



We List Your Property, *Properly.*



HAWAII LIFE
REAL ESTATE BROKERS

2018 Listing Presentation

Smart Marketing. Solid Representation.

Hawai'i Life Real Estate Brokers focuses on results. Our foundations of **Smart Marketing** and **Solid Representation** work to connect buyers and sellers in Hawai'i, and around the world.

Smart Marketing means we promote your property in ways that are responsive to changing markets and homebuyer trends for maximum results.

Solid Representation ensures that Hawai'i Life agents and principals look after your interests without compromise.



SOLID REPRESENTATION

We Represent YOU

Representing both a buyer *and* a seller requires a compromise of service. Your interests and selling your property are at the center of everything we do.

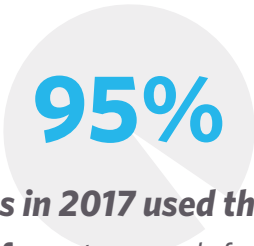
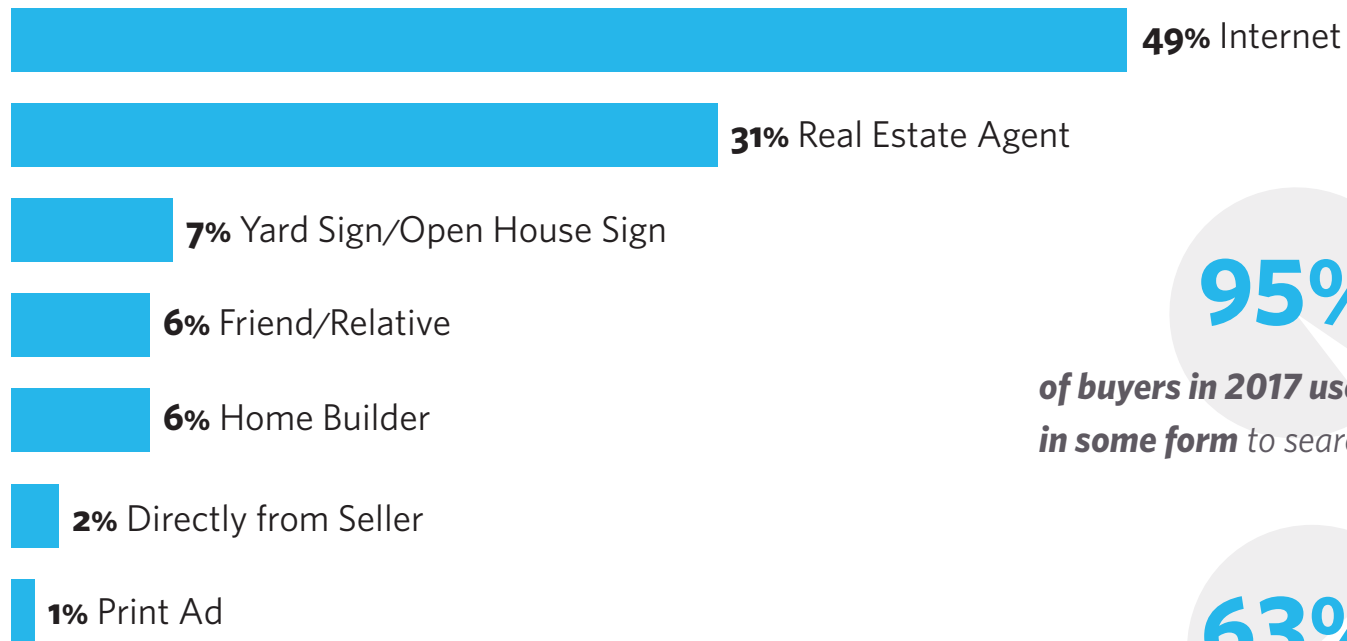


SMART MARKETING

Find the Buyers

We know where buyers are looking. Hawai'i Life marketing directly addresses these key exposure points.

Where did buyers find their home they purchased in 2017?



of buyers in 2017 used the internet in some form to search for a home.



of buyers in 2017 walked through a home viewed online as a result of an internet home search.

*Increasingly buyers are using the Internet as their first step in the home search process. **42% of buyers first looked online for properties for sale as their first step.***

Source: NAR Profile of Home Buyers and Sellers, 2017

SMART MARKETING

HawaiiLife.com

We are **Hawaii's #1 Real Estate Search Engine**. Thousands of customers visit **HawaiiLife.com** daily—*more than any real estate website in the state*. Hawaii's simpler, smarter real estate experience.

The screenshot displays the HawaiiLife.com homepage. At the top, there is a navigation bar with the HawaiiLife logo and links for REAL ESTATE, VACATIONS, NEWS, COMPANY, and SIGN IN. The main headline reads "Hawaii's simpler, smarter real estate experience. Find your Hawai'i Life...". Below this is a search bar with the placeholder text "Search Hawaii towns, properties, MLS#" and a "Search" button. A live customer service contact number, 1-800-370-3848, is also provided. The featured posts section includes three articles: "Ohua Avenue - Residential Ambiance on the Quiet Side of Waikiki", "Looking For A Home For Sale With Rental Income Potential Or Mother-In-Law Unit?", and "Championship Golf Underway This Week at Hualalai Resort". A detailed property listing for "78-7006 AUMOE ST" is shown, featuring a large photo of a poolside patio, the price "\$1,099,000", and other property details. Below the listing are buttons for "ASK A QUESTION", "GET ALERT", and "SHARE PROPERTY". A bottom banner for "A'ali'i at Ward Village: Join The Smarter Living Movement!" is also visible.

89% of buyers rated photos and 84% of buyers rated detailed information about properties for sale as the most useful website features.

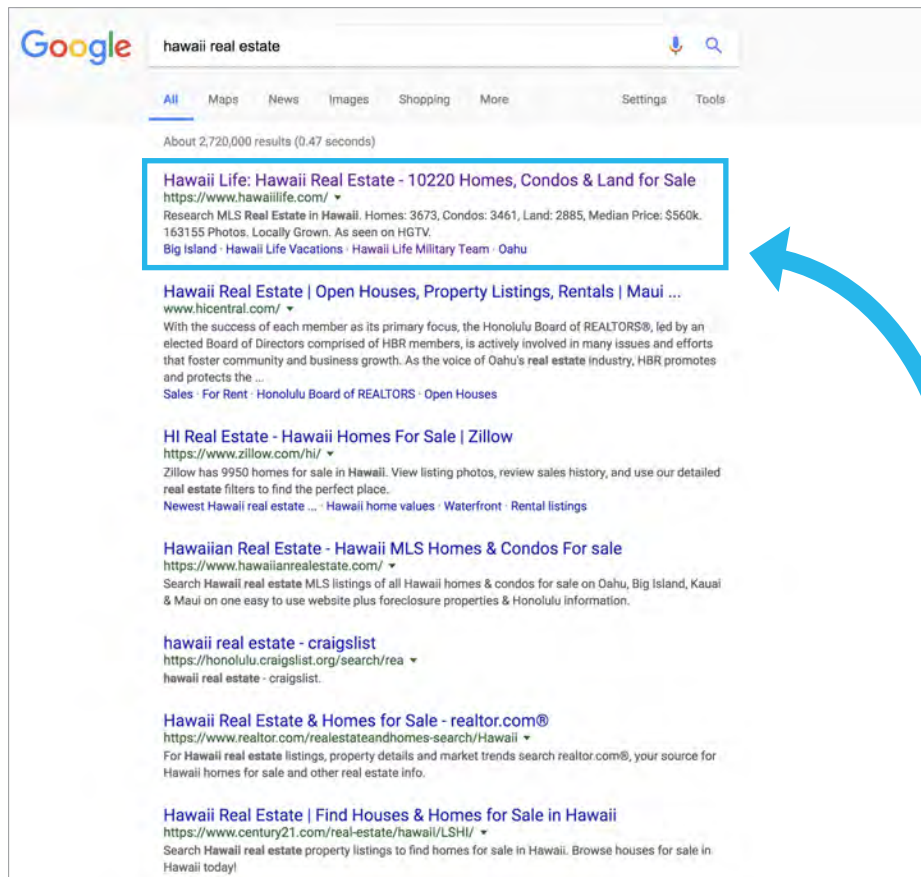
source: NAR Profile of Home Buyers and Sellers, 2017



SMART MARKETING

HawaiiLife.com SEO

The Best Search Engine Marketing in Hawai'i. HawaiiLife.com receives vastly more traffic with longer visits and more page views than the competition.



Google search showing **Organic Authority Listing**

Expert In-House Web Marketing

We know how to drive massive web traffic to our network of websites. With ongoing promotion to stay at the top of all rankings by our in-house Search Engine Marketing team, **HawaiiLife.com** offers unparalleled global exposure for our listings.

Organic Search Placement!

Organic search engine placement is simply the most effective website lead-generator. We do invest in Pay Per Clicks and sponsored advertising, but statistically organic placement yields more (and better) traffic. **HawaiiLife.com** is actively promoted and optimized for an ever-increasing list of organic search results.

995K

Promoted Keywords on HawaiiLife.com

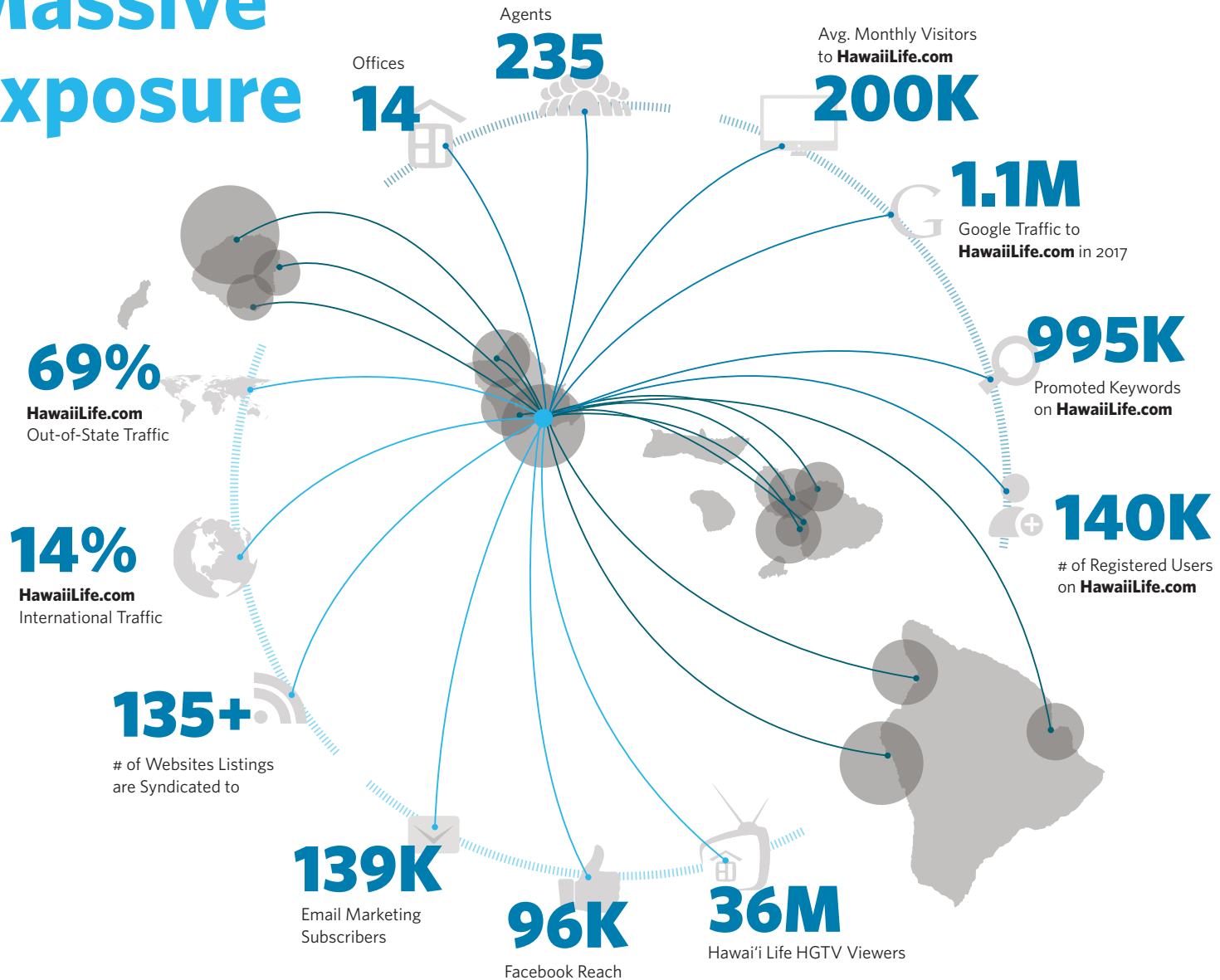
1500+

Keywords on HawaiiLife.com rank in the top 3 positions of Google searches



SMART MARKETING

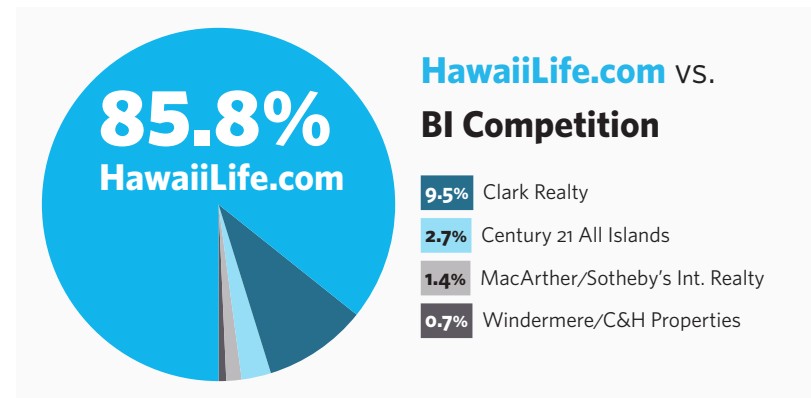
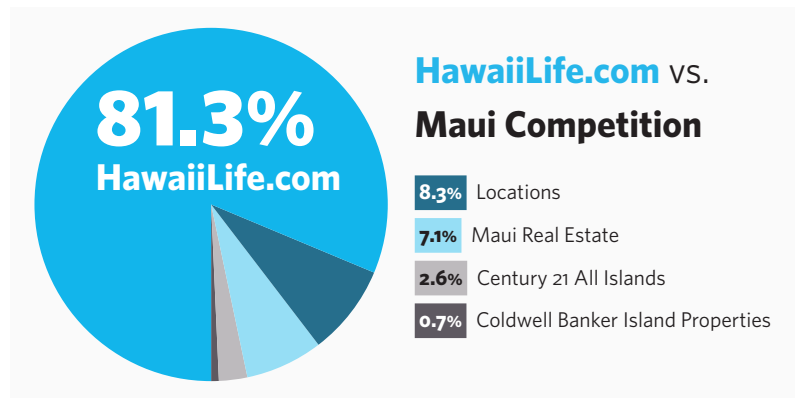
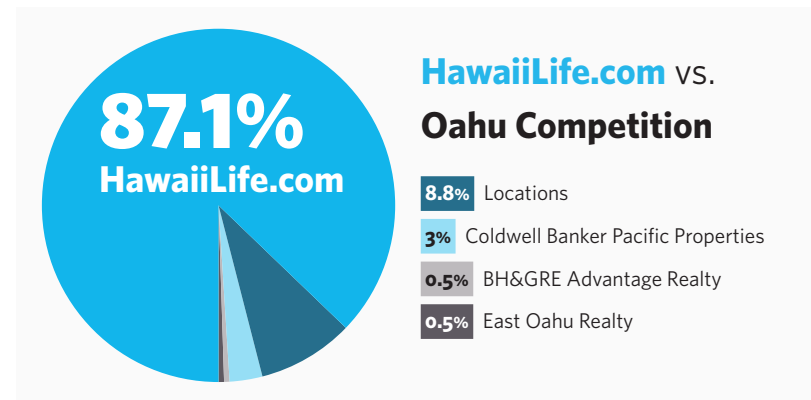
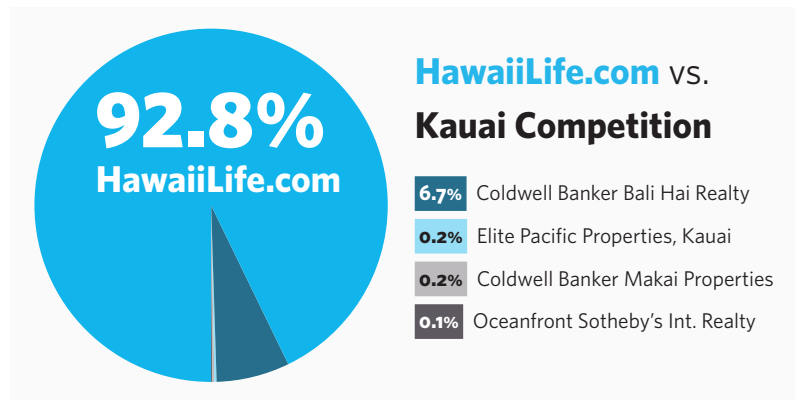
Massive Exposure



SMART MARKETING

Google Loves HawaiiLife.com

Since 2011, Google has delivered over **10X more organic traffic to HawaiiLife.com** than our nearest competitors. These graphs show organic traffic from Google.com from January 2014 - Dec 2017.

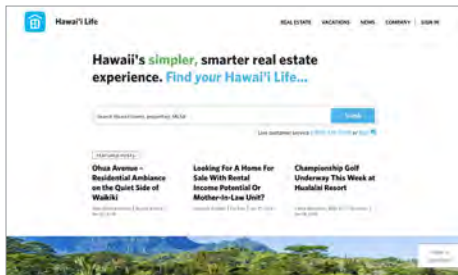


source: SEMrush.com (a third party site)

SMART MARKETING

Existing Systems

Our teams and systems are ready to go. Here are some highlights.



HawaiiLife.com



Social Media



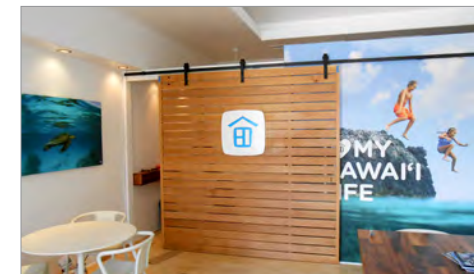
Network & Affiliates



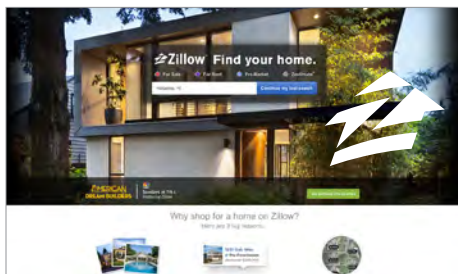
Sales Force CRM



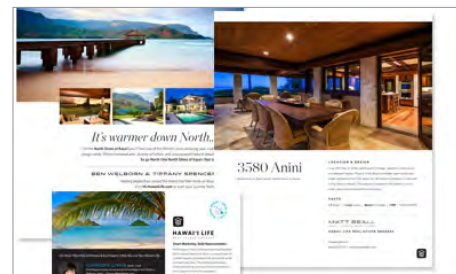
SmartMarketing



Locations



Zillow Partnership



In-House Design Team



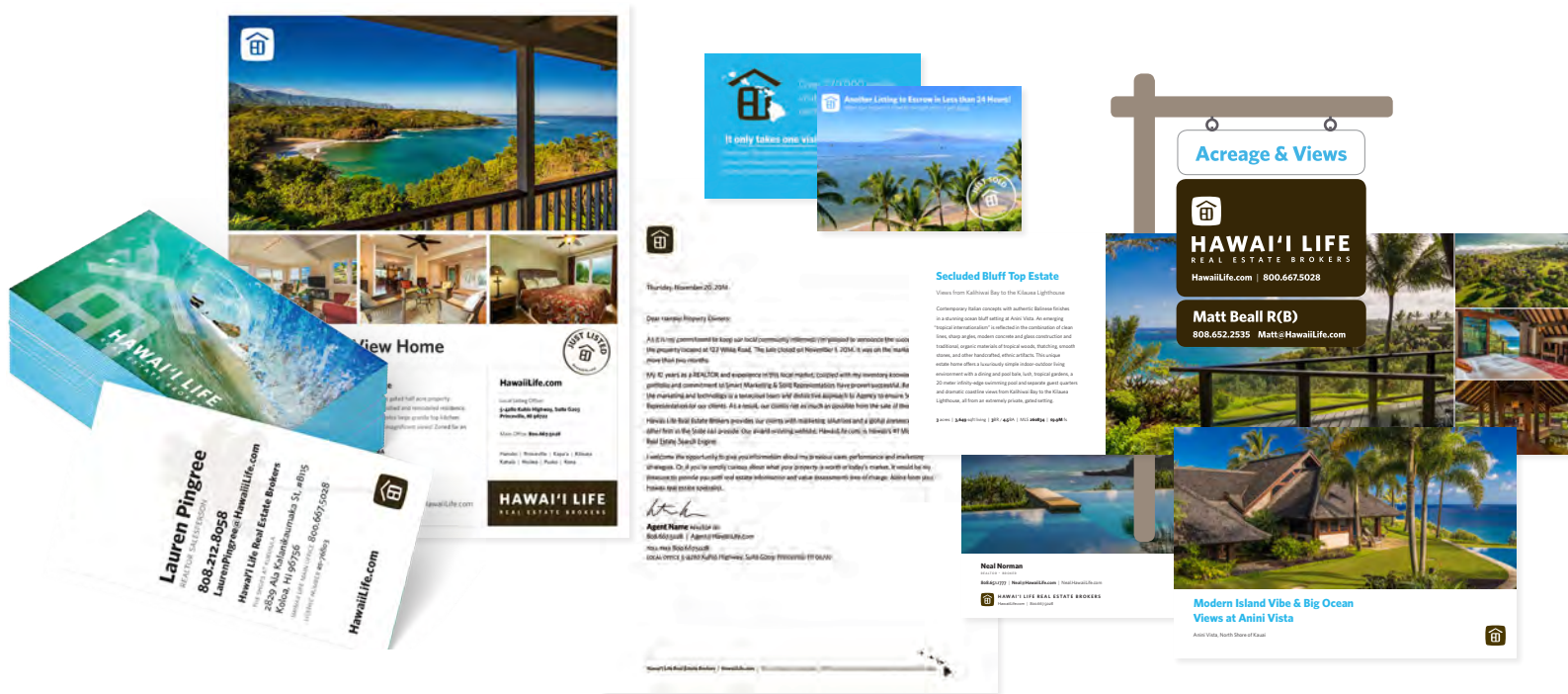
Email Marketing



SMART MARKETING

Design Driven Direct Marketing

Hawai'i Life has a massive client database and we know how to utilize it. Our in-house design and distribution departments work in unison to communicate with potential and existing clients and to help agents produce high-quality targeted marketing. We call this **Smarketing**.





SMART MARKETING

Professional Photography & Copywriting

SMART MARKETING

Performance Tracking

Hawai'i Life combines our proprietary lead management software, PropertyBase CRM and Salesforce to track the activity and interests of buyers. Imagine knowing exactly how many people have seen your property and where they're from. We customize our marketing to target specific buyers for your property.



Listing Views Statistics

HAWAII LIFE
CRM powered by propertybase

Home | Contacts | **Inquiries** | Listings | Escrows | Chatter

HL Leads - Important | Edit | Delete | Create New View

Action	Contact	Owner Last Name	Rating	Status	Lead Source	MLS#	Island
Action			Cold	Scrubbed	HL Web - Question	200889	Big Island
Edit Del			Cold	Scrubbed	HL Web - Request ...	200889	Big Island
Edit Del				New Lead	HL Web - Question	1303927	Oahu
Edit Del				New Lead	HL Web - Question	350352	Mau
Edit Del			Warm	New Lead	HL Web - Question	262399	Kauai
Edit Del			Warm	New Lead	HL Web - Live Chat		Kauai
Edit Del			Warm	New Lead	HL Web - Question	226724	Big Island
Edit Del			Hot	Active	HL Web - Question ...	352503	Mau
Edit Del			Hot	Active	HL Web - Request ...	350339	Mau
Edit Del			Hot	Active	HL Web - Request ...	352592	Mau
Edit Del			Hot	Active	HL Web - Question ...	352592	Mau
Edit Del			Hot	Active	HL Web - Request ...	352592	Mau
Edit Del			Hot	Active	HL Web - Request ...	354788	Mau
Edit Del			Hot	Active	HL Web - Request ...	354618	Mau
Edit Del			Hot	Active	HL Web - Request ...	354219	Mau
Edit Del			Hot	Active	HL Web - Request ...	355690	Mau
Edit Del			Hot	Active	HL Web - Request ...	353088	Mau
Edit Del			Hot	Active	HL Web - Request ...	355618	Mau
Edit Del			Warm	New Lead	HL Web - Question	253019	Big Island
Edit Del	Kim	Zell	Warm	New Lead	HL Web - Live Chat		Kauai

Salesforce Chatter

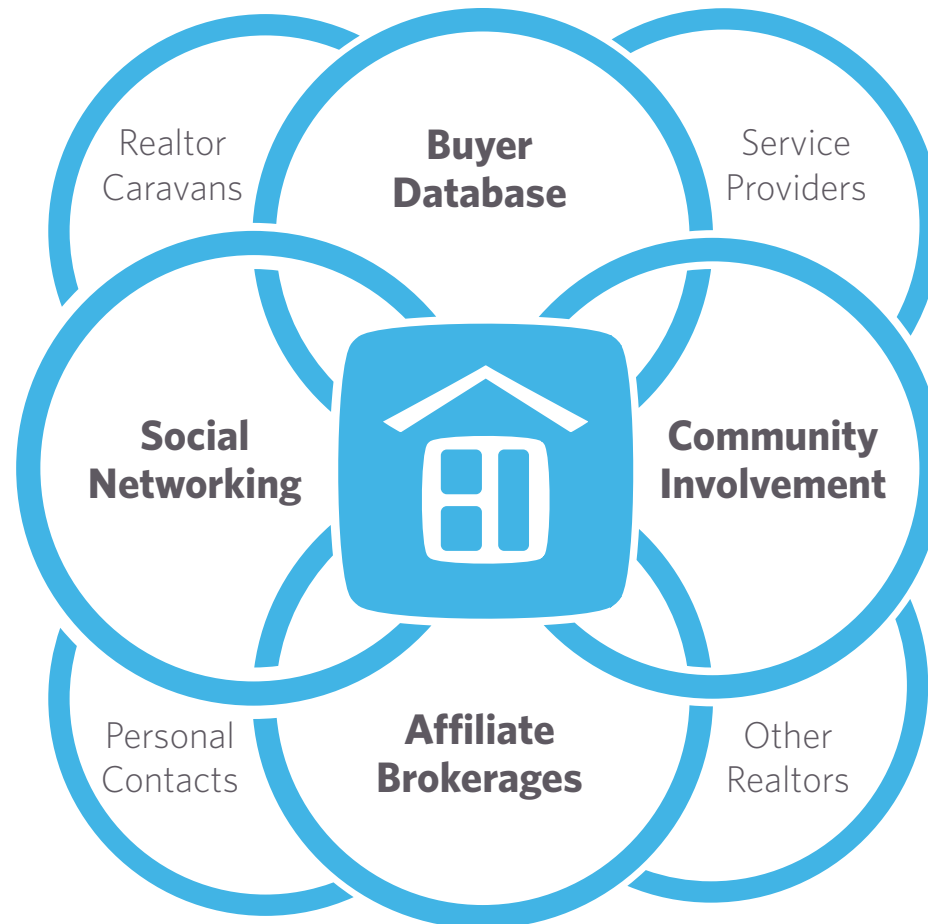
Lead Management back-end



SMART MARKETING

Networking

Hawai'i is a relationship culture and real estate is a relationship business.



SMART MARKETING

Affiliates and Networks

As **Luxury Portfolio and Christie's International Real Estate member affiliates**, Hawai'i Life's luxury listings are exposed to an even greater sphere of international buyers and sellers.



Luxury Portfolio International® is the luxury face of Leading RE, the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.

Membership Advantages

- Network with the most reputable and powerful group of brokers in the industry - 565 brokerages in over 65 countries, representing 130,000 agents.
- Digital marketing campaigns to ensure your home receives maximum exposure and follow-up detailed exposure and tracking reports using LuxeAnalytics.
- Global targeted exposure in advertising programs that reach over 55 million affluent consumers annually through publications with high-net-worth readers.

\$54B

Total Listing Inventory

83%

Global Listings > **\$1M**

3M+

Yearly Qualified Visitors to LuxuryPortfolio.com

Source: Luxury Portfolio 2016-2017 Stats



Christie's International Real Estate is an invitation-only network comprised of the leading luxury real estate brokerages in their local markets, commanding recognition among discerning buyers and sellers worldwide.

Membership Advantages

- Network with 141 affiliated brokerage firms and 1,200 offices in 46 countries, representing 32,000 agents.
- Digital promotions, auction house displays, print services, advertising, public relations including press releases and editorial opportunities.
- Comprehensive services and counsel including estates and appraisals, insurance valuations, private sales, fine art storage and educational programs.

\$61B

Total Listing Inventory

\$115B

Total Sales Volume in 2016

62M

Annual Visits to ChristiesRealEstate.com

Source: Christie's International Real Estate Network Metrics 2016-2017



SMART MARKETING

Performance and Results

\$1,122,770,794

In Sales in 2017

\$5.3M

Avg. Sales Volume Per Agent in 2017

>\$3M

Most closed transactions above \$3M in 2017

1,558

Transactions in 2017

#1

Real Estate Website in Hawaii

200K

Avg. Monthly Visitors to
HawaiiLife.com

100%

Locally Owned & Operated

10,220

of Listings on **HawaiiLife.com**

>

More Listings than any
Hawaii Brokerage

2

Inman Nominations
for Most Innovative
Brokerage

3

Inman 100 Most
Influential Real Estate
Leaders

#3

Fastest Growing Company in
Hawaii - PBN 2012

235

Agents

14

Offices
Statewide

42

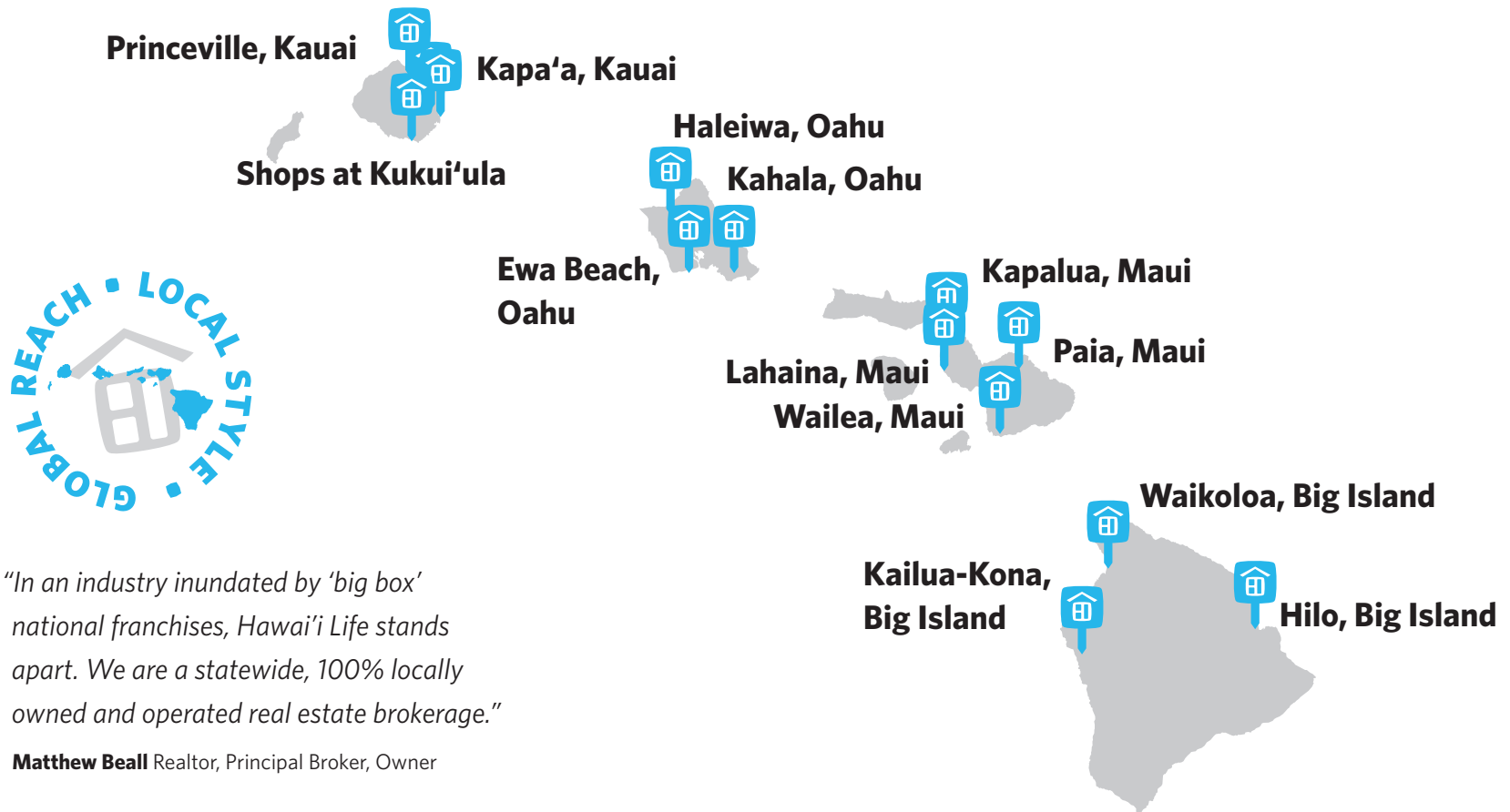
Designers &
Support Staff



SOLID REPRESENTATION

The People and the Company

235 Agents, 14 Offices, 9 Years. **With offices around Hawai'i and even more committed, local agents, Hawai'i Life is a solid, connected ohana.** We are un-corporate, local and forward-thinking. We embrace technology while maintaining a strong human connection to the buyers and sellers we represent.



"In an industry inundated by 'big box' national franchises, Hawai'i Life stands apart. We are a statewide, 100% locally owned and operated real estate brokerage."

Matthew Beall Realtor, Principal Broker, Owner



SOLID REPRESENTATION

Success Stories

Client References are available upon request.

"It is hard to purchase a property when you live in a different country. We set our hearts on buying in Honolulu and Hawaii Life stood out." **R.W., Wellington, New Zealand**

"There was not one part of the process that did not go extremely smooth from searching for a home, to working with escrow. Mahalo Hawaii Life" **K.C., Kaneohe, Oahu**

"As I look at the beautiful ocean view from my new apartment, I would like to take this opportunity to commend Hawaii Life for helping me make the dream of owning a second home in Hawaii a reality... I am a real estate broker in New York City, and I can spot great service no matter how many miles away..." **L.T., New York**

"The Realty Brokerage that far outsurpassed any in terms of knowing the market, understanding how to represent properties effectively on the Internet with outstanding, qualified IT systems support personnel, the importance of first-rate photography, AND had the access to Buyers was and remains Hawai'i Life Real Estate Services." **T.R., California**

"The best website by far. Great local agents. Very professional service. We had an unusual property so we didn't get a lot of traffic, but HL was working hard to find a buyer and we found just the right one" **Zillow review**

"The Hawaii Life team did the impossible. They sold oceanfront property in a down market during the slow selling season getting the price I wanted..." **J.F., Illinois**

"I just wanted to give Hawaii Life a big THANK YOU for giving us the courage and destination to make our dreams come true. Your business and the Hawaii Life TV show have changed our lives forever!!" **C.W., West Virginia**



HAWAI'I LOVE

Hawai'i Life Charitable Fund

Working to preserve Hawaii's beauty and culture by supporting its people. The Hawai'i Life Charitable Fund was created to increase the flexibility, responsiveness, and innovative giving opportunities for our brokers, agents, clients and customers.



Working to preserve Hawaii's beauty and culture by supporting its people.

Recently, the HLCF donated \$1,000 to each of the following organizations:

Hawai'i HomeOwnership Center, Hawaiian Community Assets, ALEA Bridge, Kahumana, and Nā Hale O Maui

Hawai'i Life has always embraced community involvement and charitable giving, intent on keeping money earned in Hawai'i at home. For years the Real Good program offered a way for clients to designate a charity to receive a portion of our business proceeds. As our company has grown, the variety of activities and organizations we would be honored to support has also grown. *We see the need to increase the opportunities for our brokers, agents, clients, and customers to contribute conveniently.*

Give.HawaiiLife.com

- Donations can happen at anytime for any amount
- Donations at the close of escrow can be as small as \$100, and as large as you're able to give.
- Donations are "off the top," or before commissions are divided, so Hawai'i Life contributes a portion of the donation, regardless of the amount. If the agent wants to contribute more than \$100, Hawai'i Life will continue to share in that amount.
- Visit **Give.HawaiiLife.com** to learn more



Mahalo

*This presentation was made with Aloha by
the Hawai'i Life Creative Team.*



HAWAI'I LIFE
REAL ESTATE BROKERS

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