



Hawai'i Life

COMPANY DESCRIPTION

Hawai'i Life is a new kind of real estate company, with a commitment to Smart Marketing and Solid Representation. We embrace technology—while maintaining a strong human connection to the buyers and sellers we represent. The quality and pace at which Hawai'i Life has grown (375 agents in 16 offices over 10+ years) are testimony to the fact that we are onto a positive change in the industry. We've carefully partnered with Realtors who want to take part in a new paradigm in Hawaii real estate.

HAWAIIILIFE.COM | 800.667.5028 | OAHU | MAUI | HAWAII ISLAND | KAUAI | WORLDWIDE

AGENTS AND EMPLOYEES

Hawai'i Life employs 375 licensed real estate brokers and salespeople, and 41 support staff:

- There are 12 Brokers-In-Charge across the State of Hawaii.
- The Creative Team employs full time designers, copywriters, and marketing coordinators for all forms of media.
- The Customer Experience Team includes Salesforce administrators and a staff of 3 Inside Sales Specialists.
- The Agent Services Team employs 3 full-time transaction managers and one listing/relocation specialist.
- The Vacation Rental Division employs 6 full-time bookkeepers, as well as reservationists and support staff, including 10+ property managers who are independent contractors.

NOTABLE INFORMATION

- Hawai'i Life started in June of 2008, headquartered in Hanalei, Kauai.
- Hawai'i Life was nominated as Most Innovative in Brokerage and Technology for 2010 & 2011 by Inman News
- Named Third (#3) Fastest Growing Hawaii Company by Pacific Business News, 2012
- Named by Hawaii Business Magazine as the #3 residential real estate company in Hawaii for 2013 (based on volume of sales as well as number of transactions).
- HawaiiLife.com is Hawaii's most-trafficked real estate search engine (Source: SEMRush, who are independent contractors)

LEADERSHIP

Matthew G. Beall

Chief Executive Officer, Principal Broker

Winston Welborn

Chief Design Officer

SALES STATISTICS

Sales Volume by Year (approximate):

2008 - \$4.7M

2009 - \$52M

2010 - \$155M

2011 - \$344M

2012 - \$520M

2013 - \$655M

2014 - \$990M*

2015 - \$955M

2016 - \$1.135 Billion

2017 - \$1.123 Billion

2018 - \$1.739 Billion

*includes significant 'off market' transactions



Hawai'i Life

HAWAIIILIFE.COM | 800.667.5028 | OAHU | MAUI | HAWAII ISLAND | KAUAI | WORLDWIDE

NOTABLE INFORMATION (CONTINUED)

- As of 2014, Hawai'i Life is the top listing residential real estate brokerage in the State of Hawaii, by both volume and units.
- From 2012 to present, Hawai'i Life represented more sales of properties for \$3m+ than any other brokerage in Hawaii. (Source: MLS)
- In 2012, Hawai'i Life became a member of the Hawaiian Island Land Trust (HILT) "Founding Few" with a donation of \$30,000.
- In 2016, The Hawai'i Life Charitable Fund became a Na Ka Aina member of HILT with a \$30,000 pledge and was later joined by Hawai'i Life with a \$30,000 pledge of its own, followed by an additional pledge by the company itself to also join Na Koa Aina.
- On January 1st, 2013 HGTV (Home & Garden Television Network) launched "Hawai'i Life" television show, a 13-episode lifestyle and real estate show exclusively featuring the company's agents and clients. The show is currently in its 13th season, with a national audience of over 22 million viewers.
- Hawai'i Life's annual conference, The Worthshop Series, is currently in its eighth year running and has attracted thousands of agents from Hawaii and the continental U.S. to the events.
- In 2019 CHRISTIE'S International Real Estate awarded Hawai'i Life with the Global Affiliate of the Year Award.

Notable Information Regarding Matthew Beall:

- Named in the Top 100 Most Influential Leaders in Real Estate for 2011, 2013, 2015, 2016 and 2017 by Inman News.
- Served as the Kauai Board of Realtors President (2012) and on the Executive Committee of the Hawaii Association of Realtors (2013).
- Named to Stefan Swanepoel's "Power 200 List" (The Most Powerful People in Residential Real Estate 2016)
- Current President of the Board of HiCentral, the for-profit technology company which operates the MLS for the Island of Oahu.
- Immediate past Chair of the Board of Directors of the Hawaiian Islands Land Trust.

LOCATIONS

Oahu

- Waialae, Honolulu - *Sales and Transaction Management*
- Kahala, Honolulu - *The CHOI Group - Sales and Transaction Management*
- Hawaii Kai, Honolulu - *Sales and Transaction Management*
- Ewa Beach, Lualani Village - *Sales & Hawai'i Life Military Team*
- Haleiwa - *Sales*

Maui

- Wailea Town Center - *Sales & Property Management*
- Paia - *Sales*
- Lahaina - *Sales*
- Kapalua - *Sales*

Hawaii Island

- Kailua-Kona - *Kopiko Plaza - Sales*
- Kailua-Kona - *HL1- Sales*
- Queen's Marketplace, Waikoloa Beach Resort - *Sales*
- Hilo - *Sales*

Kauai

- Princeville at Hanalei - *Company Headquarters - (Creative, Customer Experience, Transaction Management, Vacation Rentals, Property Management and Sales)*
- Hanalei - *Sales and Vacation Rentals*
- Kapa'a, Shido Building - *Sales and Bookkeeping*
- Poipu - *The Shops at Kukui'ula - Sales*