

## For Immediate Release

December 11, 2008

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### Midgett Realty Launches New Website for Outer Banks Vacation Rentals & Sales

*MidgettRealty.com Features Real-Time Online Bookings, MyBrochure™ & Bottom-line Pricing*

Hatteras Island, North Carolina – December 2008/Midgett Realty/Press Release - [Midgett Realty](http://www.MidgettRealty.com) offering more than 575 vacation rental properties on Hatteras Island and The Outer Banks since the 1960's have announced the launch of their completely redesigned and updated flagship website: [www.MidgettRealty.com](http://www.MidgettRealty.com).

Designed to enhance the experience of vacationers wishing to enjoy a trip the Hatteras Island and the Outer Banks of North Carolina, MidgettRealty.com features an updated design and contains all the information needed to make an informed decision when renting a professionally managed vacation property. The site features: [secure real-time online bookings](#), [detailed property information](#), [last minute specials](#), the ability to [search for properties via location](#), [sales information](#), [property management information](#), [driving directions](#) and [area information](#) including: [Cape Hatteras](#); [Rodanthe, Waves & Salvo](#); [Avon and Buxton](#); [Hatteras and Frisco](#); and [Ocracoke Island](#).

The site allows visitors to build their own brochure online of favorite properties through the MyBrochure™ technology embedded into the website. This allows visitors to print and share a mini-brochure created by them and make decisions on the vacation property they wish to rent. Visitors can also compare properties they are interested in through Midgett Realty's Shop & Compare tools by adding properties to their 'Fishing Net' and then can even email-a-friend properties they like.



New for the 2009 rental season, Midgett Realty has introduced [Bottom-line Pricing](#). This price will be the entire cost of your vacation except for tax, optional [travel insurance](#) and pool heat (if applicable). All other charges will be built into the 'bottom-line', so at one glance vacationers will know the costs associated with their professionally managed vacation property. The concept

behind Bottom-Line Pricing is to have a simplified structure that will include the rental rate and all standard fees in one combined price. This will enable travelers to see the 'actual' cost without the need for a separate add-on list. The goal is allow vacationers to identify the vacation rental that fits within their budget with speed and ease.

The Outer Banks, Hatteras Island and Midgett Realty are [convenient to the entire East Coast](#) of The United States being less than 500 miles from such areas as: New York City; Charleston, SC; Charlotte, NC; Washington DC; Philadelphia, PA and Baltimore, MD. A little further away, but still a convenient and easy trip to the Outer Banks are: Atlanta, GA; Boston, MA; Toronto, Canada and Cincinnati, OH.

"Our entire team has worked hard on making 2009 the best year ever for Midgett Realty and our guests. Not only do we have a great new website and Bottom-line Pricing but we have implemented better coverage for our guests with our [Travel Insurance Program](#) and starting in 2009 all of properties will now have curbside recycling," stated Anthony Fletcher, General Manager of Midgett Realty.

Anthony continues on the Midgett Realty efforts to help the environment, "In 2007 we began our recycling program with 140 homes in the Rodanthe, Waves, Salvo area. That summer, approximately 30 tons of recyclables were diverted from area landfills. The success of Hatteras Island and Dare County's first curbside recycling project spurred us to add a number of homes in the Avon area for the 2008 rental season. Success! Approximately 57 tons of recyclables were collected. It is with great pride that we announce that for 2009 we will provide curbside recycling for our entire rental inventory of over 570 homes. As stewards of the island we call home, we realize it is our responsibility to divert as much of the estimated 5,500 tons of waste produced on Hatteras Island between May and September of each year. To that end Midgett Realty will no longer produce a full Vacation Planner as we have in years past. With this more compact Planner as a guide, we are directing your focus to the Internet where cottage information is up to the minute, more complete and fully searchable. This small sacrifice will prevent 27 tons of materials from potentially going into landfills."

### About Midgett Realty

Serving Hatteras Island on the Outer Banks of North Carolina has been a Midgett family tradition for over a century. In the 1960's two brothers named Midgett started a real estate company, and today, their children and the other staff of Midgett Realty offer over 575 vacation cottages and condos for rent.

The Midgett family has lived on the Outer Banks for at least three centuries, and today's Midgett's are descendants of the tough, independent seafaring men and women who managed to thrive and survive on these isolated barrier islands. They have been fishermen and lifesavers and surfmen, and they have been the operators of the famous Hatteras Island - Manteo Bus Line, which carried islanders and visitors up and down the beach in the days before roads and bridges.

Today they are the owners of Hatteras Island's premier, full-service real estate company. [Midgett Realty](http://www.midgettrealty.com/) is one of the island's oldest family owned businesses, and the only real estate company owned and managed by Hatteras Island natives. The Midgett Realty family stands ready to share with you all the experiences they have had in several generations of living and working on Hatteras Island. More information is available online at <http://www.midgettrealty.com/> or via phone at 800-527-2903. This press release was submitted by Visual Data Systems ([www.VisualDataSystems.com](http://www.VisualDataSystems.com)), the leader online marketing in the vacation rental industry, on behalf of Midgett Realty.

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