EXPECT BETTER



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Digital Marketi Bilingual English/Japanese





The key to our success is our team approach to real estate. Our team members provide us support so that you will have our individual attention to focus on your specific needs.

WOW! 2020 WAS QUITE A YEAR!

So many changes and so much uncertainty caused by COVID-19. My biggest takeaway for the year was GRATITUDE. The Pandemic along with civil unrest and an election that created even more uncertainty made me even more thankful to live in Hawaii. If you have to lock down in a location, Hawaii is about as good as it gets. No one place is perfect, but how can you complain when you have a wonderful climate, clean air, a beautiful ocean, and most importantly are surrounded by wonderful people.

COVID-19 has created a shift in the minds of Hawaii property owners. Only a few years ago, moving from the suburbs to the cities was in vogue to get the conveniences of urban living (e.g. shopping, entertainment, restaurants, etc.). The Pandemic has created a desire for more living space and more separation from your neighbors. Now the cycle has shifted back to the suburbs from the urban condos. As a result, the single-family home prices are rising while condo prices are flattening out. We feel that this trend will continue throughout 2021. The record-low interest rates will provide an additional impetus to keep the real estate market moving in Hawaii. Offshore buyers are looking to move to Hawaii or buy 2nd homes in Hawaii as Hawaii's COVID counts are relatively low compared to the rest of the country. This has helped to support the luxury market.

The long-term effects of COVID-19 on Hawaii's real estate market will depend on the effectiveness of the vaccines and treatments. Getting back to a more normal economy with increased tourist traffic will ensure that the real estate market stays on a positive track. Any delays or negative side effects in the vaccine/treatment will result in a further deepening of the economic obstacles caused by OAHU REAL ESTATE MARKET STATISTICS DEC 2020-vs-DEC 2019 CONDOMINIUMS MEDIAN 2020 \$870,000 \$455,000 SALES 2019 \$820.000 \$425.500 PRICE CLOSED 2020 420 514 SALES 2019 NEW 2020 264 466 LISTINGS 2019 MEDIAN 2020 DAYS ON 18 30 2019 MARKET SOURCE: HONOLULU BOARD OF REALTORS®, COMPILED FROM MLS DATA, DEC 2020

the Pandemic. I, personally, choose the optimistic outlook and feel that the best scientific minds in the world have created vaccines that will have the desired impact; and by the 3rd quarter of 2021, we will return to some sense of normalcy. I look forward to 2021 as a year of rebirth and growth combined with a new appreciation for the simple things we often take for granted (e.g. gathering with friends and families for a barbeque, going to dinner with my wife, watching a movie on the big screen, and taking a trip). Happy New Year!!!

^{*} Per Honolulu Board of Realtors MSL statistics.

AINA HAINA / HAWAII LOA / NIU VALLEY

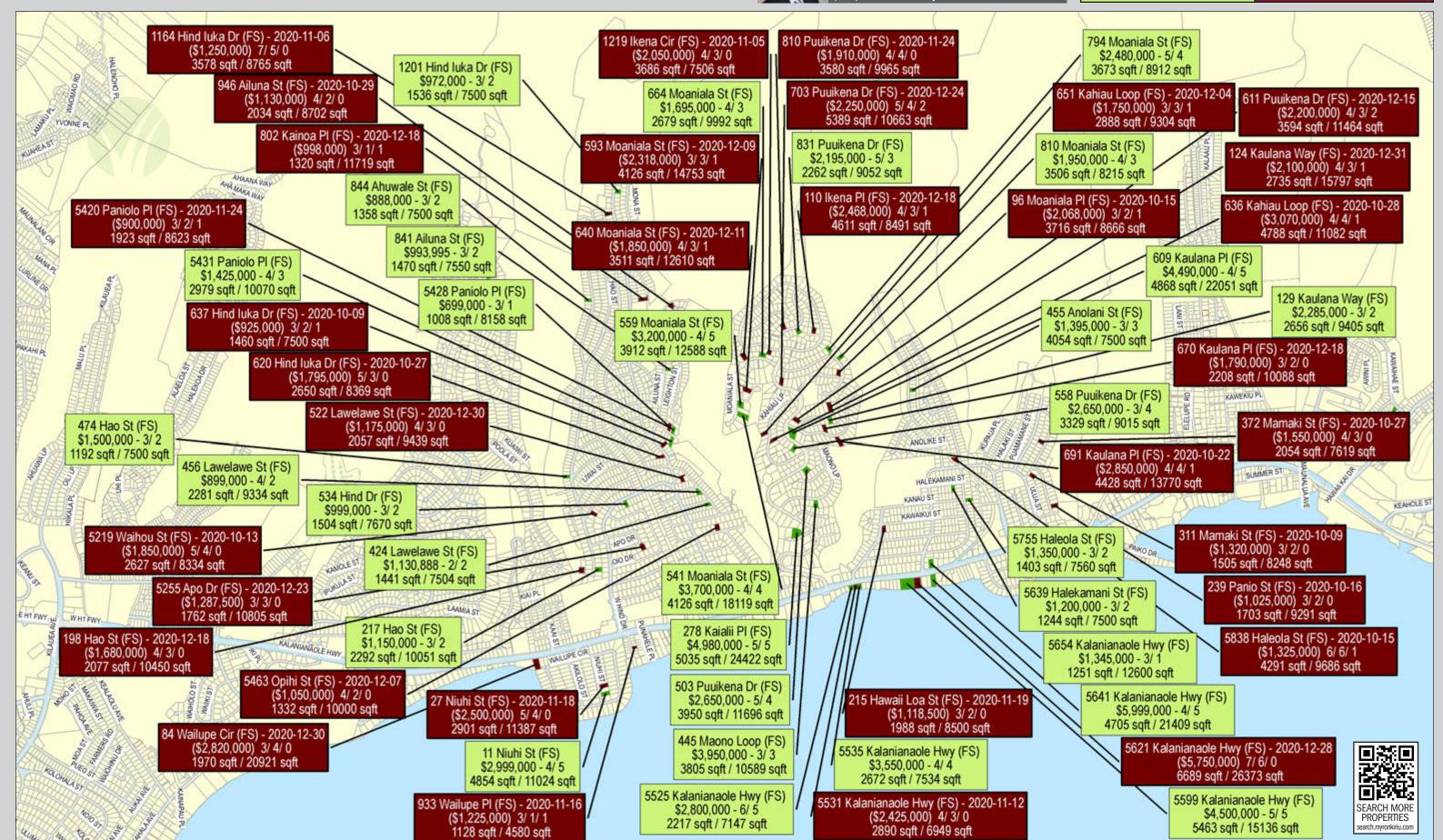
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ACTIVE PROPERTIES LEGEND:
Property Address (Tenure)
List Price - Beds/Full Baths/Half Baths
Roofed Living Area / Land Area



KAHALA / DIAMOND HEAD

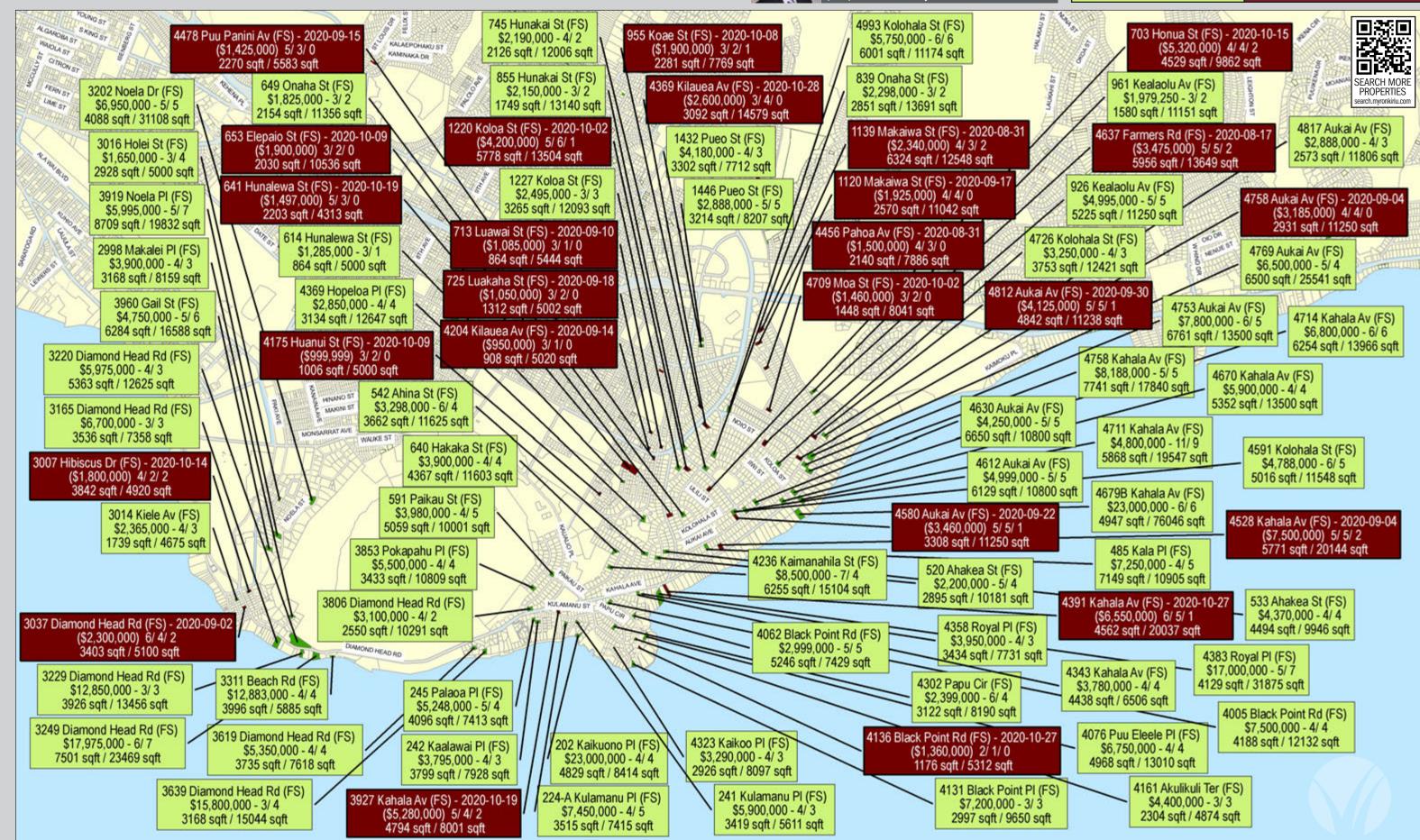
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KAIMUKI

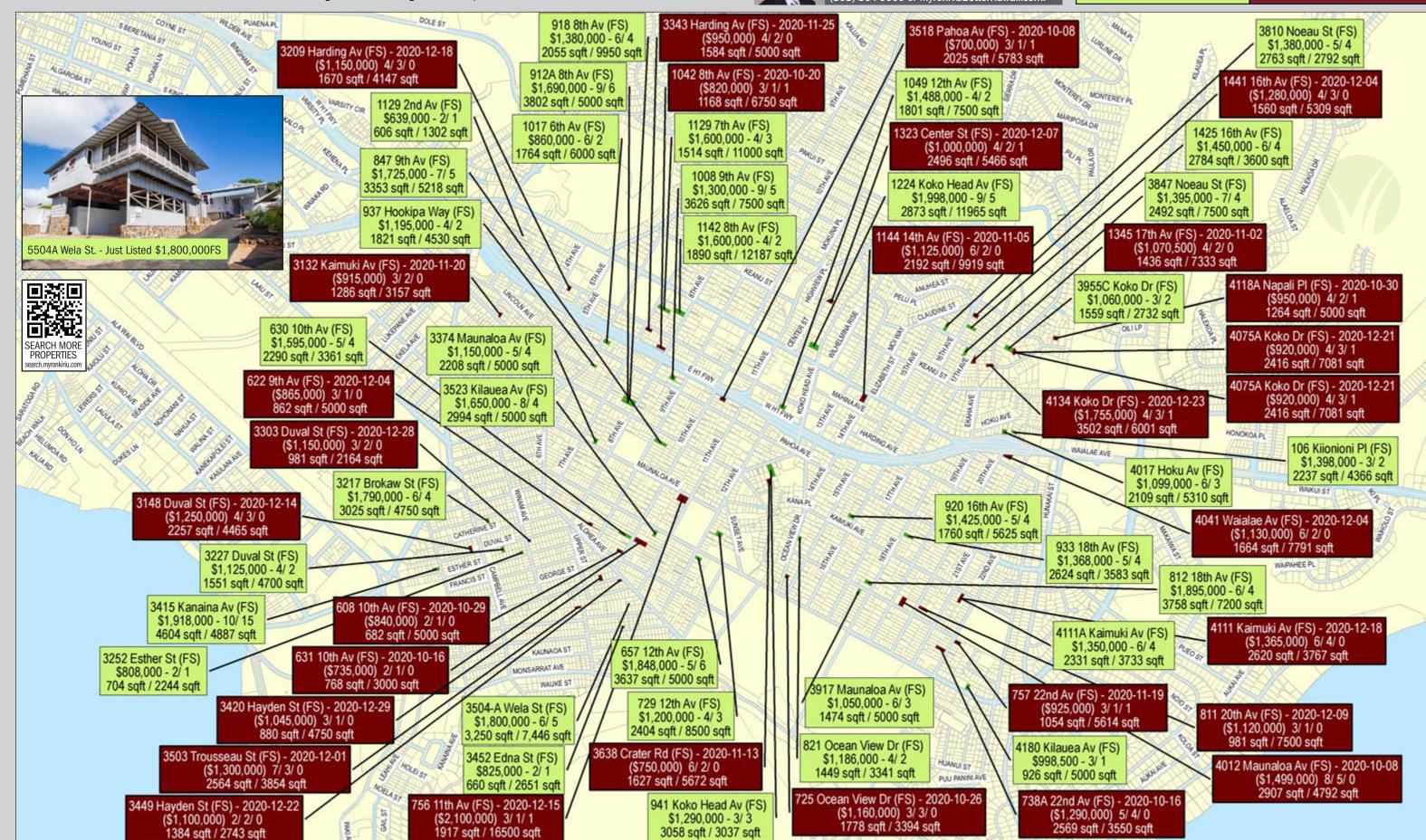
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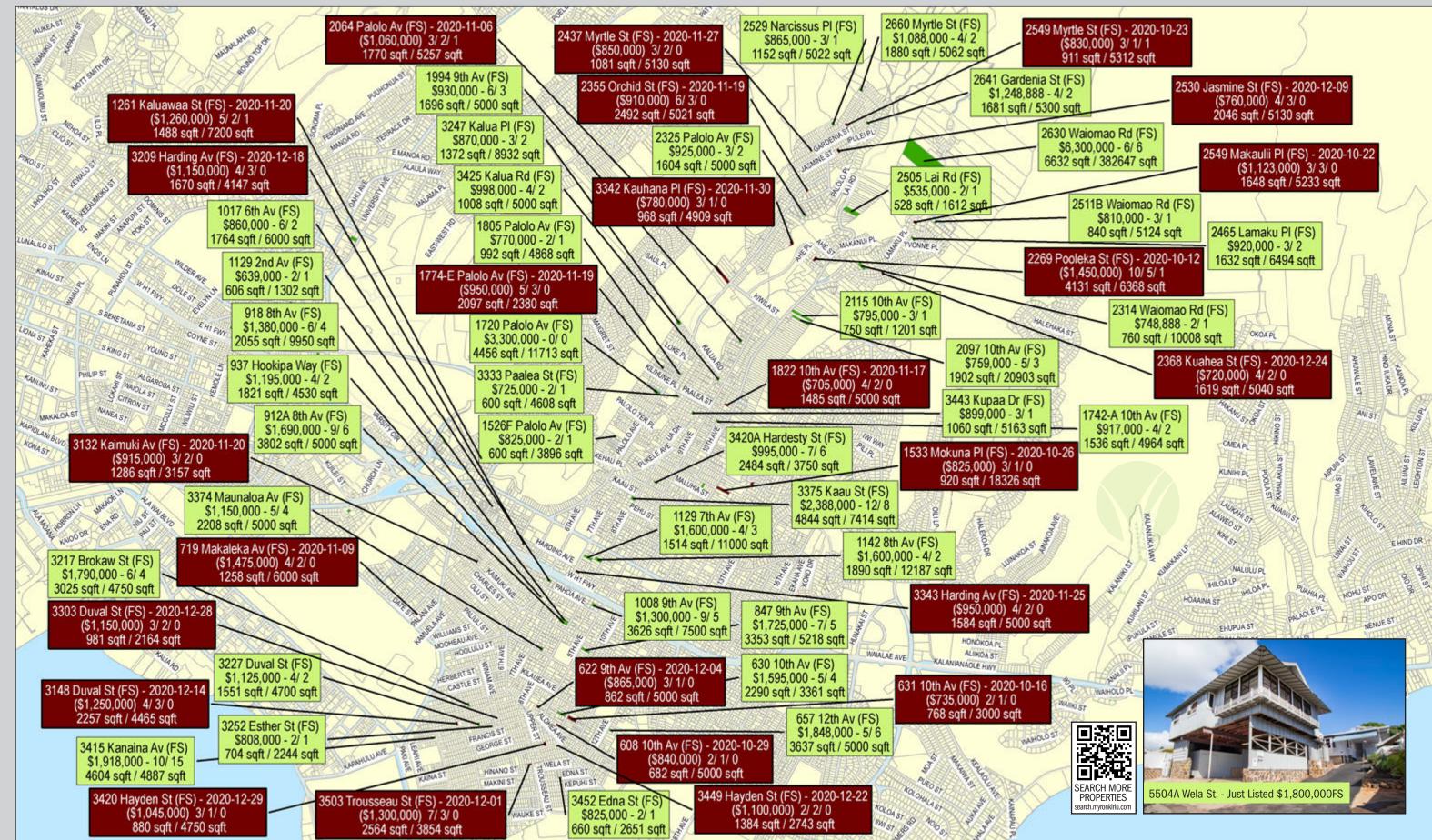
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KOKO HEAD TERRACE / KOKO KAI/PORTLOCK

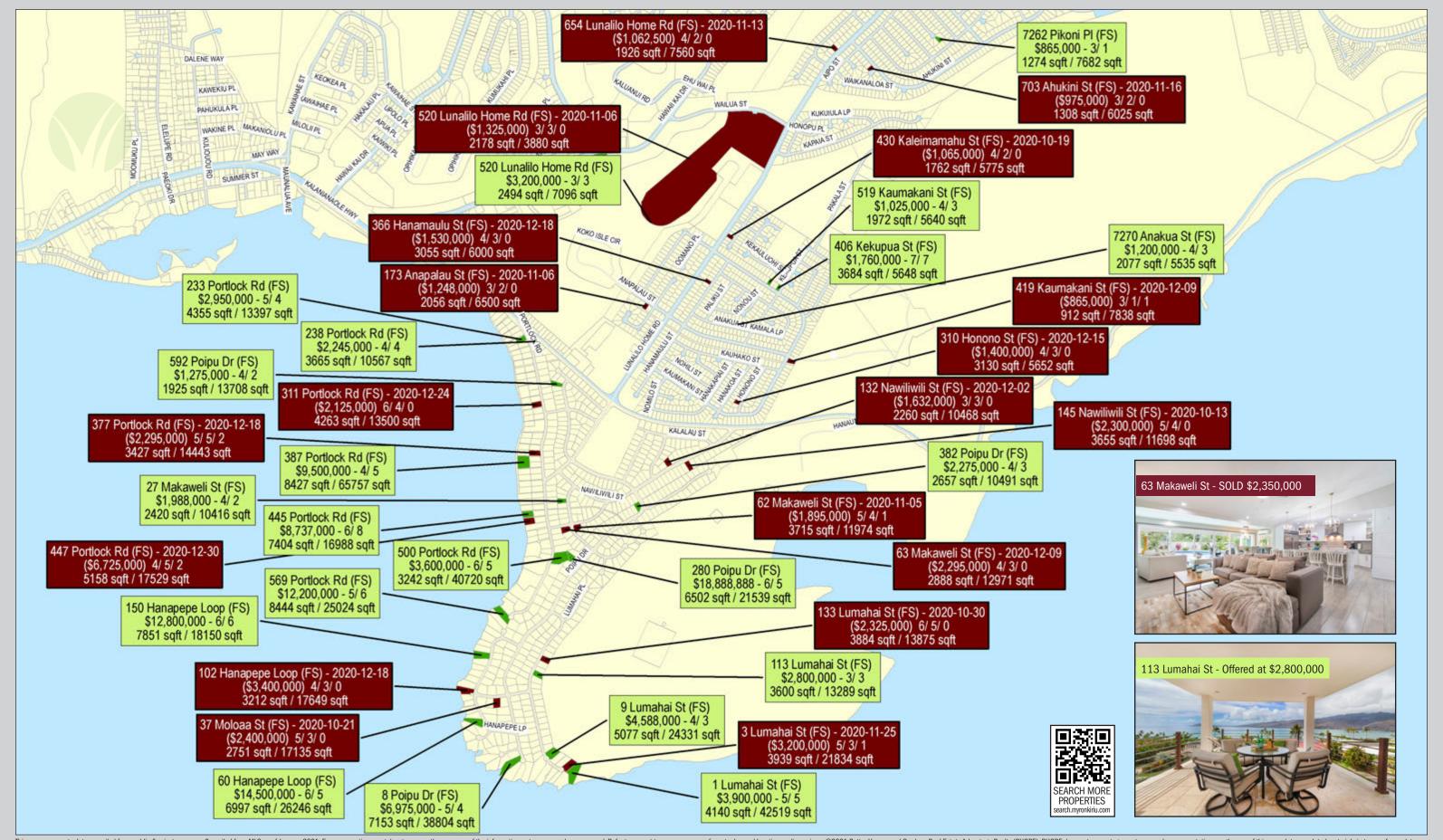
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MAKIKI HEIGHTS / NUUANU

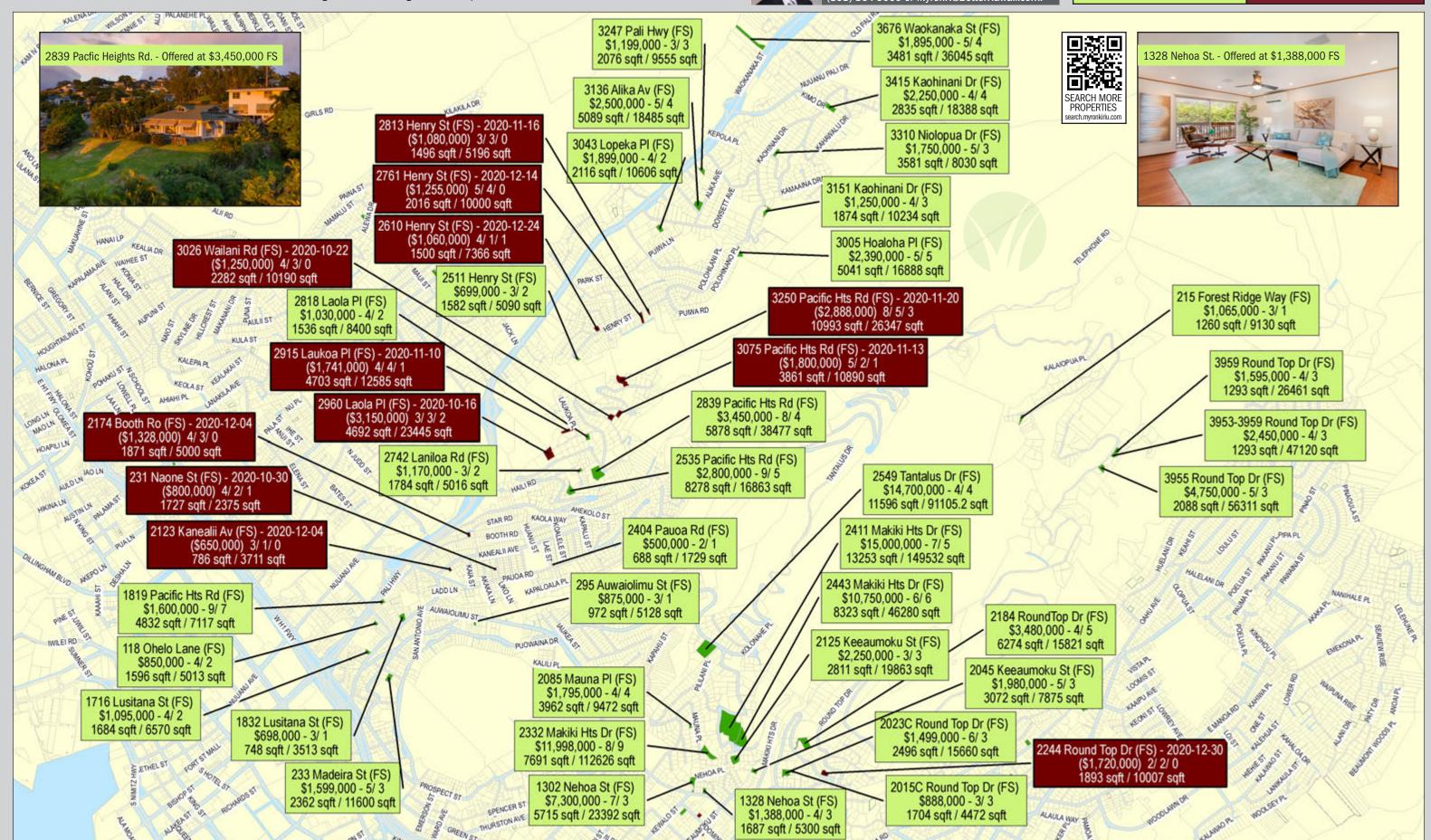
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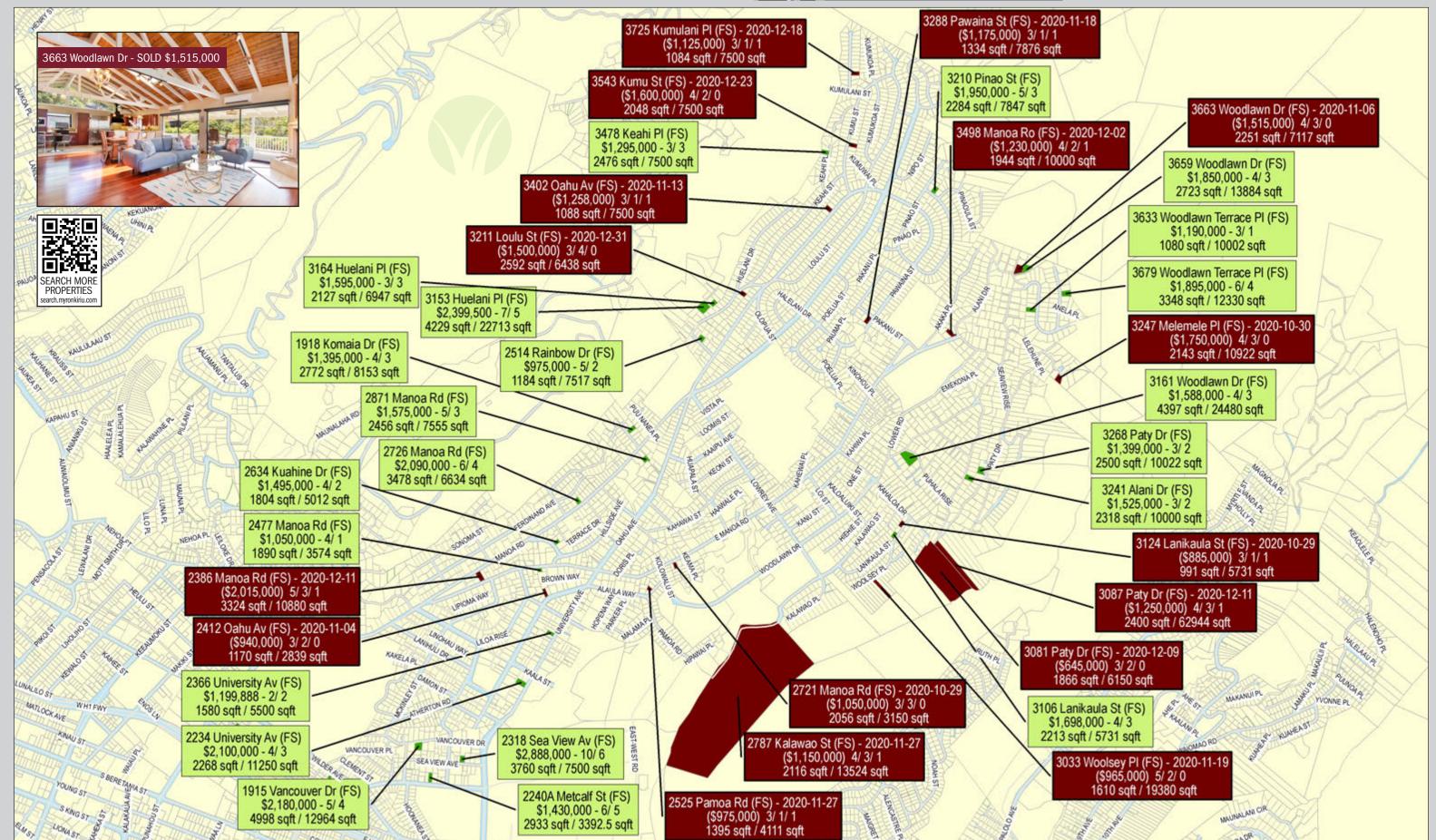


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MARINER'S RIDGE / WEST MARINA / HAHAIONE

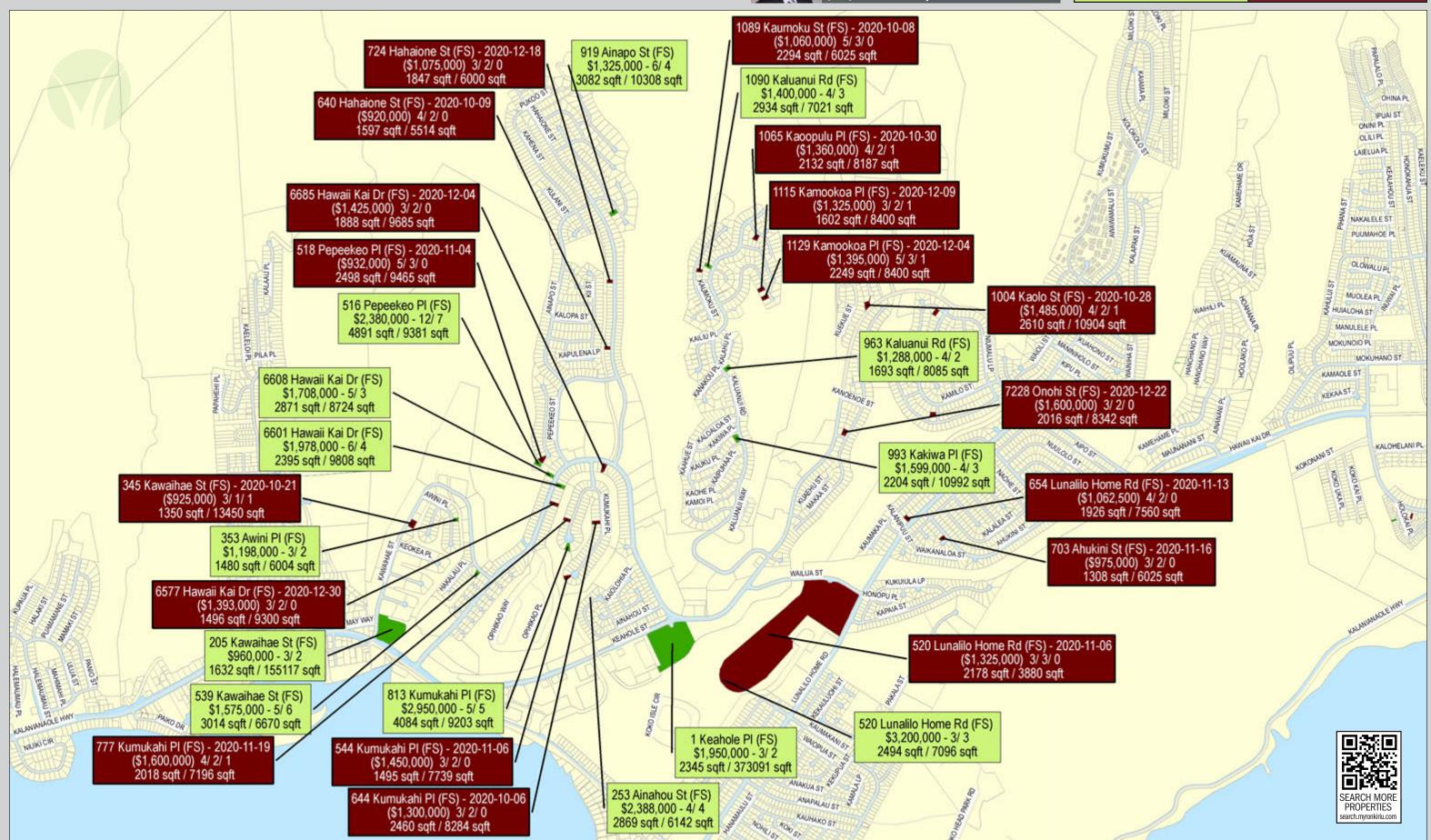
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MARINER'S COVE / KALAMA VALLEY

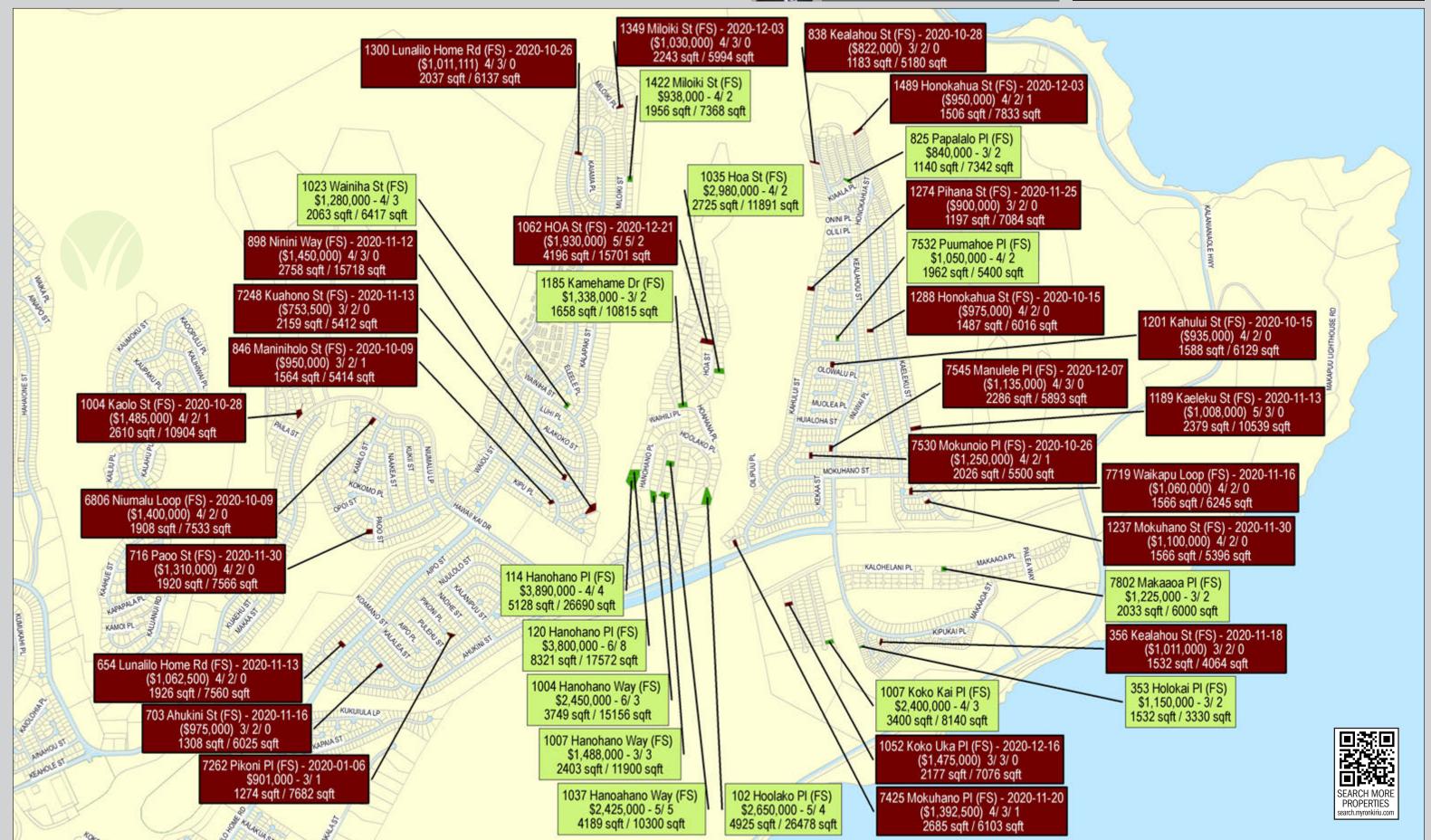
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WAIALAE IKI / WAIALAE NUI

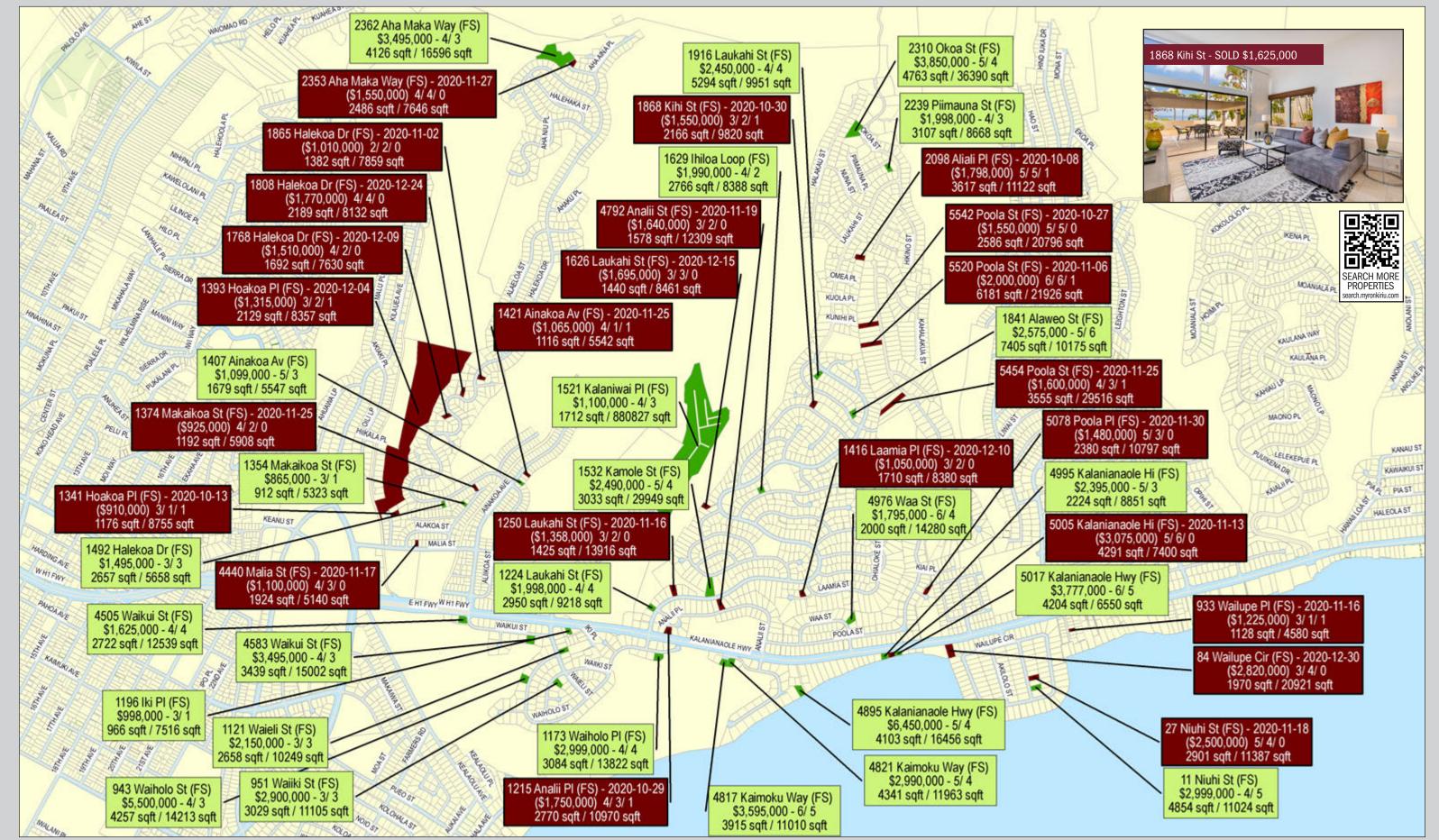
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WAILUPE / KULIOUOU / KALANIANAOLE HWY

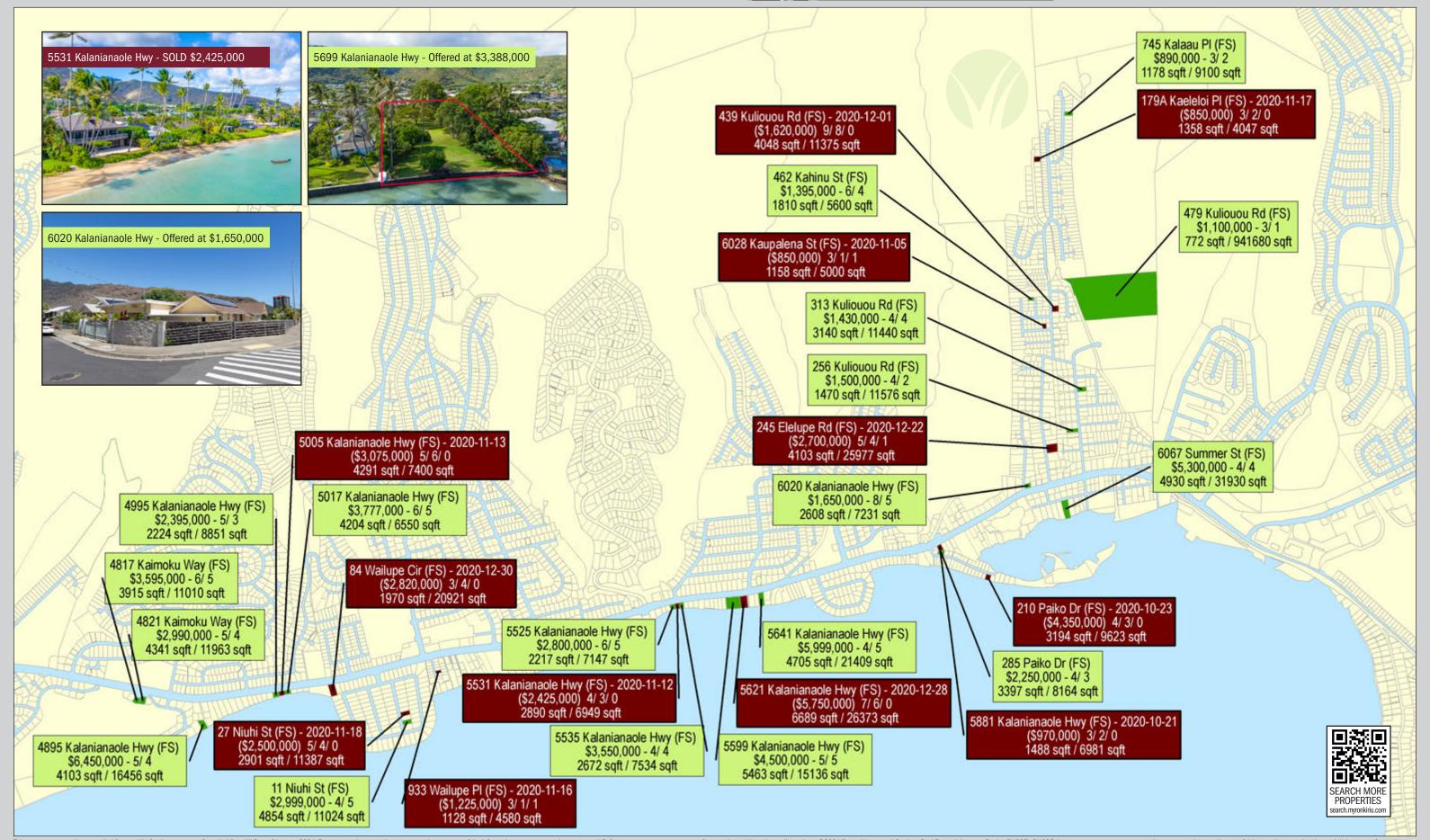
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WILHELMINA / ST. LOUIS HEIGHTS

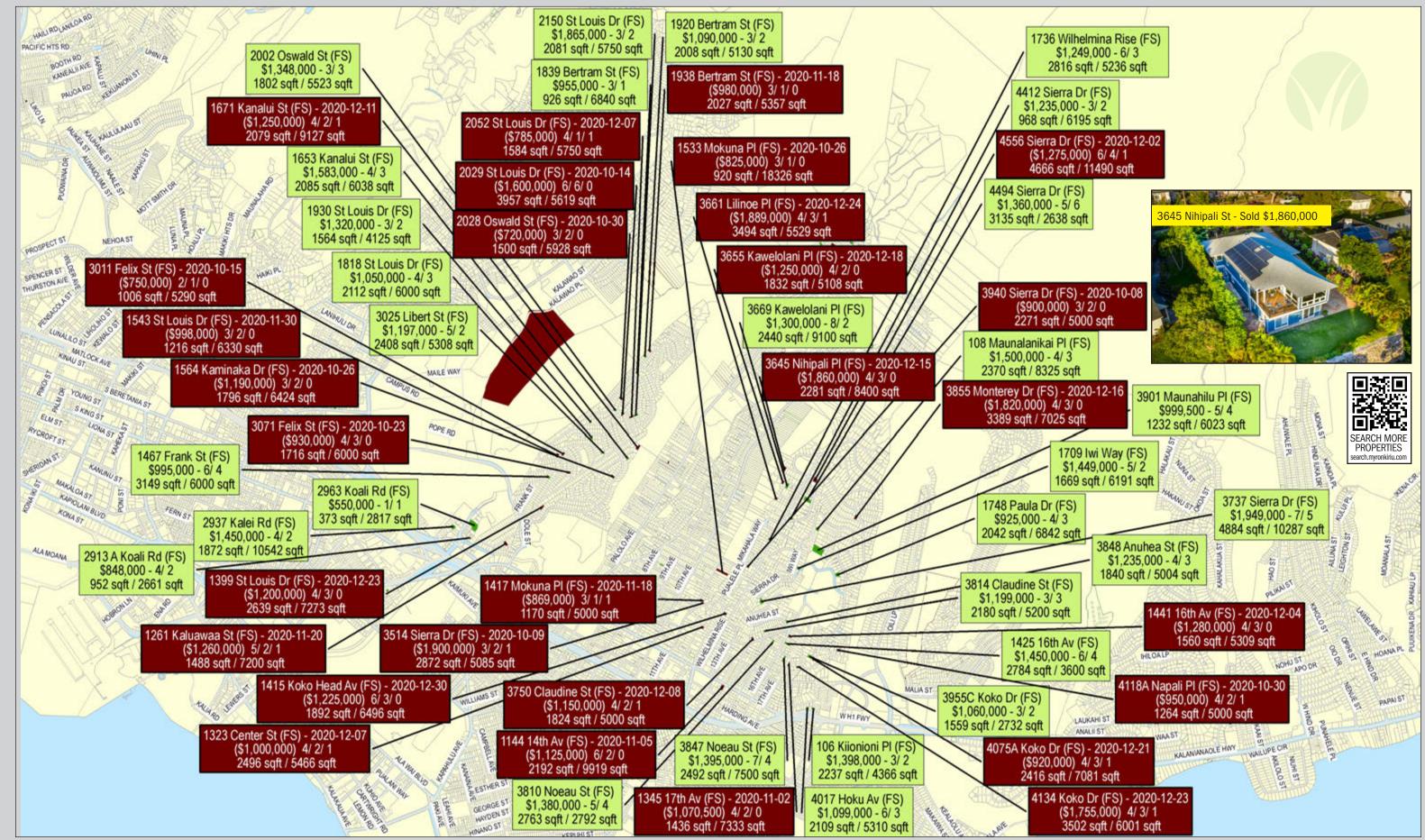
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