

#ExpectBetter
#BrettAkaHawaiiHomes

HOME SALE STRATEGY

Brett K. Aka, RA





ADVANTAGE REALTY

YOUR REAL ESTATE AGENT: BRETT K. AKA (RA)

Please stay in touch!

- Visit my website: BrettAkaHawaiiHomes.com
- Find me on Facebook: Facebook.com/BrettAkaRA
- Find me on LinkedIn: LinkedIn.com/in/BrettAka
- Find me on Instagram: Instagram.com/Brett_Aka

From Brett

Aloha,

Thank you for the opportunity to discuss your real estate needs! I understand that real estate is one of the largest financial decisions for a family and I am committed to providing the highest level of customer service. I am very passionate about what I do and my goal is to provide you with the best information available, advise you through all phases of the home selling process, and fight on your behalf.

Business based on trust – With my background as a Manager at Ernst & Young (EY), I have a very different approach to real estate, which sets me apart from other agents. At EY, I was only successful based on my ability to deliver the highest quality service and develop long-lasting relationships based on trust and commitment. I appreciate the chance to work with you to develop a similar relationship.

A long term approach – I take the time to understand my client's long term personal goals and work with them to align their real estate goals. I focus on educating my clients about the Oahu market, neighborhoods, etc. to allow them to make the best decision for themselves and their families. I'll tell it like it is, with only my client's best interest in mind.

Strategic negotiations – I set myself apart with my negotiation skills. I never negotiate from a weak position and work with my clients to develop the best negotiation strategy to fit their personal goals. I use data to support my position, such as comparable sale, number of offers, and days on market. Additionally, as a former consultant/auditor, I'm often able to gather information from the other party to help my clients make the best decisions.

A full service approach – I am very detailed and am involved in every stage of the process. For example, I attend 100% of my client's home inspections and have a team of vendors (i.e. soils engineer, electrician, roofer, photographer, stager, etc.) ready to serve my clients. In every stage, I go above and beyond to serve my clients.

"Quality in everything we do" – This is actually Ernst & Young's phrase line; however, this philosophy is engrained in me. In real estate, the process is essentially the same, but as we discuss the various aspects of real estate, please ask me how my approach goes above and beyond.

Thank you again for the consideration. In the next section, I list my awards to demonstrate how my approach to real estate has set me apart from others.

Mahalo,



About Brett & Kandace

Brett K. Aka

Service you can Trust!

Realtor Associate LIC#: RS-75473

BHGRE Advantage Realty

Address: Upper Kahala Mall
4211 Waiālae Ave, Box 9050
Honolulu, HI 96816

Contact: (808) 753-3923 (Cell)
BrettA@BetterHawaii.com (E-Mail)



- As a former Advisory Services Manager in Ernst & Young's Honolulu Office, I bring a strong business and financial background to real estate. During this time, I had the pleasure of working with some of the best local companies, including Bank of Hawaii, Hawaii Pacific Health, Central Pacific Bank, The Queen's Health Systems, and Hawaiian Airlines. As a result, I developed a very strong skill set which sets me apart in the real estate industry.
- I set myself apart through my diligent work ethic, attention to detail, and strategic negotiation skills. I will never "sell" anything to a client. I have a long term focus that emphasizes educating and advising clients.
- Graduated cum laude from the W.P. Carey School of Business at Arizona State University (ASU) with a B.A in Accountancy. I also earned my M.A in Accountancy & Information Systems from ASU.
- I am a member of the Honolulu Board of Realtors (HBR) Audit Committee, HBR Young Professional Network Committee, and BHGRE Advantage Realty Scholarship Committee.
- In my free time, I enjoy spending time with family, hiking, body surfing, trying new restaurants, and traveling. I also enjoy a competitive outlet, playing rugby for the Hawaii Harlequins.



Kandace Izumi

Client Services Coordinator

Realtor Associate LIC#: RS-78755

Contact: (808) 358-1204 (Cell)

KandaceI@BetterHawaii.com (Email)

Team and Company Awards



Team Aka Awards:

- Earned the **Better Homes & Gardens Real Estate 2016 Emerald Elite Award - Top 2% Production of Agents Nationwide**.
- Awarded with the **Honolulu Magazine Best in Real Estate for 2015 and 2016**. This award is based on personal recommendations for customer service and satisfaction from real clients and their peers.
- **Winner of the 2014 Aloha 'Āina REALTOR® Awards Program**. Judges reviewed and evaluated more than 1,100 client nominations in order to select the winners. These winners are REALTORS® who have gone above and beyond in service to their clients and who maintain the highest ethical standards. I was also very grateful to receive numerous nominations in 2015 and 2016.



BHGRE Advantage Realty Awards:

- Awarded with **Hawaii's Best Real Estate Firm** in 2015, 2014, 2013, 2012, 2011, and 2010 (by Honolulu Star-Advertiser readers).
- **Best of Honolulu Real Estate Firm** award 2015, 2013, 2012 (by Honolulu Magazine readers and subscribers).
- **50+15 Fastest Growing Business** award 2014, 2010, 2011 (Pacific Business News).
- **Best of the Best Real Estate Firm** award 2008 & 2009, 2012 (by Honolulu Advertiser readers).

About the Aloha 'Āina REALTOR® Awards Program



About the Award

The Aloha 'Āina REALTOR® Awards Program began in 1998 as a way of recognizing and rewarding REALTOR® for extraordinary service to their clients, colleagues, and the community.

The six volunteer judges from First Hawaiian Bank, Honolulu Star-Advertiser, and Honolulu Board of REALTORS® reviewed and evaluated more than 1,100 nominations in order to select the winners. These winners are REALTORS® who have gone above and beyond in service to their clients and who maintain the highest ethical standards.

According to judge Cyd Kamakea of the Honolulu Star-Advertiser, "I am truly astounded by the quality of service provided by this year's nominees. Choosing just 10 winners from hundreds of highly recommended nominations was a difficult task."

The judging was "blind," so the names and company affiliations of the nominees were not known to the judges. Strict confidentiality was maintained.

The clients, who nominated their REALTOR®, were asked to comment on their performance in five areas: experience, knowledge, integrity, objectivity and negotiation skills.

About the Aloha 'Āina REALTOR® Awards Program



Honolulu Star-Advertiser Aloha 'Āina Profile for Brett

Published December 7, 2014

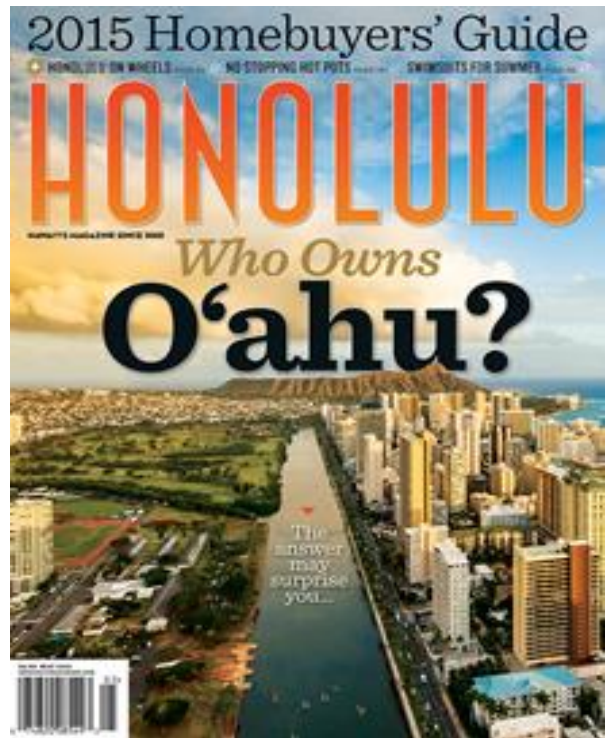
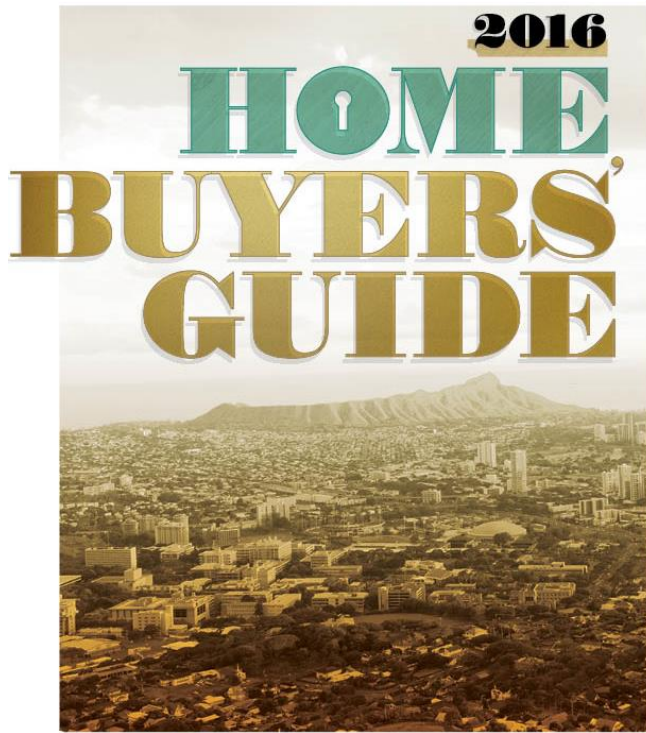
A buyer represented by Brett Aka of Prudential Advantage Realty called him a "relentless champion for us." "Once he established our real estate needs and wants through a face-to-face meeting, he connected us with potential properties that matched our wish list," the client said. "One seemed out of reach because of the price, but Brett encouraged us to investigate further. This property turned out to be our new home.

"Although it was listed above what we thought was reasonable, he assured us that he could assess the true value – about \$200,000 less than the asking price. We didn't see how the gap between the listing price and the true value could be resolved, but Brett said he could provide the seller's agent with the needed justification. They accepted our price.

"During the inspections Brett scheduled specialists to evaluate the property beyond what termite and general inspections revealed. We then had an understanding of what the home required to correct deficiencies. The seller had asserted that he wouldn't consider credits, but Brett fought on our behalf and got the credits.

"Brett demonstrated knowledge, integrity, objectivity and negotiating prowess. He has my trust, my business, and my thanks."

Another buyer marveled at another of Brett's qualities: "Even though he had many other clients at the time, he made us feel like we were his most important client. This was something we really appreciated."



Honolulu Magazine published the 2016 and 2015 Best in Real Estate. The top professionals on this list are chosen based on customer service and satisfaction from real clients and nominations from their peers. Making their list is not a sales competition award, or a "top producer" award – every nomination is a personal recommendation.





ADVANTAGE
REALTY



About the Award

Every year, the top performing Better Homes and Gardens agents nationwide are awarded based on total closed unit volume and commission income.

The awards are given by tier, recognizing the **top 2%** in the nation as **Emerald Elite**, the highest category of BHGRE affiliated agents and teams. The **top 3%** nationwide are represented as **Platinum** winners; **Gold** winners are **top 5%**; and, **Silver** winners represent the **top 15%**.

From Brett

I never could have imagined that I'd receive this award from Better Homes. I am unbelievably thankful to all of my friends, family, and clients for their support!!! Special thanks to my mentors, Myron & Ambur Kiriu, for showing me how to take my detail-oriented, risk-based approach from Ernst & Young and apply it to real estate.



What clients say about Brett



About Real Satisfied

Real Satisfied is an automatic survey sent to clients at the time of closed transactions. They may give their objective ratings and include comments. The summary of the survey remarks are made public and may be found at <http://www.realsatisfied.com/Brett-Aka>.

Brett's Performance

Brett Aka
(Lic #RS-73473)

Satisfaction
★★★★★
5.0 / 5.0

Performance
★★★★★
5.0 / 5.0

Recommendation
★★★★★
5.0 / 5.0
Rated by 7 customers

Customer Ratings & Testimonials

Satisfaction
★★★★★

Performance
★★★★★
A Buyer rated Brett Aka
2 months ago

Recommendation
★★★★★

Better Homes and Gardens REAL ESTATE ADVANTAGE REALTY

Advantage Realty - Honolulu
4211 Waiālae Avenue
Honolulu, HI 96816
[Visit our website](#)

realSatisfied
CUSTOMER SATISFACTION VERIFIED

"Brett Aka was our realtor for the purchase of our first home. When we first met Brett at an open house over 2 years ago, my husband and I were just starting to look at homes. We were immediately drawn to his warm, friendly personality and willingness to help a clueless young couple. Brett patiently and enthusiastically took us through every step, from researching different neighborhoods, to choosing between a condo or house, and learning what characteristics were important to us. He gave us countless hours of his time and never expected anything in return. Throughout the 2 years we worked together, not once did Brett make us feel rushed or pressured into making any decisions.

We did eventually find our dream home. Brett knew it was the one, even before my husband and I saw it! He knew us that well. Once we decided to put in an offer, Brett's true strengths came into light. His negotiating ability and interpersonal skills were critical in navigating a time-constrained, tricky, and competitive situation. Without his direct efforts, which went far beyond what is typical in the industry, our offer would not have been the winning one.

Brett Aka is a model of integrity and hard work. He has gone above and beyond our expectations of a realtor. I would recommend him to my closest friends and family members. Anyone looking to buy a home would be in good hands with Brett."

Lisa M, Honolulu (Buyer)
2 months ago

From Brett

My business philosophy is simple.

Every single transaction is an opportunity to prove my skills to a client, and I will go above and beyond to achieve this.

While I am thankful for my relationships and connections, I want my clients to know that it is my performance that sets me apart.

As a result, I've been unbelievably thankful that clients have trusted me to help their friends and family.

What clients say about Brett

- From day one, Brett has been a relentless champion for us. He has made us trust in the industry once more and has ensured a lifelong relationship with us as friends. Brett started by delving into our real estate needs and wants through a face to face meeting. He then connected us with potential properties fitting our list, but also educated us on properties that, at first, we didn't consider. One of them that we didn't consider because of the curb appeal and price, Brett prodded us to investigate further, just to make sure that we wouldn't lose out on something special. This property turned out to be our new home! Although the property was listed above what we thought was reasonable, Brett assured us that he would run through the comps and assess what he believed to be the true value of the home. Like a well-oiled machine, Brett returned with information and guidance on what he thought the price should be, though around \$200,000 less than the listing price. At first, we did not understand how the gap between the listing price and true value could be overcome, but Brett was a calming force and assured us that he would provide the seller's agent with the needed justification. They accepted our price immediately.

During the inspections, Brett scheduled contractors and specialists to evaluate the property and home beyond what the termite and general inspection would reveal. Those contacts gave us further understanding of what the home required monetarily and provided us with precise information to the seller about deficiencies that would need to be corrected with any buyer coming in. Even though the seller had claimed that he wouldn't consider any credits, Brett fearlessly fought on our behalf. Through careful negotiations, he was able to get the needed credits.

Although the inspection period was difficult due to hostile tenants and the seller's scheduling conflicts, Brett compensated by triple checking appointments with the seller's agent and arriving on site early to see if the house was ready and clear for inspections. Brett remained communicative during this whole process and left the transaction seamless and transparent.

Brett exemplifies what the standard should be for realtors. He demonstrated knowledge, integrity, objectivity and an accomplished negotiating prowess. He has my trust, my business, and my thanks. – **Salli, Ahuimanu, Architect**

What clients say about Brett

- Brett was recommended to me by my friend who recently purchased a home with him and I am so grateful to have found him. Brett is super knowledgeable about the market and spent a lot of time explaining things to us as first time home buyers. What I like about Brett is that even though he may be busy or have a lot of other clients, he always makes you feel like you're his only client with the amount of attention he gives you.

With our recent home purchase, we had to negotiate with a difficult seller. Brett worked hard to negotiate a price reduction and even helped us with closing costs! He is a genuinely good person which makes him trustworthy and the perfect agent who will only have your best interests in mind. That is why I will definitely recommend him to my family and friends! – **Sofia, Kaneohe, RN at Kapiolani**

- Brett assisted my brothers and I in selling our parents' home in Hawaii Kai. We heard about Brett from our Hawaii Kai next door neighbor who happened to go to an Open House that Brett was hosting. They were so impressed with him that even months later, they remembered his name. We are so thankful that his name was given to us.

I asked for a FaceTime listing presentation since we live in Washington State. He stated during the interview process that he will "out work anyone else out there". He went above and beyond anything imaginable. He took the time to take photos of what was in the house and helped pack items, give items away to neighbors/friends and essentially emptied the house for us! All of this in addition to having the interior and exterior painted, trouble shooting dead circuit, installing new cabinet pulls/new door knobs, coordinating the redo of the landscaping of the front yard and pressure washing of the driveway. The staging of the house was unbelievable. He had an Open House every Sunday and was present for 100% of the private showings. The house was sold in less than 2 weeks from the time of listing.

Brett is kind, honest, caring, super- organized, professional, reliable and extremely patient. He has a strong business and financial background since his prior work was with Advisory Services Management at Ernst & Young's Honolulu Office. This background provides him with strong strategic negotiation skills.

If anyone is looking for an ethical, energetic realtor who is not burnt out, we would highly recommend Brett. If we were to buy or sell another home in Hawaii, we would not use anyone else but Brett. It would be worth few minutes of your time to meet him. You will not be disappointed – **Angela, Hawaii Kai, Physician**

What clients say about Brett

- Brett provided exceptional service throughout the our recent purchase of our home. Some of the examples include:

Brett exemplified his extensive knowledge of the market specifically as it pertained to the Hawaii Kai market. He had in-depth knowledge of all recent transactions and was able to reference for us the price and value/amenities (e.g. amount of bedrooms, pool, etc.) associated with the market trends. This information helped us benchmark the price of the house we were seeking in order to take a realistic perspective. It took us approximately 1 year to identify our current location, throughout this time Brett was very patient throughout the process. He persistently would research all new properties that were in our price and location range and would pre-visit the property prior to recommending/not-recommending. After his initial visit, he would provide us a very detailed description on the positives and negatives of each location and a recommendation on to visit/not-visit based on his knowledge of what we were looking for.

During the offer/acceptance phase of the process, Brett's knowledge of the current market was integral to us being selected as the buyer. In our situation, Brett identified that the asking price of the home was undervalued and recommended we offer a price slightly above asking. The sellers got multiple offers; we were not the highest bidder but the seller(s) were comfortable with both us and specifically our realtor and for that reason we were chosen.

Subsequent to putting in our offer, Brett was very active in his communication to make sure we as the buyers knew the exact time lines, requirements, and appointments throughout the process. This helped with our purchase as we needed lead time to coordinate both the cash payments and meeting times with the various individuals. – **Keric, Hawaii Kai, Consultant/Auditor**

- Excellent all around! Outstanding real estate agent! – **Jae, Mariner's Ridge, Physician at Kaiser**



ADVANTAGE REALTY

THE HOME SELLING PROCESS

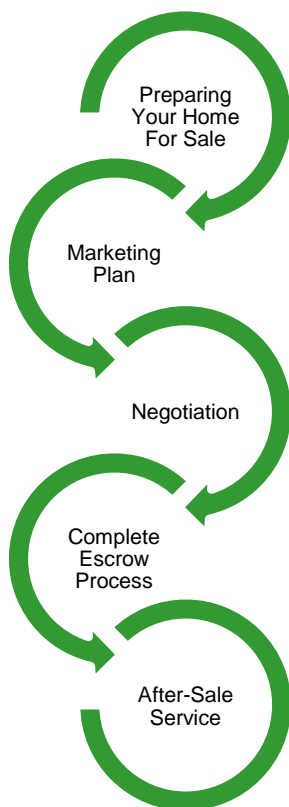
Team Approach

TEAM APPROACH

When you decide to work with me, you will have the full capabilities of an experienced team of real estate professionals at your disposal. In addition to me, we'll be working with:

- Kami Davis, Listing Coordinator
- Mary Long, Marketing Director
- Manle Hong, Director of IT / Online Marketing
- Km Hanawahine, Escrow Manager

Each member of your team serves a different role in the sale of your property and I'll cover the specifics below. I use this business model so we can deliver unsurpassed client service.



MANLE HONG
Director of IT/
Online Marketing



MARY HIND LONG
Director of Marketing



KAMI DAVIS
Listing Coordinator



KRISTY HASEGAWA
Escrow Manager

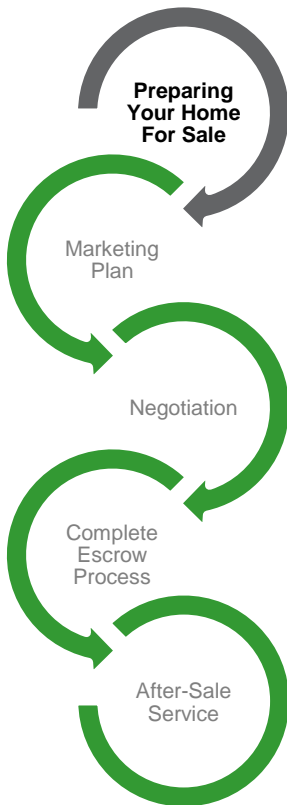
STEP 1: PREPARE YOUR HOME FOR SALE

Based on my experience, I can provide information and advice on timely and cost-effective ways to prepare your home for sale.

I have experience with trusted contractors and vendors who can help get your home in "show-ready" condition. I will acquire quotes from different vendors, coordinate a work schedule, and oversee work done on your property so that it can shine above the competition.

I am willing to list "As-Is", but recommend that my clients allow me to put together the quotes to allow us to make the best decision.

My goal is to obtain the highest possible price for your home within your budget.



Preparing Your Home For Sale

SAMPLE PREPARATION WORKLIST

PREPARATION WORK LIST																																
Address: [REDACTED]																																
Neighborhood: Hawaii Kai – West Marina																																
CARPET (RK FLOORING)																																
<ul style="list-style-type: none"> RK Flooring to install and pad new carpet in the living room, dining room, hallway, and bedrooms (3). <i>Please note that this does not include the entertainment room and furniture movement.</i> 																																
CLEANING BY KATHLEEN "KATHY" ENOS																																
<ul style="list-style-type: none"> Cleaning to be done throughout the interior home. This includes surface cleaning, windows, screens, all outsides of appliances, counter tops and cabinets. 																																
HANA HO PAINTING																																
<ul style="list-style-type: none"> <u>Scenario 1:</u> Removal of living room wall mural, including prime and painting of wall. <u>Scenario 2:</u> Complete preparation, priming and painting of interior. <i>Please note that this excludes the work for the wall mural in Scenario 1.</i> 																																
<table border="1"> <thead> <tr> <th>Quote Compilation - [REDACTED]</th> <th colspan="2">Street</th> </tr> <tr> <th></th> <th>Option 1</th> <th>Option 2</th> </tr> </thead> <tbody> <tr> <td>Carpet (RK Flooring)</td> <td></td> <td></td> </tr> <tr> <td>Carpet Installation - living room, dining room, hallway, and 3 bedrooms</td> <td>\$4,547.55</td> <td></td> </tr> <tr> <td>Cleaning by Kathleen "Kathy" Enos</td> <td></td> <td></td> </tr> <tr> <td>Full Cleaning - through entire interior of home</td> <td>\$755.00</td> <td></td> </tr> <tr> <td>Hana Ho Painting</td> <td></td> <td></td> </tr> <tr> <td>Wall Mural - Remove wall mural, prime & paint wall</td> <td>\$1,125.00</td> <td></td> </tr> <tr> <td>Interior Paint - complete preparation and painting</td> <td></td> <td>\$4,950.00</td> </tr> <tr> <td>Total Cost</td> <td>\$6,427.55</td> <td>\$4,950.00</td> </tr> </tbody> </table>			Quote Compilation - [REDACTED]	Street			Option 1	Option 2	Carpet (RK Flooring)			Carpet Installation - living room, dining room, hallway, and 3 bedrooms	\$4,547.55		Cleaning by Kathleen "Kathy" Enos			Full Cleaning - through entire interior of home	\$755.00		Hana Ho Painting			Wall Mural - Remove wall mural, prime & paint wall	\$1,125.00		Interior Paint - complete preparation and painting		\$4,950.00	Total Cost	\$6,427.55	\$4,950.00
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Total Cost	\$6,427.55	\$4,950.00																														

Once quotes are gathered, we will review to decide if any renovations will be done prior to listing. I will only recommend investing money if there's a solid rate of return and you will have the final decision.

SAMPLE PREPARATION WORKLIST

Proposal	
RK Flooring 94-536 Ahaula St. Mililani, Hawaii 96789 Phone: (808) 721-0161/email rwkim010@hotmail.com	
SUMMITTED TO: Prudential Advantage Realty 4211 Waialae Ave #9050 Honolulu, Hawaii 96816	Work To be Performed At: [REDACTED] Honolulu, Hawaii 96825
DATE: 11/20/13	
Attn: [REDACTED]	
JOB DESCRIPTION: To furnish and install carpet and pad in living room, dining room, hallway and three (3) bedrooms. Price does not include Entertainment Room and Furniture movement.	
MATERIAL DESCRIPTION: Carpet: Serenity Beach (Color to be Selected) Pad: Comfort Supreme 7/16" 8# Bonded	
QUOTATION: We are pleased to submit the following quotation for all materials and labor described above for the sum of: -----Four thousand-five hundred-forty seven and 55/100---Dollars (\$4,547.55) This quotation is good till _12/20/13____ Respectfully Submitted _____	
Robert W. Kim	
ACCEPTANCE OF PROPOSAL: This Proposal, upon your signed acceptance below, shall authorize RK Flooring to do the work as specified. All material are guaranteed as specified and workmanship is to be performed according to industry standard.	
Accepted by: _____	Signature X _____
Title: _____	Date: _____

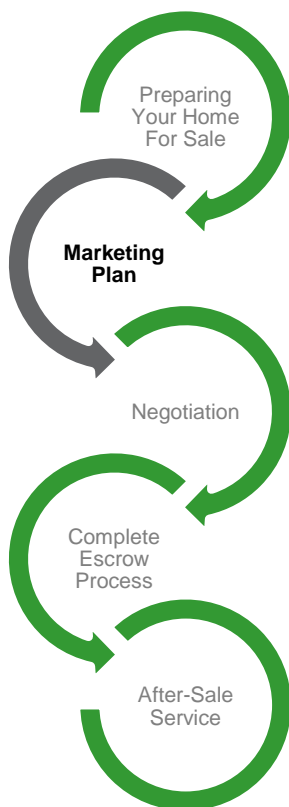
All figures are supported by quotes from vendors.

STEP 2: MARKETING PLAN

Once your home is ready, I will arrange to have eye-catching photos taken that highlight your home's wonderful and unique features.

I will work together with our listing coordinator and marketing director to design and implement a custom marketing plan. This includes a mix of new media that integrates online, print and direct advertising.

We will also schedule both Brokers and Public Open Houses and arrange private showings to increase the amount of prospective buyers who have the opportunity to see your home.



MANLE HONG
Director of IT/
Online Marketing



MARY HIND LONG
Director of Marketing



KAMI DAVIS
Listing Coordinator



KRISTY HASEGAWA
Escrow Manager

MARKETING VENUES



- Professionally designed custom color fact sheets and brochures
- Broker's Open House
 - Online digital invitations, as appropriate
- Sunday Open House
 - Open House listing in the Sunday Honolulu Star-Advertiser, as appropriate
 - Open House listing on HiCentral.com
 - Open House listing on BetterHawaii.com.com
 - Open House listing on Social Media
- Postcards distributed to the other top real estate agents on Oahu who may have potential buyers for your property, as appropriate
- Postcards distributed to other owners in the building and surrounding buildings who may know potential buyers for your property, as appropriate
- Exposure on the Better Homes and Gardens Real Estate Advantage Realty Kahala Mall Kiosk adjacent to Longs Drugs and Macy's
- Exposure to our extensive list of buyer prospects

INTERNET ADVERTISING

- Property photos and property details on appropriate web sites including:
 - MLS
 - BetterHomes.com
 - HiCentral.com.
 - Zillow.com
 - Realtor.com
 - Yahoo.com
 - Trulia.com
 - HomeSwing.com
 - Homes.com
 - HomeFinder.com
 - HomesandLand.com
 - AOLRealEstate.com
 - Bhgre.com
 - Google.com
 - Oodle.com
 - msn.com
 - Hundreds of other partner sites and real estate websites with automatic feeds
- Online virtual tours, as appropriate
- Property Videos, as appropriate
- The Wall Street Journal Online Featured Property, as appropriate
- LuxuryHomeMagazine.com, as appropriate





ANCHORAGE
7143 MAKAA STREET





7143 MAKAA STREET | OFFERED AT \$1,850,000 FS

MARINA-FRONT BEAUTY! Tastefully renovated 4 bdrm 2 bath executive residence in one of Hawaii Kai's most sought after neighborhoods. Vaulted ceilings add to the already dramatic impact created by

the sweeping marina and mountain views. Other features include a recently remodeled kitchen, engineered wood floors, boat dock, an easy single-level floor plan, and so much more. Enjoy the best in Island living.

PROPERTY INFORMATION

- Bedrooms: 4
- Bathrooms: 2
- Parking: 2
- Year Built: 1980
- Remodel Year: 2014
- Living Area: 2,630 sq ft
- Lanai Area: 217 sq ft
- Garage Area: 462 sq ft
- Land Area: 7,545 sq ft
- Property Tax: \$365 per month
- Inclusions: AC Split, Auto Garage Door Opener, Blinds, Book Shelves, Ceiling Fan, Chandelier, Dishwasher, Disposal, Dryer, Lawn Sprinkler, Photovoltaic, Range Hood, Range/Oven, Refrigerator, Washer
- MLS: 201510296
- TMK: 1-3-9-095-039-0000
- Offered at: \$1,850,000 fs

DISTINCTIVE
COLLECTION
by
**Better
Homes
and Gardens**
ADVANTAGE
REALTY



Brett Aka
Realtor Associate
(808) 753-3923
BrettA@BetterHawaii.com
BrettAkaHawaiiHomes.com




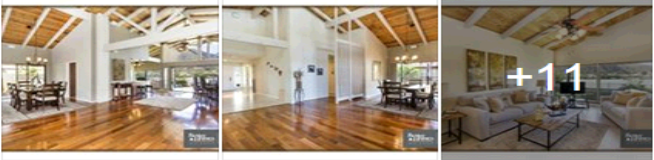
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Social Media Advertising

Brett K. Aka, Oahu Real Estate added 14 new photos.
June 21 at 8:05am · 🌐

NEW LISTING!!! Please stop by my new listing in Hawaii Kai from 1-5 PM today at 7143 Makaa St. This is a tastefully renovated MARINA-FRONT 4 bdrm 2 bath executive residence in one of Hawaii Kai's most sought after neighborhoods. Vaulted ceilings add to the already dramatic impact created by the sweeping marina and mountain views. Other features include a recently remodeled kitchen, engineered wood floors, boat dock, an easy single-level floor plan, and so much more. Enjoy the best in Island living. \$1.85M FS

Brett K. Aka, RA
2014 Aloha 'Āina REALTOR® Awards Program Winner
2015 Honolulu Magazine Best in Real Estate
808.753.3923 / BrettA@BetterHawaii.com

12,420 people reached [View Results](#)

[Unlike](#) · [Comment](#) · [Share](#)

How effective was the boost? ★ ★ ★ ★ ★

11,800 Paid Reach [?]	677 Actions [?]	Budget Spent
---------------------------------	---------------------------	---------------------

[Actions](#) | [People](#) | [Countries](#)

- 592 Photo Clicks
- 4 Page Likes
- 67 Post Likes

[See More Details](#)

Real estate marketing is changing.

Social media is becoming exponentially more important when marketing a property.

I work with my Online Marketing Director to develop the right "target market" to allow us to focus on geographical areas, interests, etc.

Professional Videographer

Salt + Stone Media PLUS

Joined 10 months ago • Honolulu, Hawaii



Follow

Message

Salt + Stone Media has not yet updated their profile.



20 Videos • 0 Likes • 1 Following • 0 Groups • 0 Channels • 0 Albums

Videos



Hawaii Kai Drive
1 month ago



1360 Mokulua Drive, Lanikai, Hawaii
1 month ago



41-723 Kaulukunu Street, Waimanalo, Hawaii
1 month ago



Blue Startups "Stand Up" Meeting
2 months ago



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Movie & Television Studio

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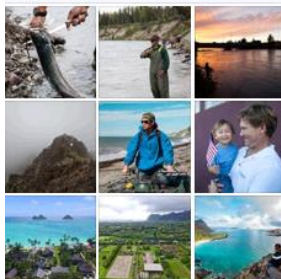
193 people like this
Mondy Jamshidi and 2 other friends

Invite friends to like this Page

ABOUT

<http://vimeo.com/saltandstonemedia>

PHOTOS



Status Photo / Video



Write something on this Page...



Salt and Stone Media

July 27 at 5:37pm

Local fisherman (my uncle) cleaning his catch on the riverbank. #Fresh #RiverToTable #CatchCleanEat #KnowYourFisherman #adventureculture #getoutstayout #exploremore #saltandstonemedia #flyfishing #fishinglife #fishon



Like

Comment

Share



Traditional marketing is not enough.

The most effective way to market online is through videos. These maximize exposure, generate more traffic, and can be used to follow-up with prospective buyers.

Salt + Stone Media is a professional marketing company that I partner with.

STEP 3: NEGOTIATION

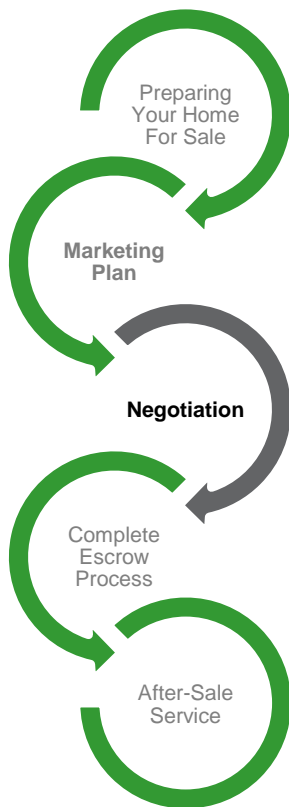
This is the most critical phase of the process and this is where my business background sets me apart.

Negotiation is not just about telling people about the property. It is about creating a sense of urgency and not divulging information that another party may use to identify weakness.

This is my absolute favorite part of the process, where I can fight on your behalf.

Once offers are in hand, I will review each provision of the offer in detail and highlight any areas of risk. I am all about providing information.

There are pros and cons of any direction we go. I will provide you the best information and advice to allow you to make the best decision for you and your family.

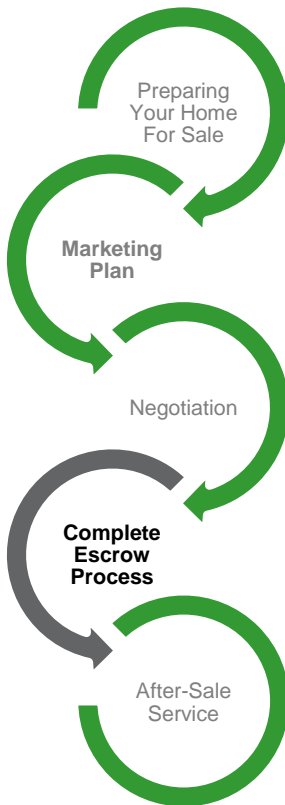


STEP 4: COMPLETE ESCROW PROCESS

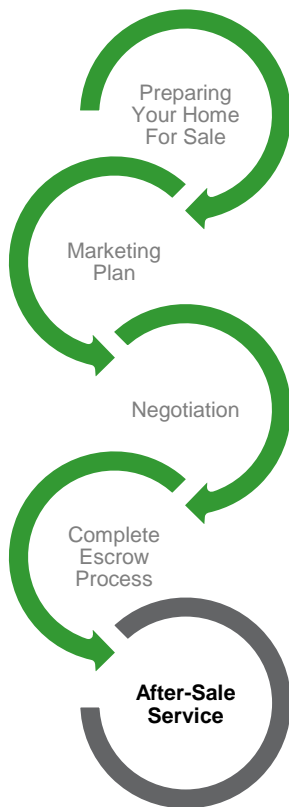
Protect Your Interest & Liability

I will remain very involved through escrow. I have a dedicated escrow manager to ensure that all deadlines are met and your interests are protected. We work together to address any issues that arise and ensure a smooth escrow. In addition, I commit to:

- Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- Work with the buyer's broker, settlement officer, title officer and others to help coordinate activities and keep the transaction moving forward.
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Accompany the buyer and buyer's agent during their final walk-through of the property.
- Assist you in handling details required for the completion of the transaction.
- Communicate with you on a regular basis so that you can stay informed and as worry-free as possible.



Kristy Hasegawa
Escrow Manager



STEP 5: AFTER-SALE SERVICE

Confirm that all your real estate-related needs have been met.

Offer relocation assistance, if moving to a new area.

Help you locate a new home if remaining in this area.

Available with a network of vendors for all of your needs.

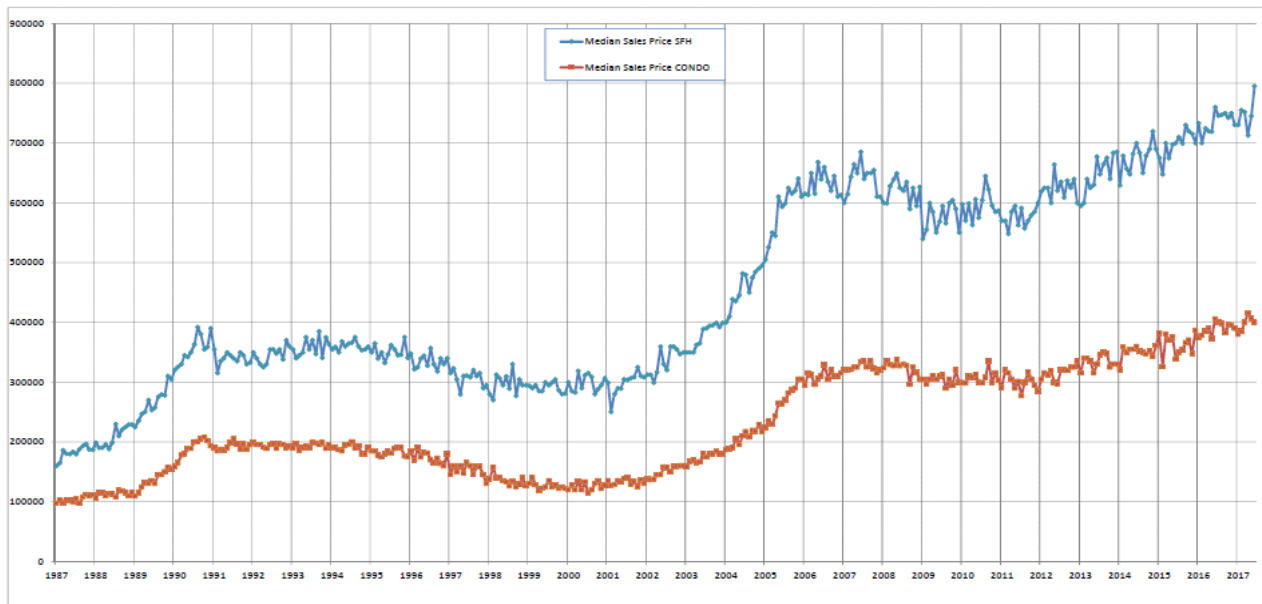


ADVANTAGE REALTY

MARKET ANALYSIS

Oahu – a resilient, upward trending market...

Median Sales Price Single Family Homes and Condos OAHU, HAWAII: Jan 1987 to the Present



Monthly Indicators

June 2017

	Single Family Homes					
	Jun-17	Jun-16	%	YTD-17	YTD-16	%
Closed Sales	370	324	14.2%	1,789	1,713	4.4%
Median Sales Price	\$795,000	\$760,000	4.6%	\$750,000	\$727,000	3.2%
Median Days on Market	12	14	-14.3%	16	17	-5.9%
New Listings	467	477	-2.1%	2,685	2,597	3.4%
Pending Sales	613	442	38.7%	3,178	2,454	29.5%
Months of Inventory	2.7	3.0	-10.0%	--	--	--
Active Listings	1,262	1,243	1.5%	--	--	--
Average Sales Price	\$919,812	\$972,357	-5.4%	\$916,672	\$897,477	2.1%
% of Original Listing Price Received	99.5%	98.4%	1.1%	98.7%	98.2%	0.5%

	Condos					
	Jun-17	Jun-16	%	YTD-17	YTD-16	%
Closed Sales	536	548	-2.2%	2,797	2,639	6.0%
Median Sales Price	\$400,000	\$405,500	-1.4%	\$399,000	\$385,000	3.6%
Median Days on Market	13	20	-35.0%	16	19	-15.8%
New Listings	692	584	18.5%	4,026	3,668	9.8%
Pending Sales	829	719	15.3%	4,481	3,657	22.5%
Months of Inventory	2.8	3.1	-9.7%	--	--	--
Active Listings	1,882	1,859	1.2%	--	--	--
Average Sales Price	\$455,873	\$463,587	-1.7%	\$463,387	\$445,123	4.1%
% of Original Listing Price Received	100.0%	97.6%	2.5%	99.8%	98.7%	1.1%

Source: Honolulu Board of Realtors compiled from MLS data, Monthly Housing Statistics June 2017

A competitive environment

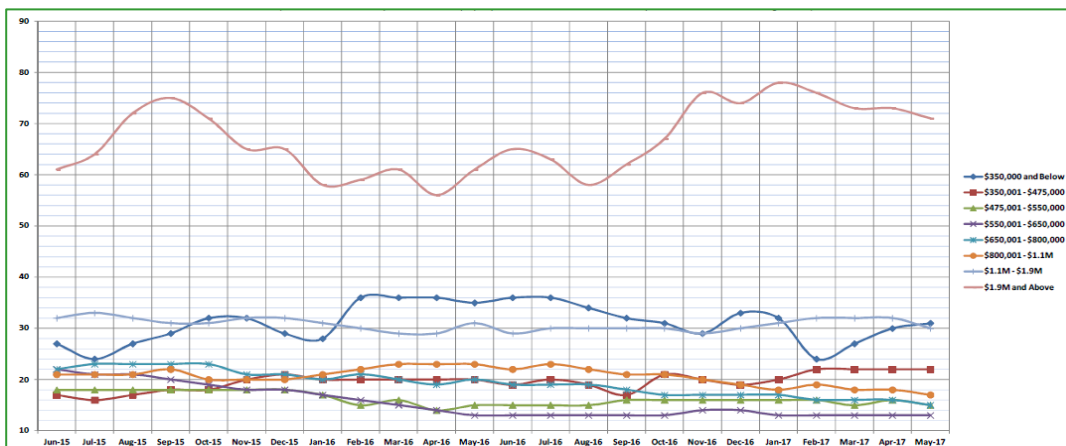
The market has become increasingly competitive. Homes are selling faster. The supply of available homes remain low. Seller's are receiving a greater percentage of the asking price. Below are key stats for **homes** from July 2015 to June 2017.

Days on market

22 days



18 days

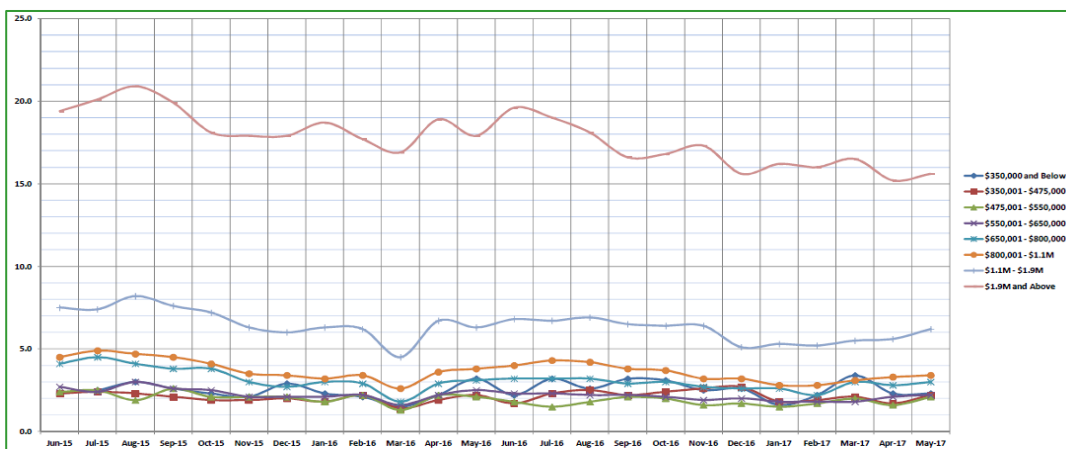


Mo. supply of inventory

4.5 months



3.8 months

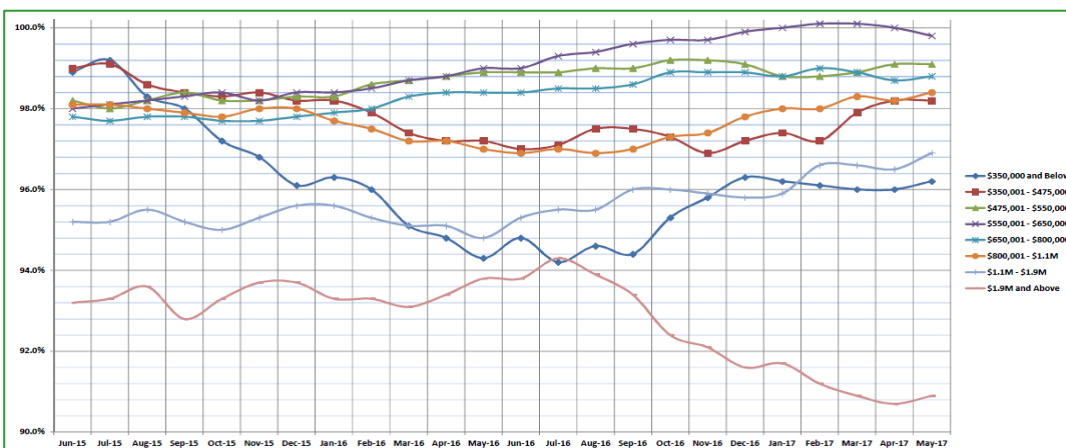


% of original price rec'd

97.7%



98.8%



Source: Honolulu Board of Realtors compiled from MLS data, Monthly Housing Statistics June 2017

A competitive environment

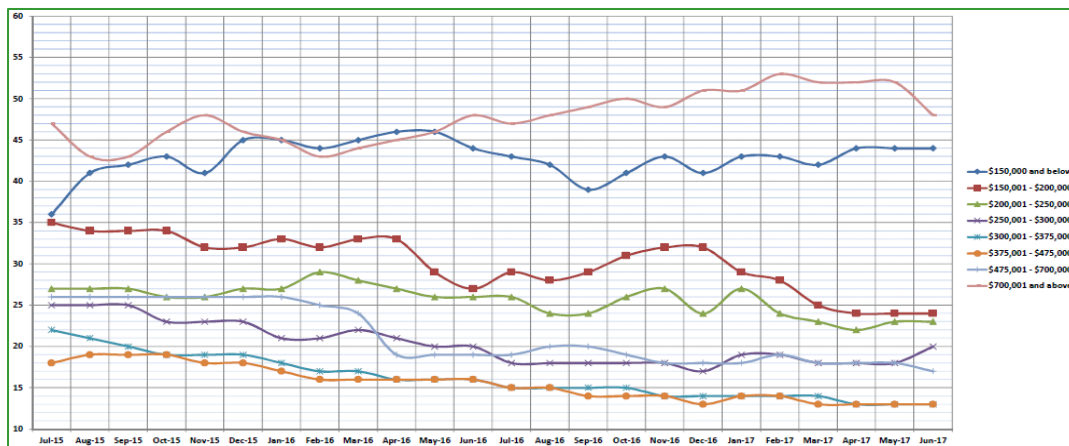
The market has become increasingly competitive. Homes are selling faster. The supply of available condos remain low. Seller's are receiving a greater percentage of the asking price. Below are key stats for **condos** from July 2015 to June 2017.

Days on market

24 days



18 days

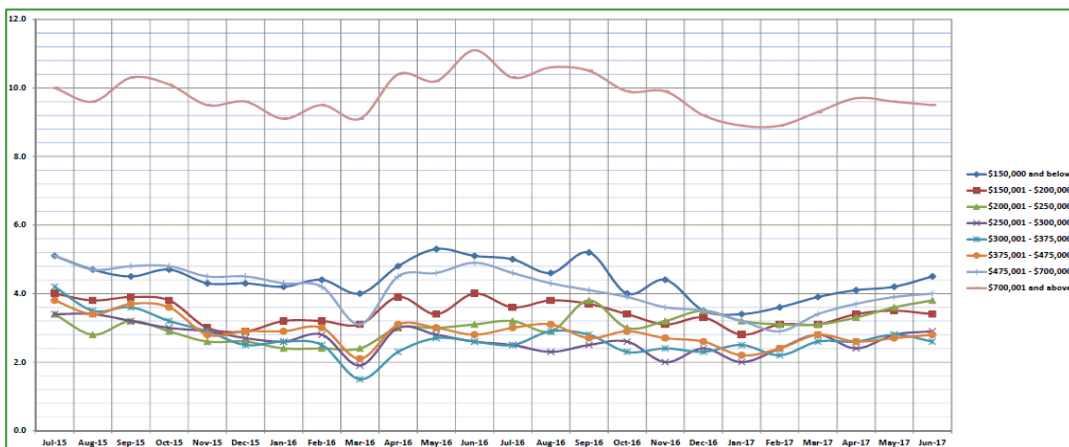


Mo. supply of inventory

4.6 months



3.9 months

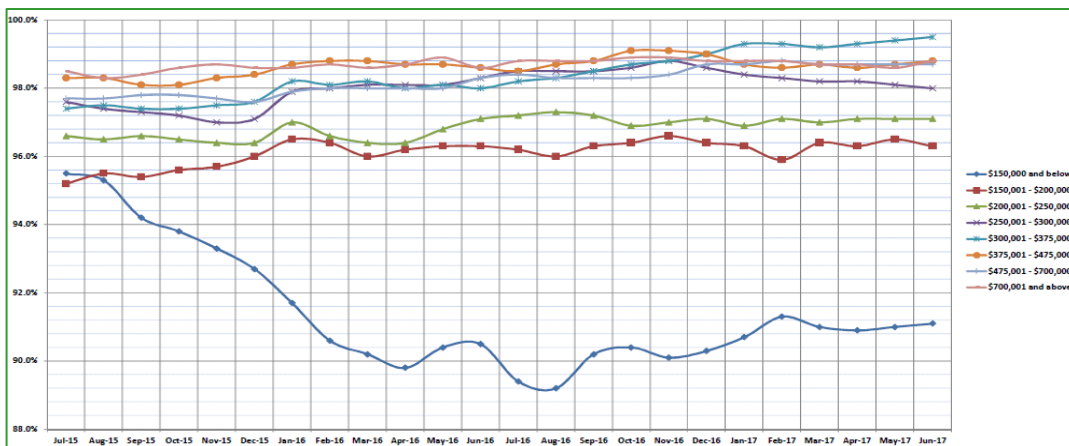


% of original price rec'd

98.8%



98.5%



Source: Honolulu Board of Realtors compiled from MLS data, Monthly Housing Statistics June 2017



ADVANTAGE REALTY

MARKET CONDITIONS

The market has shown strong growth since the recovery from the Great Recession. As a former auditor/consultant, I prefer to share market projections from third parties, such as the University of Hawaii Economic Research Organization (UHRO).

Even with strong growth over the past several years, there continues to be positive projections in median prices in the short term; however, this is projected to slow. The market is becoming more neighborhood and price-point sensitive. It is important to consult a professionals to align your personal goals with your real estate goals.

	2016	2017	2018	2019	2020	2021
BUILDING PERMITS (Mil 2016\$)						
Total Commitments to Build	4,914	5,128	5,430	5,348	5,283	4,976
% Change	-12.6	4.4	5.9	-1.5	-1.2	-5.8
Real Private Building Permits	3,241	3,771	3,939	3,933	3,803	3,510
% Change	-19.7	16.4	4.4	-0.1	-3.3	-7.7
Real Residential Building Permits	1,448	1,514	1,568	1,607	1,644	1,553
% Change	-13.9	4.6	3.5	2.5	2.3	-5.5
Real Non-Residential Building Permits	1,793	2,257	2,372	2,327	2,159	1,957
% Change	-23.9	25.9	5.1	-1.9	-7.2	-9.4
Real Government Contracts Awarded	1,673	1,357	1,491	1,415	1,480	1,466
% Change	5.7	-18.9	9.9	-5.1	4.6	-1.0
CONSTRUCTION ACTIVITY						
Real GE Contracting Tax Base (Mil 2016\$)	8,357	8,950	8,919	8,919	8,985	8,724
% Change	1.2	7.1	-0.4	0.0	0.7	-2.9
Nominal GE Contracting Tax Base (Mil \$)	8,357	9,252	9,656	9,958	10,075	9,950
% Change	3.0	10.7	4.4	3.1	1.2	-1.2
Construction Job Count (Thou)	37.8	38.1	38.4	37.7	37.0	36.5
% Change	8.2	0.9	0.6	-1.7	-2.0	-1.4
Real Construction Income (Mil 2016\$)	4,253	4,345	4,403	4,364	4,305	4,264
% Change	9.4	2.2	1.3	-0.9	-1.4	-0.9
PRICES & COSTS (HONOLULU)						
Honolulu Median Home Price (Thou \$)	735.3	776.8	802.7	816.5	825.4	826.0
% Change	5.4	5.7	3.3	1.7	1.1	0.1
Honolulu Median Condominium Price (Thou \$)	389.0	410.1	435.9	451.3	458.7	459.3
% Change	7.4	5.4	6.3	3.5	1.6	0.1
Honolulu Housing Affordability Index	89.6	81.9	79.2	77.0	74.9	74.8
% Change	3.0	-8.6	-3.4	-2.8	-2.7	-0.1
Honolulu Construction Cost Index (2016=100)	100.0	103.4	108.3	111.6	112.1	114.0
% Change	1.8	3.4	4.7	3.1	0.4	1.7
30-Year Mortgage Rate (%)	3.7	4.2	4.5	4.8	5.2	5.4

Note: Source is UHRO. Figures for 2017-2021 are forecasts. Commitments to Build are the sum of private permits and public contracts awarded. Permits and tax base are deflated by Honolulu Construction Cost Index. Income is deflated by Honolulu CPI. Housing affordability index is the ratio of median family income to qualifying income for a loan for the median-priced home (times 100).

Source: University of Hawaii Economic Research Organization, "Growth Continues, For Now", dated May 5, 2017



ADVANTAGE REALTY

OUR COMPANY

The company was founded in 2004 in Honolulu, Hawaii and joined the Prudential Real Estate Network. They quickly expanded from 6 realtors in Kaimuki and moved to their current location on the upper level of Kahala Mall in 2009. With over 80 licensed agents and a support staff of 16, the company aligned with Better Homes and Gardens Real Estate in 2015 and continues to provide exceptional service to the people of Hawaii.

A TRADITION OF "CLIENT FIRST" CUSTOMER SERVICE

The company's success is based on a commitment to a "client first" approach to real estate. By utilizing the latest technology, an unparalleled training program, local expertise and the national network strength of Better Homes and Gardens® Real Estate, their real estate professionals effectively service each of their clients based on their unique needs and help them reach their real estate goals.

AN AWARD-WINNING COMPANY

Better Homes and Gardens Real Estate Advantage Realty has consistently been honored with numerous awards, including:



- **Hawaii's Best Real Estate Firm** award 2015, 2014, 2013, 2012, 2011 & 2010 (by Honolulu Star-Advertiser readers)
- **Best of Honolulu Real Estate Firm** award 2015, 2013 & 2012 (by Honolulu Magazine readers and subscribers)
- **50+15 Fastest Growing Businesses** award 2014, 2010 & 2011 (Pacific Business News)
- **Best of the Best Real Estate Firm** award 2008 & 2009 (by Honolulu Advertiser readers)

OUR COMMITMENT TO YOU

At Better Homes and Gardens Real Estate, we work together as a team to provide you with services that will efficiently and effectively manage every transaction.

Escrow Tracking

Our Escrow Managers maintain perpetual communication with all parties involved in the transaction to ensure deadlines are met, appointments are scheduled and that critical information is delivered promptly and efficiently.

Listing Coordination

Our Listing Coordinator takes professional property photos of your home, manages your listing on MLS, places ads for your property and assists with the preparation for a successful open house.

Marketing Program

Custom marketing strategies are created to ensure we promote your homes best features. Our affiliation with an international Real Estate Network also enables us to expose your property to national and international homebuyers through recognized publications like the Wall Street Journal and the New York Times.



ADVANTAGE
REALTY

TEAM



Kevin Inn
President, RA



Simpson Tsang
Principal Broker
Vice President



Carie Sugimoto
Office Manager



Debbie Lee
Accounting Manager



Leonie Lam, RA
Director of Sales &
Training



ManLe Hong
Director of IT/
Online Marketing



Mary Hind Long
Director of Marketing



Kim Hanawahine
Sr. Escrow Manager



Emily Boock
Marketing Specialist



Kami Davis
Listing Coordinator



Winnie Quang
Accountant



Kelly Tamashiro
Escrow Manager



Sterling Lopes
Escrow Manager



Lauren Kawahakui
Escrow Manager



Wendy Ishigo
Escrow Manager



Grace Ong
Admin Assistant

Why BHGRE®

For more than 90 years, Better Homes and Gardens® has been the most trusted source of inspiration for all things related to the home. Better Homes and Gardens® Real Estate continues this tradition by offering guidance before, during and after the home buying and selling process.

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate LLC is a dynamic real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Gardens Real Estate LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLG), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.



Better Homes and Gardens® Real Estate was recently named "Real Estate Agency Brand of the Year" as part of the 2015 Harris Poll EquiTrend® Study, an annual brand equity tracker that measures and compares brand health among more than 1,400 brands across nearly 150 categories. As a leading lifestyle real estate company, Better Homes and Gardens Real Estate received the highest cumulative ranking within the real estate category based on consumers' perception of its familiarity and quality as well as consumer consideration of brand interaction.

The growing Better Homes and Gardens Real Estate network includes more than 9,300 affiliated sales associates and approximately 290 offices serving home buyers and sellers across the United States and Canada.

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ADVANTAGE REALTY

#EXPECTBETTER