



**#ExpectBetter**  
**#BrettAkaHawaiiHomes**

## REAL ESTATE CONSULTATION

**Brett K. Aka, RA**





## ADVANTAGE REALTY

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

*Please stay in touch!*

- Visit my website: [BrettAkaHawaiiHomes.com](http://BrettAkaHawaiiHomes.com)
- Find me on Facebook: [Facebook.com/BrettAkaRA](https://Facebook.com/BrettAkaRA)
- Find me on LinkedIn: [LinkedIn.com/in/BrettAka](https://LinkedIn.com/in/BrettAka)
- Find me on Instagram: [Instagram.com/Brett\\_Aka](https://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 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 buying and/or 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 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 goals. I use data to support our position, such as comparable sales, number of offers, and days on market. Additionally, as a former consultant/auditor, I am often able to gather information from the other parties to help our clients make the best decisions.

**A full service approach** – I am very detailed and 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 our clients. In every stage, we will go above and beyond to serve our clients.

**"Quality in everything we do"** – This is actually an 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 Waialae Ave, Box 9050  
Honolulu, HI 96816

Contact: (808) 753-3923 (Cell)  
[BrettA@BetterHawaii.com](mailto: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](mailto:KandaceI@BetterHawaii.com) (Email)

## Team and Company Awards



### Team Aka Awards:

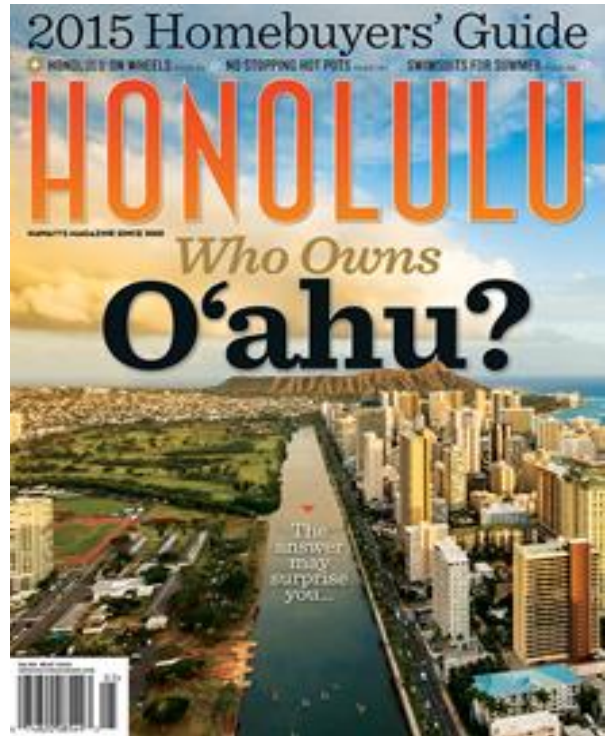
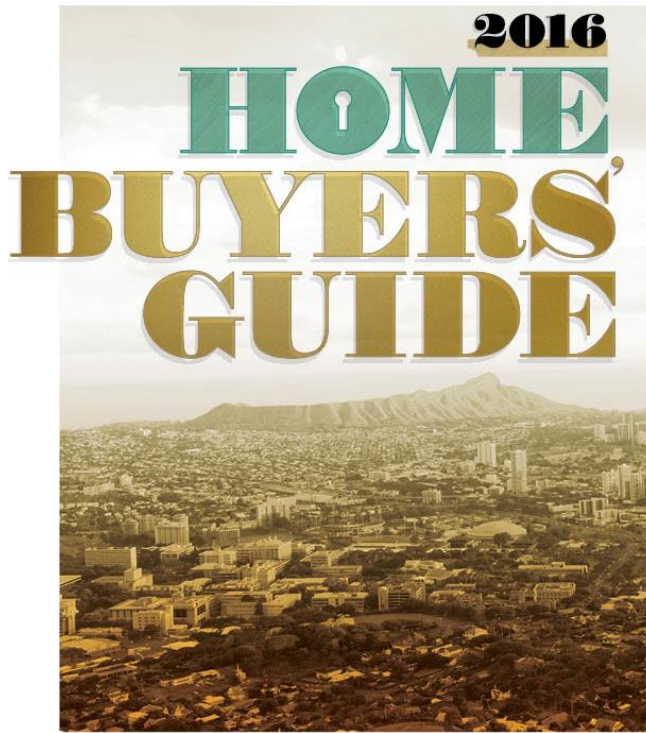
- Earned the **Better Homes & Gardens Real Estate 2016 Emerald Elite Award - Top 2% Production of Agents Nationwide**.
- Awarded with the **Honolulu Magazine Best in Real Estate for 2015 and 2016**. This award is based on personal recommendations for customer service and satisfaction from real clients 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).





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.



## 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."





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 BUYING PROCESS

## Making the move

Congratulations! You have made the smart decision to consider real estate for your personal and/or investment needs. As a primary residence, a home can offer you tax breaks, a means to invest your money rather than pay rent, and provides you your very own piece of Hawaii! In time, it will likely grow in value with both your contributions paying off the mortgage, while increasing in value. As an investment option, there are several strategies that can provide regular income, short-term gain, and/or long-term growth. There are also strategies that can defer or exempt taxes on capital gains. However, the first step in deciding if buying is right for you is knowing the market and having a goal.

## Setting your goals

If you are buying real estate, there are a couple key things to remember. First, every property is a financial investment, including your primary residence. Second, your residence will change as your needs change. It will not be uncommon for you to own several different properties in your lifetime. In looking for a primary residence, consider the following questions:

- 1) How long do I think I will live there?
- 2) What is the potential for future appreciation?
- 3) What are the pros / cons between renting vs. buying?
- 4) Will I want to rent the property in the future?
- 5) What neighborhoods do I like?
- 6) How far am I willing to commute for work?
- 7) Is this a good school district for my children?
- 8) Do I prefer flat, walkable neighborhoods, or homes with a view?
- 9) Am I willing to take on a re-modeling project?

***My philosophy is to ask probing question to my clients to make sure the purchase aligns to their personal goals. I'll one of the few that will bring up the risks and negative aspects, but my goal is to do what is best for my clients.***

Purchasing a property may not always be the best option for a family at any given point. However, every family should explore their options and determine what is best for their personal and financial goals.

## Prepare to purchase

The next step is to determine your budget and how you will take ownership. If you need a mortgage, I can recommend lenders that specialize in the type of purchase you are making. The lender will be able to provide you with a price range that is within your budget and will help you explore your options, such as conventional loans, VA, FHA, first-time home buyer programs, etc. Lastly, they will be able to prequalify and/or preapprove you for the loan amount. Having this step complete before submitting an offer for a home will only strengthen your offer.

This is also the time to consider how you will take ownership. I can discuss the basic options (i.e. tenancy in servantly, tenancy by the entirety, etc.) and direct you to specialists for more detailed questions. If you wish to purchase under a trust or entity, this is a good time to explore the best options to avoid transfer costs to change ownership in the future.

Further, if this purchase is going to be a part of a 1031 exchange or reverse 1031 exchange, it should be planned for ahead of time to involved the appropriate specialist.

## Finding the right property

Now the fun begins! After gaining an understanding of what you're looking for, we'll schedule showings to begin exploring neighborhoods and viewing properties. I do a mixture of viewing active properties as well as reviewing past sales, to help my clients learn about the current market. During this time, we'll have consistent discussions of what you like about each property. More importantly, my philosophy is also to highlight some of the negatives. We'll use this to work through our needs vs. wants. Purchasing on Oahu generally takes compromise, and this journey is important to work through what is most important to us.

If we have not found the right property after several showings, we'll continue to monitor the market for new listings. During this phase, we need to patiently wait for the right property, while aggressively looking as soon as possibilities are listed. This approach has helped me lock up several properties for my clients before others could even see them!

***Remember, don't waste time wandering into open houses on your own. By working with me, you'll be able to get educated on the market and into the right property much faster!***



## Negotiate the purchase

Negotiations are something I greatly look forward to. From our time looking for a property, we'll already be very educated on the market; however, we'll do a careful study of the comparable sales and develop our opinion on value. After this review, we'll review the circumstances to develop a negotiation strategy.

For example, we'll treat a negotiation for a property with high "days on market" very differently than a property that was recently listed and has competitive offers. I help facilitate a discussion about value, how closely the property aligns with your needs/wants, and other factors that will ultimately guide us to the offer you make.

Just remember that Honolulu is an incredibly competitive market, so do not get discouraged if it takes several offers! It's important to understand that this is a journey, but please know that I do everything to make you stand out by including cover letters, pre-approvals, contracts with clean terms, and building a bond with the listing agent!

## Inspect the property and prepare to purchase

It's important to understand that the Hawaii Association of Realtors Purchase Contract has many provisions that protect the Buyer. The time an offer is accepted until it legally changes ownership at closing is the period referred to as "escrow" and it is during this time we'll conduct due diligence to understand if this is the right property.

One key provision during escrow is the home inspection period. During this time, we'll hire a professional home inspector to do a detailed, non-invasive inspection of the property. In addition, based on the property, we may involve other professionals to assist with a soils inspection, septic tank inspection, etc. If we find any items that are higher risk or expensive, I have electricians, roofers, plumbers, and other professionals that can provide us quotes to address the items we find during our inspection period. Other areas of review will be to research that there is no cloud on title, review of the seller's disclosure statement, review of the condo association documents, and review of the survey.

While this is the "unglamorous" part of the job, I get extremely excited about this phase. Oahu has aging inventory, and problems and also occur with our more recent inventory. I dedicate a tremendous amount of time and resources to help research if this property is right for my clients.

***If, at any point, we find something that is unsatisfactory and we cannot come to terms with the seller, we can terminate the purchase contract within the timeframes granted to us. If this is done, you'll receive your deposits back in full.*** You may spend money on the inspections, but it is a small price to pay to avoid purchasing a property with a major issue.

## Closing the purchase

When all of the inspections and contingencies have been completed, and the loan is ready to fund, you will do one final walkthrough of the property to ensure that the condition is satisfactory. You will sign the recordation documents with escrow, loan documents with your loan officer, and take ownership of the property.

I'll be there every step of the way and will always be a resource for you.

Welcome to your new home!



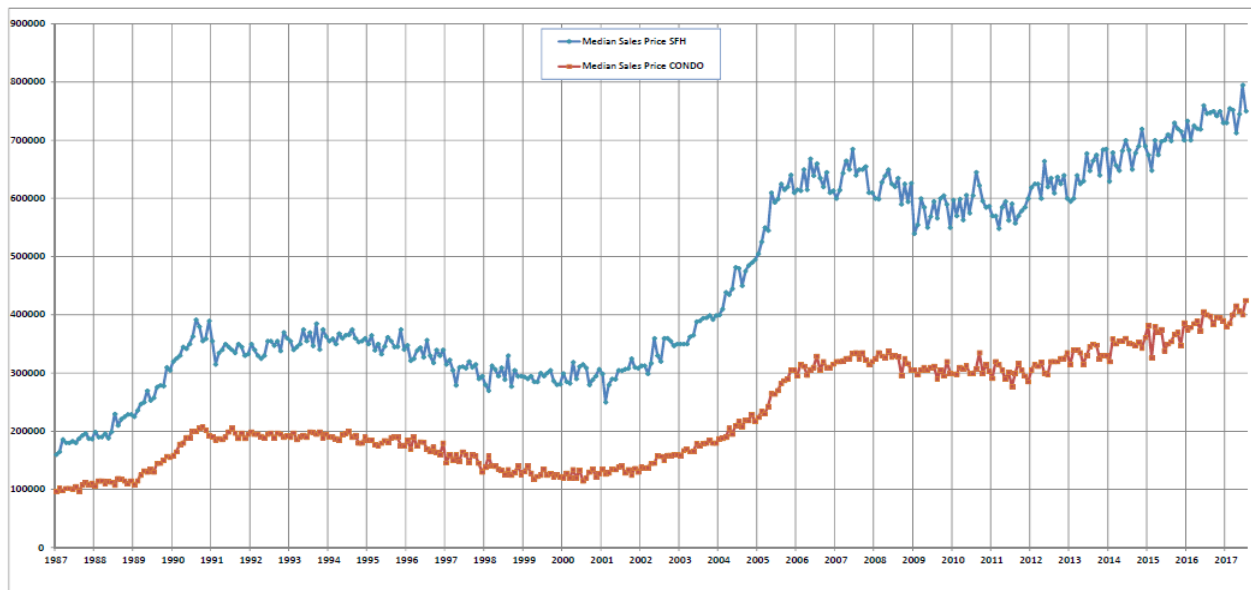
#BeBetter



## ADVANTAGE REALTY

### MARKET CONDITIONS

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



### Monthly Indicators

July 2017

	Single Family Homes					
	Jul-17	Jul-16	%	YTD-17	YTD-16	%
Closed Sales	335	322	4.0%	2,124	2,050	3.6%
Median Sales Price	\$750,000	\$746,000	0.5%	\$750,000	\$730,000	2.7%
Median Days on Market	20	16	25.0%	16	17	-5.9%
New Listings	481	428	12.4%	3,166	3,083	2.7%
Pending Sales	595	443	34.3%	3,773	2,930	28.8%
Months of Inventory	2.5	3.1	-19.4%	--	--	--
Active Listings	1,221	1,271	-3.9%	--	--	--
Average Sales Price	\$886,261	\$883,952	0.3%	\$911,614	\$895,740	1.8%
% of Original Listing Price Received	96.8%	99.6%	-2.8%	98.7%	98.0%	0.7%

	Condos					
	Jul-17	Jul-16	%	YTD-17	YTD-16	%
Closed Sales	475	444	7.0%	3,272	3,140	4.2%
Median Sales Price	\$425,000	\$400,000	6.3%	\$400,000	\$385,000	3.9%
Median Days on Market	14	18	-22.2%	16	19	-15.8%
New Listings	674	605	11.4%	4,700	4,371	7.5%
Pending Sales	779	621	25.4%	5,260	4,297	22.4%
Months of Inventory	2.7	3.0	-10.0%	--	--	--
Active Listings	1,826	1,803	1.3%	--	--	--
Average Sales Price	\$478,873	\$459,859	4.1%	\$465,492	\$446,201	4.3%
% of Original Listing Price Received	100.0%	100.0%	0.0%	98.8%	98.7%	0.1%

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



## A competitive environment

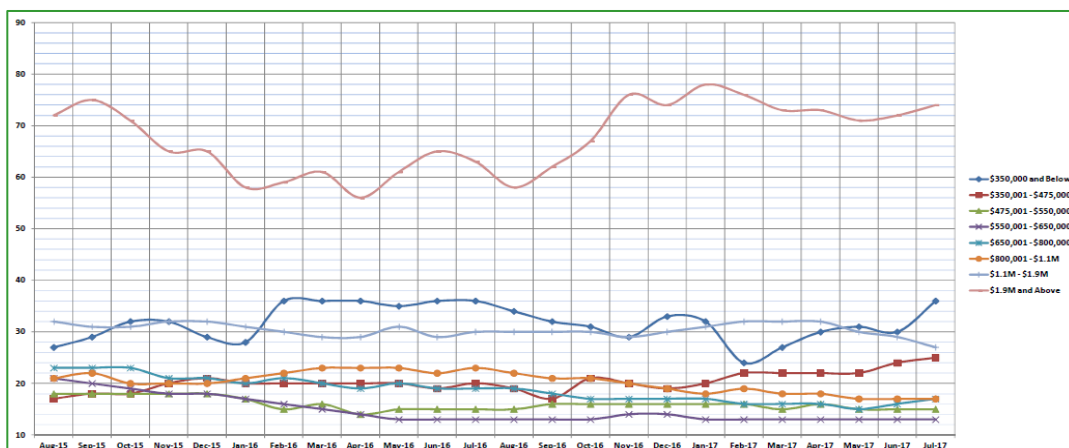
The market has become increasingly competitive. Homes are selling faster. The supply of available homes remain low. Seller's are receiving a greater percentage of the asking price. Below are key stats for **homes** from August 2015 to July 2017.

### Days on market

22 days



18 days

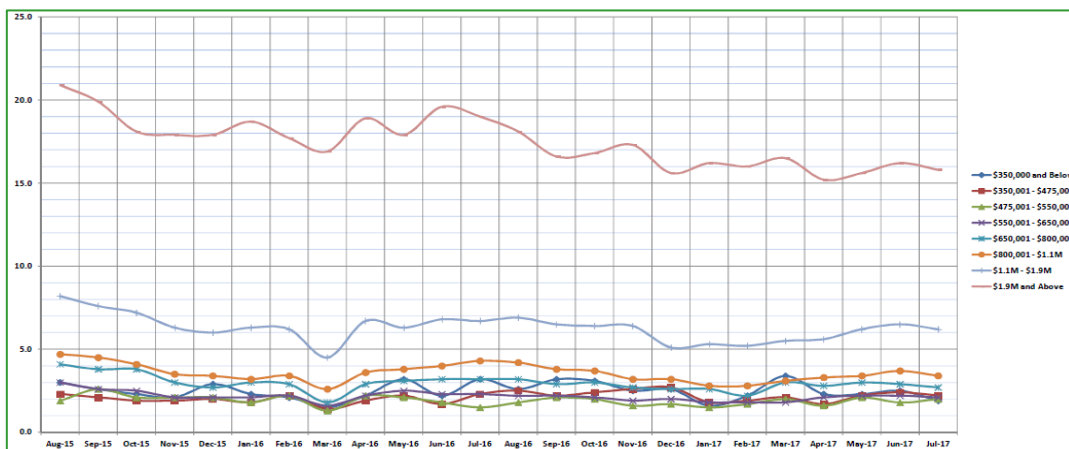


### Mo. supply of inventory

4.7 months



3.7 months

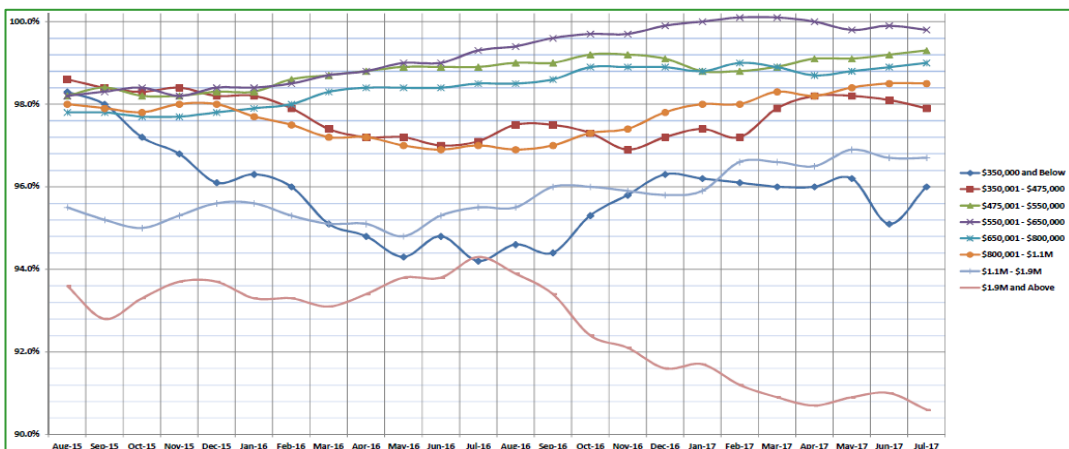


### % of original price rec'd

97.7%



98.7%



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

## A competitive environment

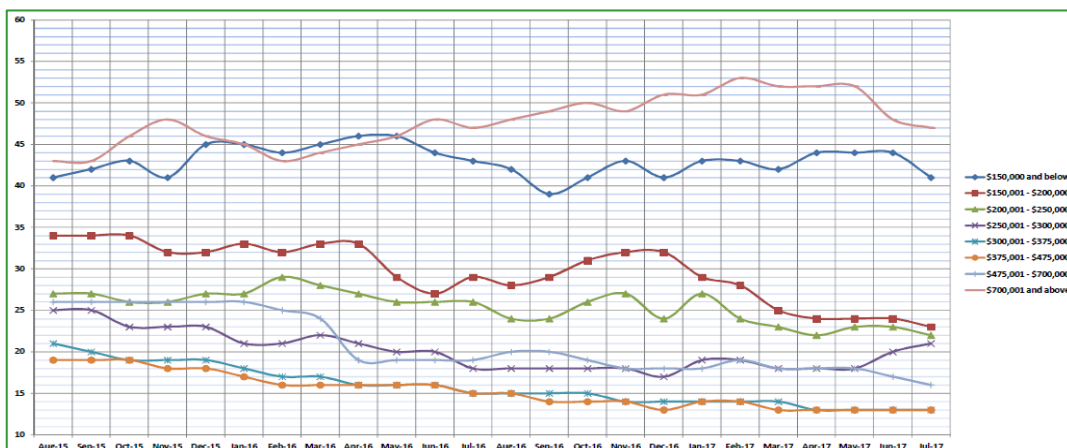
The market has become increasingly competitive. Homes are selling faster. The supply of available condos remain low. Seller's are receiving a greater percentage of the asking price. Below are key stats for **condos** from August 2015 to July 2017.

### Days on market

23 days



18 days

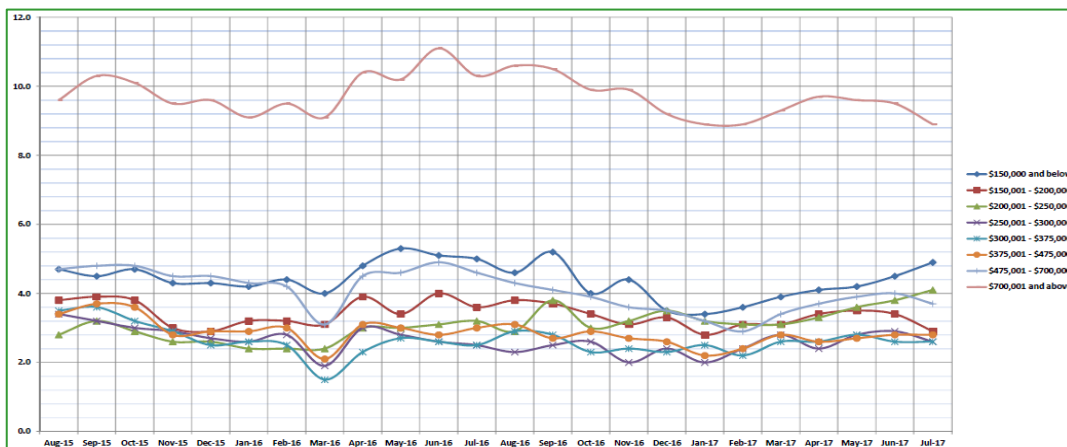


### Mo. supply of inventory

4.2 months



3.8 months

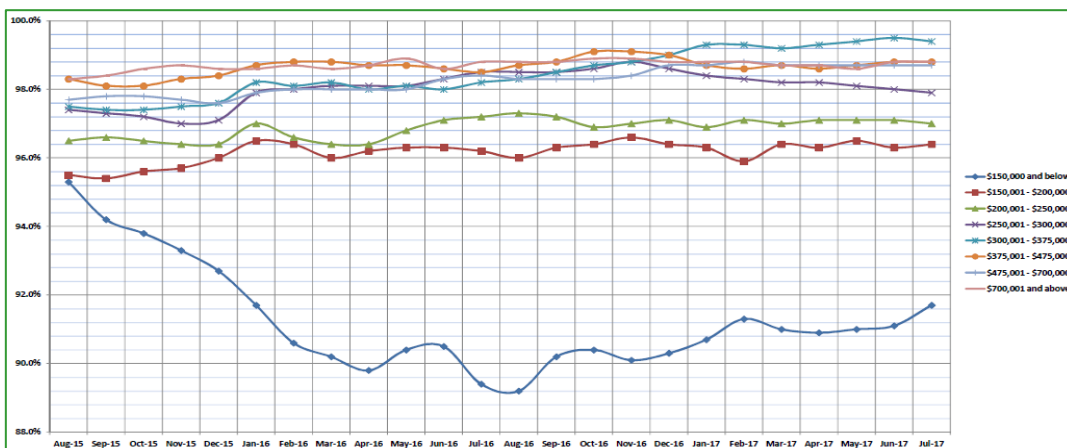


### % of original price rec'd

98.8%



98.3%



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

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 professionals to align your personal goals with your real estate goals.

	2016	2017	2018	2019	2020	2021
<b>BUILDING PERMITS (Mil 2016\$)</b>						
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
<b>CONSTRUCTION ACTIVITY</b>						
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
<b>PRICES &amp; COSTS (HONOLULU)</b>						
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 2016, 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, CRB, RS-71039



SIMPSON TSANG  
Principal Broker  
Exec. Vice President  
R, RB-19612



LEONIE LAM  
VP Business Dev.  
Director of Sales  
RS-68809



CARIE SUGIMOTO  
Office Manager



MANLE HONG  
Director of IT/  
Online Marketing



MARY HIND LONG  
Director of Marketing



DEBBIE LEE  
Accounting Manager



KRISTY HASEGAWA  
Escrow Manager



EMILY BOOCK  
Marketing Specialist



KAMI DAVIS  
Listing Coordinator



KELLY TAMASHIRO  
Escrow Manager



DIANA SASAKI  
Escrow Manager



JENNI KUNIMOTO  
Escrow Manager



WENDY ISHIGO  
Escrow Manager  
Kailua Office Manager



WINNIE LIU  
Accountant



GRACE ONG  
Administrative  
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.

Better Homes and Gardens® is a registered trademark of Meredith Corporation licensed to Better Homes and Gardens Real Estate LLC and used with permission. An Equal Opportunity Company. Equal Housing Opportunity. Each Better Homes and Gardens Real Estate Franchise is independently owned and operated.



## ADVANTAGE REALTY

#EXPECTBETTER