestimonials

Your customer service reps were OUTSTANDING, knowledgeable, the best!
~ Ms. Dryden

Thank you to the Duck office for making our vacation great! The house was so perfect, we have already reserved it for next year!
~ The Drake Family

Thank you for making our trip so terrific!
~ The McCauley Family





Sun Realty offers its own HVAC company featuring trained & licensed technicians

Sun Services / Maintenance Division

Your guests will enjoy a well maintained home with the support of the dedicated professionals in Sun Realty's maintenance division, Sun Services. Our technicians are available 7 days a week including holidays and after-hours service for your guests' convenience.

You have many options when it comes to the care for your home. Sun Realty has all inclusive maintenance packages as well as customized packages based on your individual needs.

- Preventative maintenance package
- Filter changes
- HVAC service/repair
- Plumbing and Minor Electrical Repair

Optional Services include:

- Pool and spa maintenance
- Filter changes
- Lawn Care
- Storm prep
- Linen service
- Winterization as well as de-winterization services

Sun Realty Housekeeping Services

Our professional and well-trained housekeeping staff is dedicated to making sure your home is ready for the arrival of your guests. Our team is also equipped to handle seasonal deep cleans, mid-season cleans and owner cleans.

Owner Accounting Services

Sun Realty's property management software is integrated to track all activity associated with your home. You will receive monthly statements including an activity report, rental income and expenses that are easy to read and understand. You can also view all activity online with your easy-to-use OwnerWeb.





Owner Statement Explanations

1. Posting Date: Date posted by accounting, not date of work order or reservation
2. Reservation number
3. Commission: When first half of rent is paid, full commission is taken out and paid to Sun Realty. Owner will receive second half of rent when guest departs.
4. Work order number issued for a maintenance call
5. Amount given to owner at month's end. Directly deposited funds will be deposited in your account on the 1st of each month.
6. Ending balance which includes required retained amount.
7. Payment from Owner: Money received from owner to cover expenses any time rental deposits will not.
8. Year to Date Totals: These figures will change monthly depending on activity.

How It Works

Collecting and Disbursing Your Rental Income

Rental income projection

Our goal is to maximize your rental income potential. Our experienced Property Consultants determine your ideal rates through reviewing current market conditions and forecast weeks likely to rent based on those rates.

Current market conditions & trends are closely monitored throughout the year.

Collecting your rental income: Sun Realty offers many payment options and plans to make it easier than ever to keep your home rented.

With our enhanced Owner Web, you can view all payments & reservations made to your home 24/7. Your rental income is direct deposited the first of every month (following collection) to your bank account. A detailed owner statement is emailed to you simultaneously. (above)



Management Fees:

Sun Realty's management fees are calculated on gross rental amount of each reservation. Our mutual success depends on your home renting well. Working as team to maximize your rental results yields success for all!

Our fee covers:

- Rental management
- Guests services (including 24 hr emergency response)
- Guest housekeeping
- Inspections
- Scheduling all maintenance needs
- Guest & owner accounting
- Secure owner website
- And much more!

Homeowner News

Sun Realty | May & June 2011

What are Guests Saying About Your Property?

Help Shape the Online Reputation of Your Vacation Home

In the old days, guests would offer compliments or complaints through a phone call or letter. Those guests might also tell 10 friends or family members about their vacation experience. Their opinions had an impact but it was on a limited scale.

In this Issue:

- Guest Reviews Continued 2
- Reservations Update 2
- Pool Alarms & Fencing 3
- Social Media 3
- Legislative Issues 4
- Beach Nourishment Info 4
- Storm Prep Program 4
- Spend or Save: Kitchen 5
- Accounting Statements 6

Today, "word of mouth" advertising takes place on an entirely different level. The Internet has revolutionized the vacation rental industry. Guests now have the power to tell hundreds or thousands of people about their vacation experience through customer reviews, Facebook, Twitter, blogs, TripAdvisor, Yelp and other internet channels. Consumers are now empowered to share their compliments or critiques online.

According to a recent study published in the Marketing Journal:

- 70% of consumers read online reviews before making a purchase.
- A consumer views a product or business as trustworthy if it has at least 6-10 online reviews.
- Consumers are wary of reviews that appear staged or faked. They value honest feedback.

During the first week of June, Sun Realty will debut a new design of our Property Details Pages (the webpage showcasing your vacation home). Guest reviews will be emphasized in the new design.

Continued on page 2...

Why Choose a Professional Company?



Choosing a Property Management company to represent you and your vacation home is an important decision. The benefits and rewards of using a professional company are endless. As an owner you have peace of mind that your home will be maintained, clean, available to as many potential guests as possible, and that your guests are feeling like they have thoroughly enjoyed their vacation in your home.

Benefits Include:

Local Knowledge & Experience

Our rental managers have the knowledge of N.C. Real Estate and Property Management laws, federal housing regulations, local ordinances and expertise that an owner may not be aware of. Our professionals also have great insight into the changing trends in vacation travel.

Guest Services

With the support of our local office, you can expect that your guests are greeted with our special style of hospitality. We provide your guests with emergency contact information for any problems that may arise while they are on vacation.

Ensuring that your guests continue to be happy and comfortable during their entire vacation increases your chances of return guests to your home.

Property Maintenance

The quality of your vacation home is crucial for incoming guests. Our professional housekeeping team will go the extra mile to make sure your guests enjoy a clean home. Annual deep cleans are required and performed by our trained staff and are an important way to ensure quality & cleanliness before the busy summer season.

Maintenance & Repairs

Having a professionally managed company that can properly maintain your home is crucial. You have access to a team of skilled professionals

that can handle a variety of maintenance tasks in your home including; lawn care, electrical, plumbing, HVAC, and carpentry.

Storm damage preparation and clean-up, as well as preparing your home for the seasons can also be handled by your maintenance team.

Accounting

Having a dedicated, experienced accounting team to handle all your transactions is of great benefit to homeowners. Monthly statements, rental income disbursement, tax preparation, 1099 to vendors, processing guests payments, and more are all part of the services we provide at no additional cost to you.



With the support of our local office, you can expect that your guests are greeted with our special style of hospitality.

"Knowing that I can call Sun Services to check on my home after a major storm is priceless"

*-The Brubakers,
Alexandria VA*

Marketing & Advertising

Reaching Out to Your Potential Vacationer...
Through Print, Online & Video

Here's an overview of what we do to promote Sun Realty and your vacation home to prospective guests:

www.SunRealtyNC.com

Our website is undoubtedly our strongest marketing tool. Our Marketing Department is extremely knowledgeable in the ever-changing world of internet marketing. SunRealtyNC.com consistently performs in the top rankings for Google and other popular search engines for keywords and phrases relating to Outer Banks vacations. Our site receives an extremely high amount of internet traffic monthly and generates a high ROI (return on investment) in the form of new reservations.

PPC & SEO

Search Engine Optimization - Our marketing team works with expert Search Engine Marketing professionals to analyze our results and ensure we remain in the top spots for relevant keywords and phrases.

Pay-Per-Click is paid advertising through Google and is designed to supplement where we naturally rank in the search engines.



Internet Marketing

Purchase and placement of banners and links on popular travel sites, Outer Banks sites, etc.

Social Media

Our dedicated Social Media experts keep our presence on all major networks fresh, relative and full of exciting Outer Banks news & events.

Online Advertising

Premium positioning of banner ads as well as animated web ads on popular Outer Banks vacation websites. Over 50% of our website traffic comes from referring websites such as OuterBanks.org, ComeToOurBeach.com, VisitOB.com, and VisitNC.com.

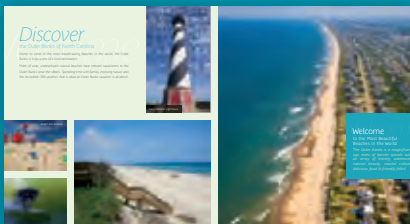
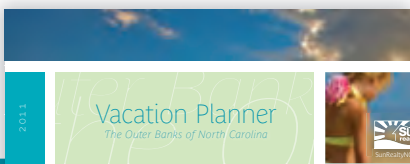


E-Mail Marketing

Email marketing is an extremely effective way to communicate with past and potential vacationers. With an extremely high return on investment (ROI), our marketing department implements strategic email marketing campaigns into our overall Marketing Plan. With the continued growth of digital communication, targeting our audience through email campaigns has proven effective to drive traffic to the website, encourage phone calls and increase our bookings.

Email recipients include:

- Past guests
- Opt-in recipients
- Leads from advertising partners
- Leads from local visitors bureaus



over **80,000** planners are **printed** annually and are sent to past guests, inquiries, leads and more.

Our Print Advertising Partners Include:

- Washington Post
- Southern Living
- Coastal Living
- AAA World
- Kiteworld
- Hampton Roads Magazine
- Richmond Magazine
- Outer Banks Bride
- NC Travel guide



Print Advertising

While the overall Media Plan for Sun Realty is more focused on online, there are still major publications that bring vacationers to the Outer Banks year after year. Maintaining a presence in these major publications, in conjunction with our online advertising and social media, creates a synergy of marketing mediums.

Vacation Planner

Although the interest in a printed publication has decreased dramatically and visitations and bookings online have increased, Sun Realty still prints an annual Vacation Planner. The focus of the planner is to drive the vacationer to our interactive website, giving guests all the resources available to choose the type of vacation they prefer.





Our Owners Love Us!

(Testimonials)

“Friendly, thoughtful,
good follow through.
We are delighted
going on the third
year to be associated
with Sun Realty!”

Property #252-A

“For ten years, the
Kill Devil Hills staff
have worked with me
to achieve my goals
as a property owner.
It's a partnership of
trust and value.”

R. Bennion



“We continue to be impressed with your people, with your organization. We have been with you for past 3 years – and are very happy with relationship.”

Regards
The Eglis



“It is a good feeling to know we are in this together and I would like to say thank you the Corolla office for that.”

The Howards

“I have been with Sun Realty for 11 years and have two oceanfront homes in Duck. Most all rental companies provide the same services, the reason that I stay with Sun Realty is the dedicated and professional staff of the Duck office.”

B. Hill

98%
Guest
Satisfaction
Rating



“We would like to thank the Avon Housekeeping Staff for their outstanding service they provided for our rental house!”

The Lategano Family

Vacation for a week... Vacation for a lifetime.



Representing the Best of the Outer Banks since 1980

Sun Realty has the largest coverage area of real estate sales divisions on the Outer Banks. With 7 sales offices in every area of the Outer Banks, one of our experienced sales agents can assist you in finding your perfect beach investment.

We are some of the most respected, experienced and successful sales agents in North Carolina, available 7 days a week to assist you in purchasing another property, selling your beach house or just answering any questions you have about our local market.

Currituck

866-491-8701
252-491-8701

Corolla

800-820-8810
252-453-8811

Duck

800-730-7031
252-261-4183



Kitty Hawk

800-404-3892
252-261-3892

Kill Devil Hills

800-801-7861
252-441-8011

Salvo

800-375-2755
252-987-2755

Avon

800-898-5821
252-995-5821

*Visit us online at SunRealtyOBX.com to view a current inventory
of ALL Outer Banks properties that are for sale.*

www.SunRealtyOBX.com SalesInfo@SunRealtyNC.com

