



HAWAII LIFE

2022 Listing Presentation

Why Hawai'i Life?

We focus 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 home buyer trends for maximum results.

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

Hawai'i's Real Estate Brokerage

Hawai'i Life is Hawai'i's statewide, 100% locally owned and operated real estate brokerage. We operate Hawai'i's #1 real estate website and over 312 expert, local agents are here to provide uncompromising personal service.

Design and Marketing

Hawai'i Life's in-house design and marketing experts ensure that your property is presented effectively to a large audience across multiple channels. We combine quality content with effective design and maximum exposure.

Exposure

Our marketing channels ensure that your property is seen by potential buyers. We actively market your listing through our web database, social media, statewide and international networks, office locations, PR partners, our Forbes Global Properties membership, Luxury Portfolio, direct mail, events, Zillow, and more. Our objective is to present and market your property to qualified potential buyers.

Results

In just 13 years, Hawai'i Life has evolved from an idea to Hawai'i's top-performing real estate brokerage. Statistics and results show that Hawai'i Life is a company focused on results. We consistently out-perform the competition across various market segments, price points and locations.

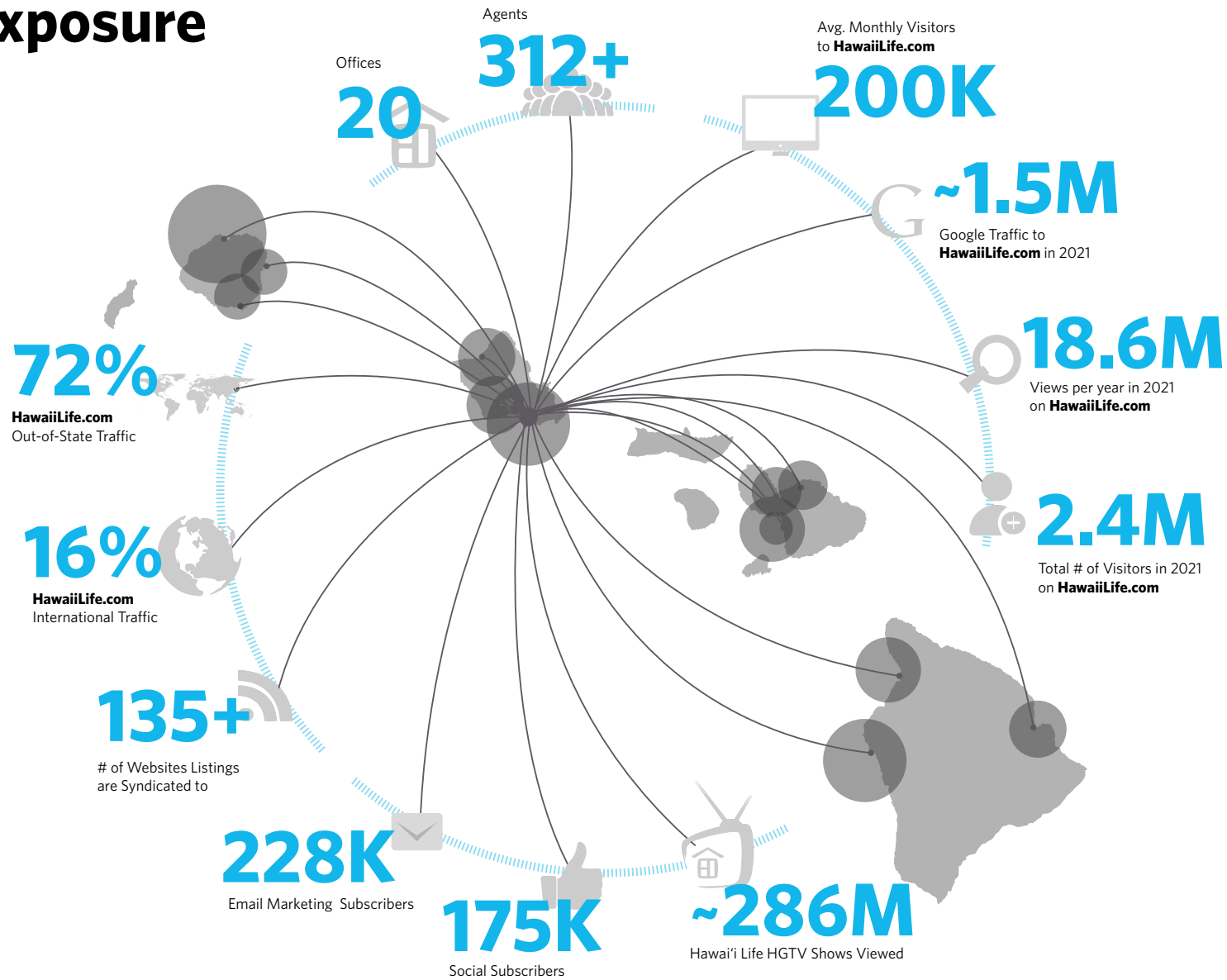
People. Representation.

Hawai'i Life is a team of dedicated, expert professionals. We are here to represent you. People put the "life" in Hawai'i Life.



SMART MARKETING

Exposure



PERFORMANCE

Hawai'i Life Performance

\$3.69 Billion

2021 Sales

450,000

Customer Database

2,645

Transactions in 2021

>\$3M

Most Closed Transactions above \$3M in 2021

#1

Real Estate Website in
Hawaii

200K

Avg. Monthly Visitors to
HawaiiLife.com

100%

Locally Owned & Operated

\$10.57M

Avg. Sales Volume Per Agent in 2021

>

More Listings than
any Hawaii Brokerage
(MLS data)

2

Inman Nominations
for Most Innovative
Brokerage

3

Inman 100 Most
Influential Real
Estate Leaders

312+

Agents

20

Offices
Statewide

52

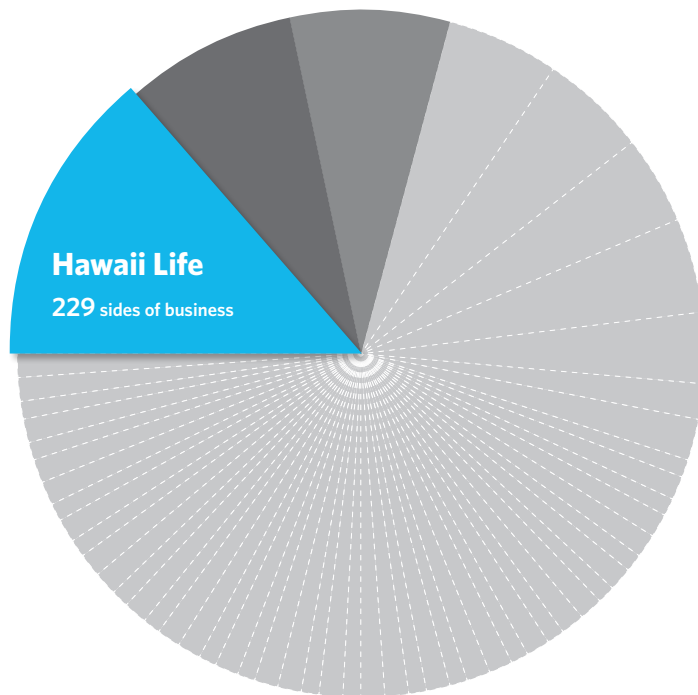
Designers &
Support Staff



PERFORMANCE

Hawai'i Life Dominates High-End Sales

Hawai'i Life continues to be the market leader, representing 229 of the 1,676 sides of business above \$3M in 2021. Hawai'i Life agents lead in both listings and sales volume in the state's luxury market.



Statewide Sales **Over \$3M**

- **Hawaii Life was the market leader (again): representing 229 of the 1,676 sides of business in that segment (13.7% of total)**
- Coldwell Banker Island Properties represented **135** sides.
- Compass represented **127** sides.
- All other brokerages combined represented **1,185** sides.



Hawai'i Life focuses on performance in all market segments.

Source: The data above is comprised directly from MLS and off market sales.



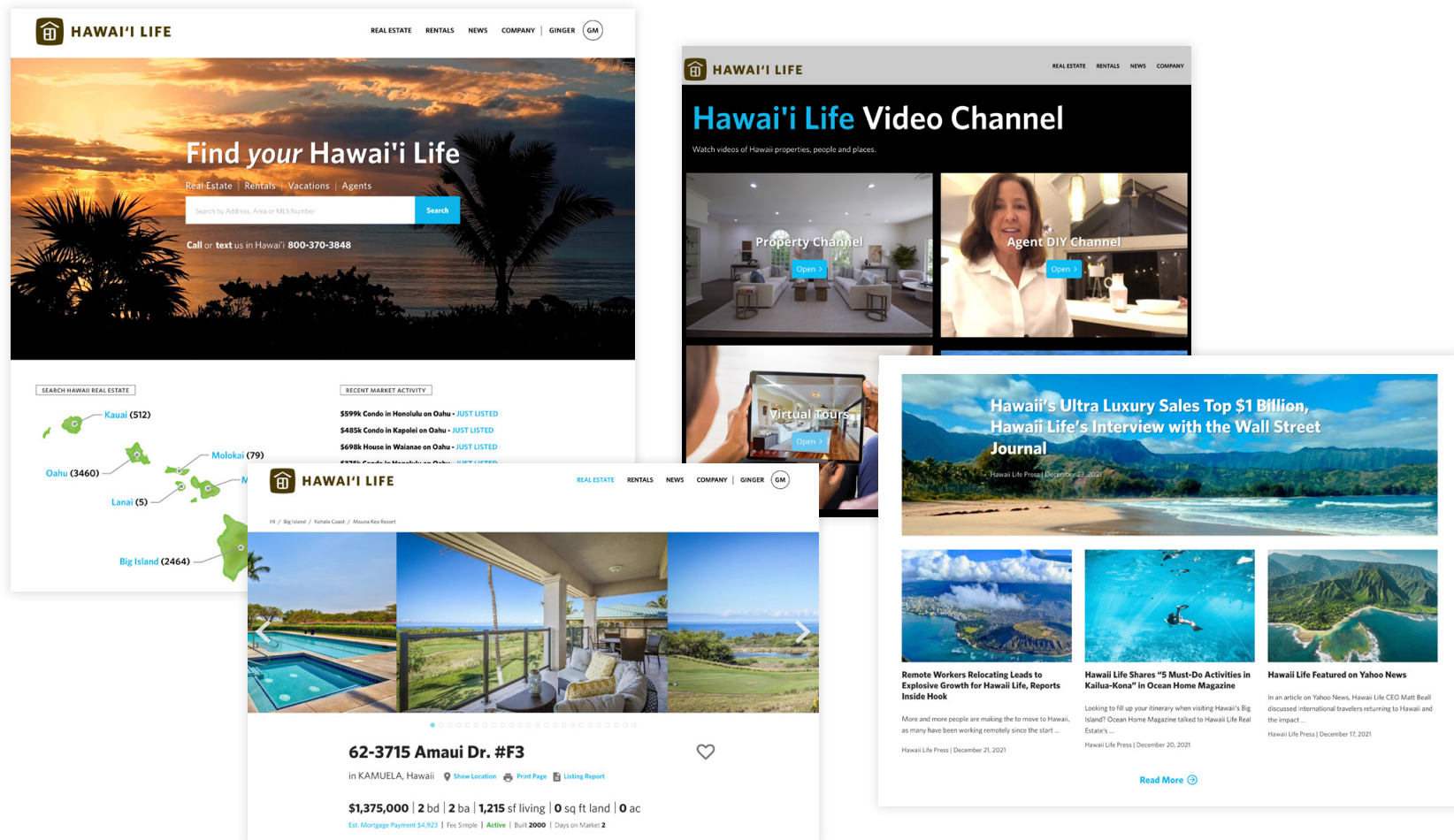
Design Driven Direct Marketing

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SMART MARKETING

HawaiiLife.com

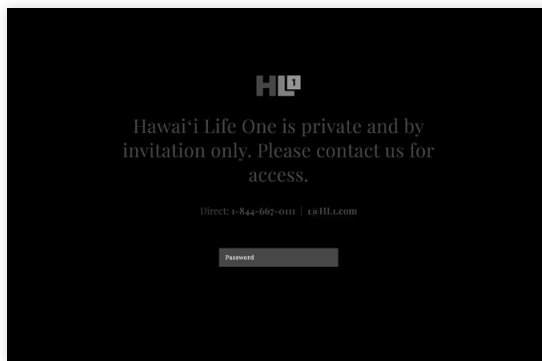
We are **Hawaii's #1 Real Estate Search Engine**. Thousands of customers visit HawaiiLife.com daily- more than any real estate website in the state. Hawaii's simpler, smarter real estate experience.



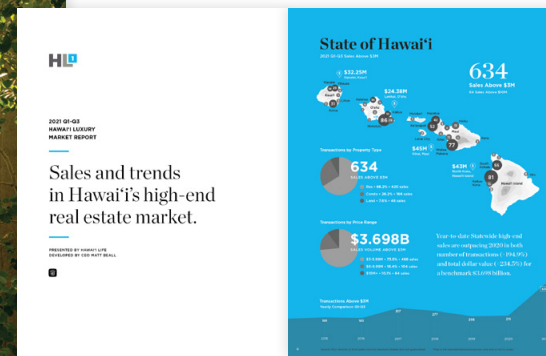
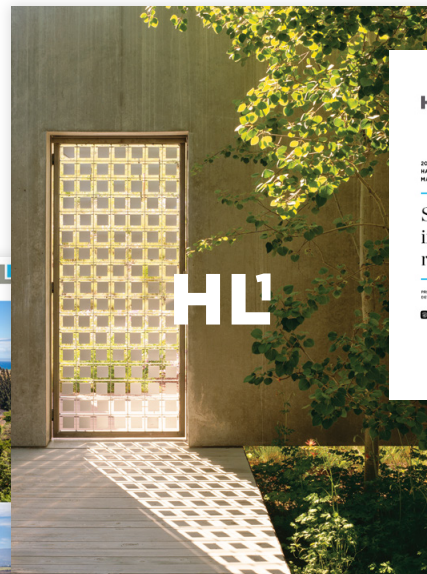
SMART MARKETING

Hawaii Life One

Hawai'i Life One (aka HL1) is a special division of Hawai'i Life focused specifically on the luxury market. HL1 is a curated collection of exceptional properties around Hawai'i. It is a natural evolution in representation. *HL1 is design, quality, and total service.*



Password Protected Website Featuring Listed and Off-Market Properties



HL1 Magazine & Luxury Market Report



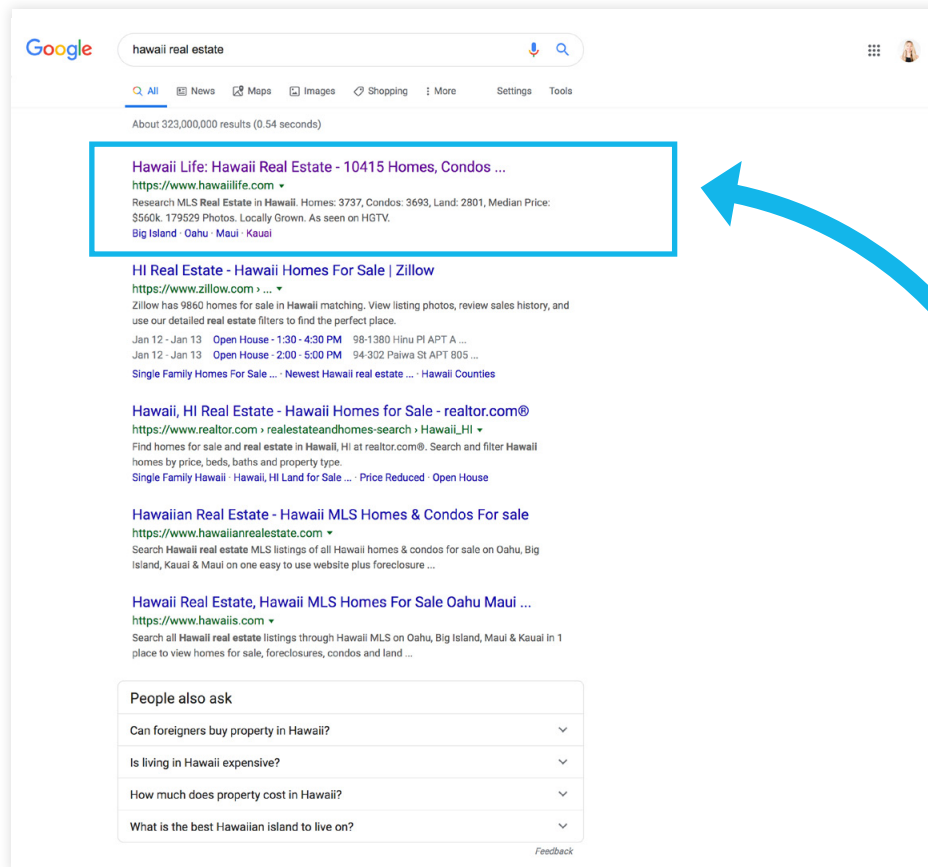
Listing Book



SMART MARKETING

HawaiiLife.com SEO

The Best Search Engine Marketing in Hawai'i. HawaiiLife.com receives vastly more traffic with longer visits 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!

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.

65K

Promoted Keywords on HawaiiLife.com

2,220+

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



AFFILIATIONS & REFERRAL NETWORK

Luxury Portfolio International

Luxury Portfolio International® is the luxury face of **Leading Real Estate Companies of the World® (LeadingRE)**, the largest **global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.**

Membership Advantages

Network of 550 companies, 4,600 offices 150,000 associates in over 70 countries, who collectively produce over \$296 billion in annual home sales last year.

Digital marketing campaigns and follow-up detailed exposure and tracking reports using LuxeAnalytics.

Global targeted advertising programs that reach over 55 million affluent consumers annually through publications with high-net-worth readers.

\$296B

Annual Home Sales

1.3M

Global Transactions

70

Countries

Source: Leadingre.com / LuxuryPortfolio.com



MEMBERSHIP & REFERRAL NETWORKS

Forbes Global Properties™

Our founding membership connects our clients to a global network of established leaders in luxury property sales in their respective markets, with clients and offices across the U.S., Asia, Europe, and Australia. Forbes Global Properties leverages the audience and worldwide reach of Forbes, one of the most trusted media companies for the last 100 years, to engage, inform, and delight buyers and sellers of luxury properties.

Membership Advantages

Connection to 133 million unique monthly visitors to Forbes' digital platform, 45 million+ social media followers, 44 global print editions in 28 languages that reach 6.3M+ readers.

Showcase listings on an exclusive new digital marketing platform with powerful consumer analytics and tools to pinpoint, engage and target prospective home buyers.

State-of-the-art agent tools, premier advertising opportunities, global PR campaigns and innovative marketing services to promote the most unique properties.

133M

Unique Monthly
Global Visitors*

76

Countries

28

Languages



Exclusive
Membership
in Hawai'i

Source: Forbes

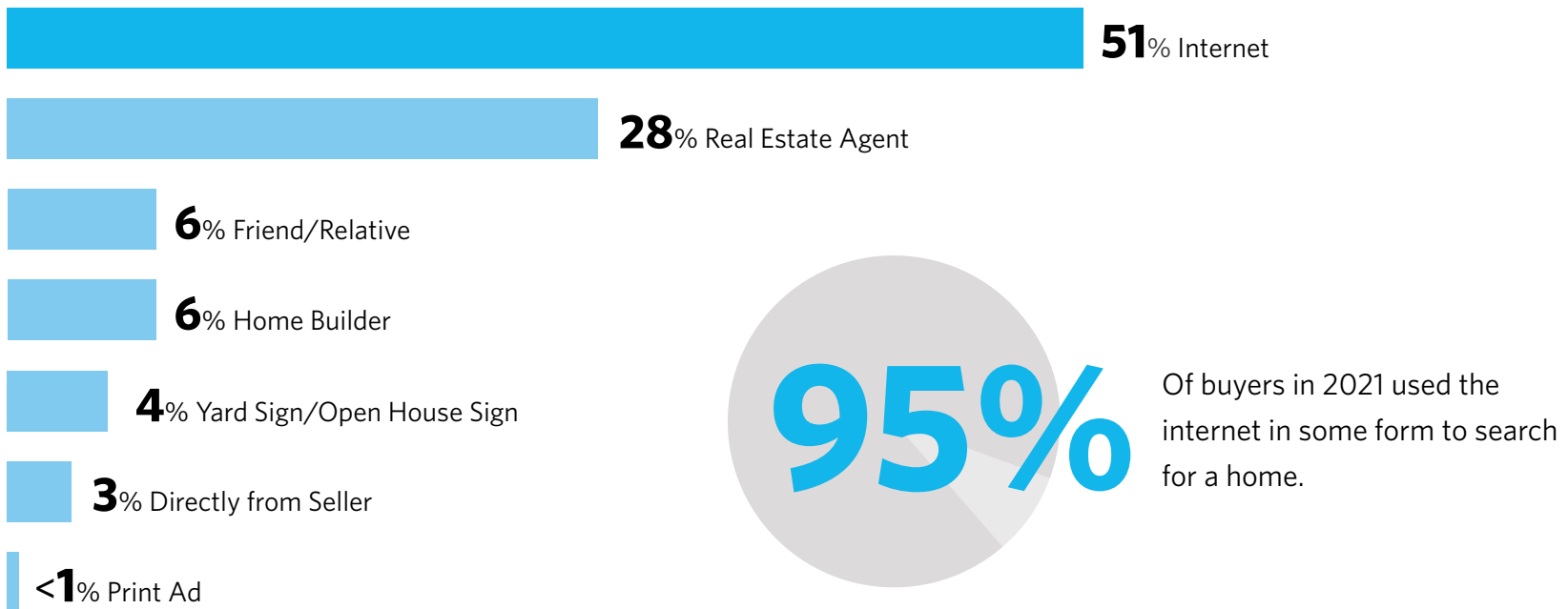
*Sept 2020 Google Analytics



Find the Buyers

Where are buyers looking? Hawai'i Life marketing directly addresses these key exposure points.

Where did buyers find their home they purchased in 2021?



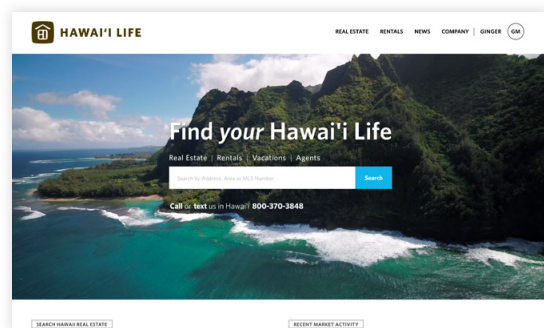
Buyers use the Internet as their first step in the home search process. **41% of buyers looked online for properties for sale as their first step.**

Source: NAR Profile of Home Buyers and Sellers, 2021

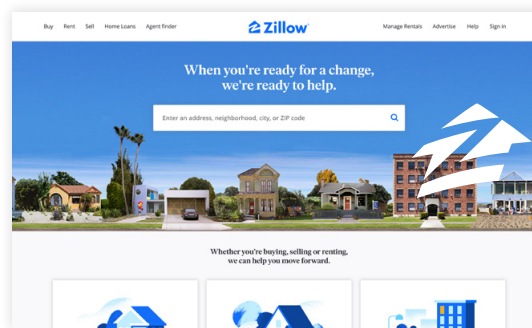
SMART MARKETING

Products & Systems

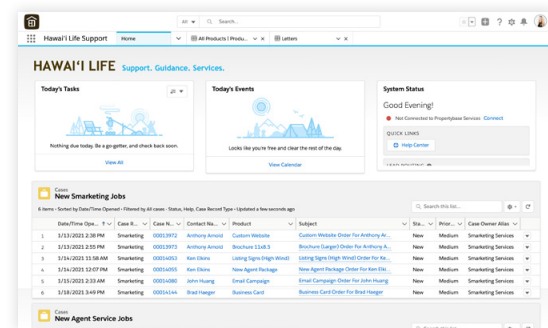
We make products to market your home. We track effectiveness. We maintain a large customer database. We employ a full-time team of over 20 technology, media, design and marketing experts. We are a unique combination of ad agency and real estate brokerage.



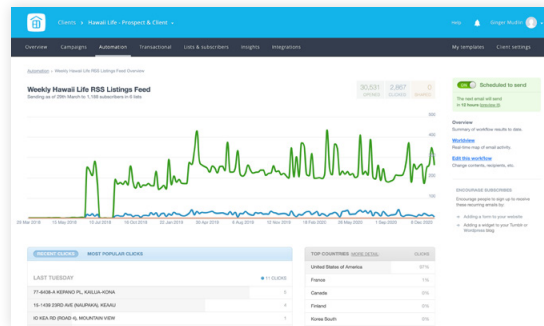
HawaiiLife.com



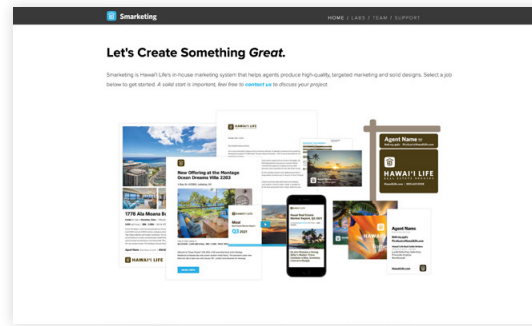
Zillow Partnership



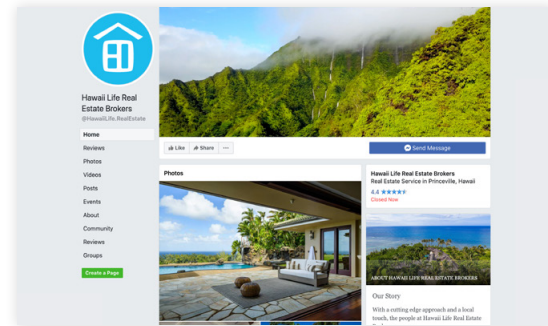
Sales Force CRM



Email Marketing



Smartmarketing

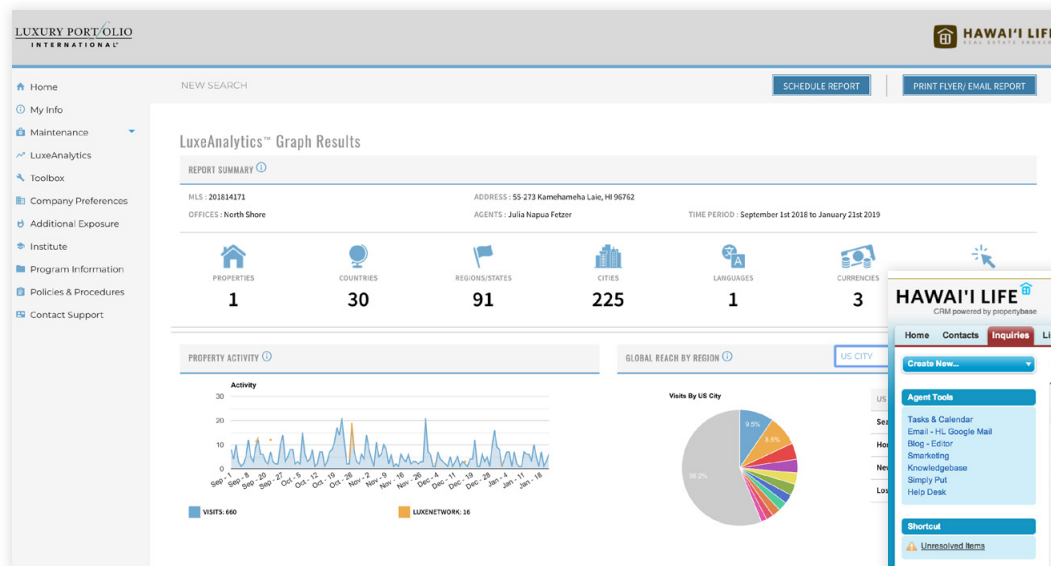


Social Media



Performance Tracking

We combine 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

The screenshot shows the 'HAWAII LIFE CRM' back-end interface. It features a navigation bar with tabs for Home, Contacts, Inquiries, Listings, Escrows, and Chatter. The main content area displays a table of leads with columns for Action, Contact, Owner Last Name, Rating, Status, Lead Source, MLS#, and Island. The table lists various leads with their respective details, including contact information, ratings, and sources.

Action	Contact	Owner Last Name	Rating	Status	Lead Source	MLS#	Island
Scrubbed			Cold	Scrubbed	HL Web - Question	260988	Big Island
Scrubbed			Cold	Scrubbed	HL Web - Request ...	260988	Big Island
New Lead				New Lead	HL Web - Question	1303927	Oahu
New Lead				New Lead	HL Web - Question	352032	Mauai
New Lead			Warm	New Lead	HL Web - Question	262308	Kauai
New Lead			Warm	New Lead	HL Web - Live Chat	262308	Kauai
New Lead			Warm	New Lead	HL Web - Question	228224	Big Island
Hot			Hot	Active	HL Web - Question ...	353903	Mauai
Hot			Hot	Active	HL Web - Request ...	355839	Mauai
Hot			Hot	Active	HL Web - Request ...	352597	Mauai
Hot			Hot	Active	HL Web - Question ...	352597	Mauai
Hot			Hot	Active	HL Web - Request ...	352597	Mauai
Hot			Hot	Active	HL Web - Request ...	354788	Mauai
Hot			Hot	Active	HL Web - Request ...	354416	Mauai
Hot			Hot	Active	HL Web - Request ...	356219	Mauai
Hot			Hot	Active	HL Web - Request ...	356680	Mauai
Hot			Hot	Active	HL Web - Request ...	353088	Mauai
Hot			Hot	Active	HL Web - Request ...	355618	Mauai
Warm			Warm	New Lead	HL Web - Question	253019	Big Island
Warm			Warm	New Lead	HL Web - Live Chat		Kauai

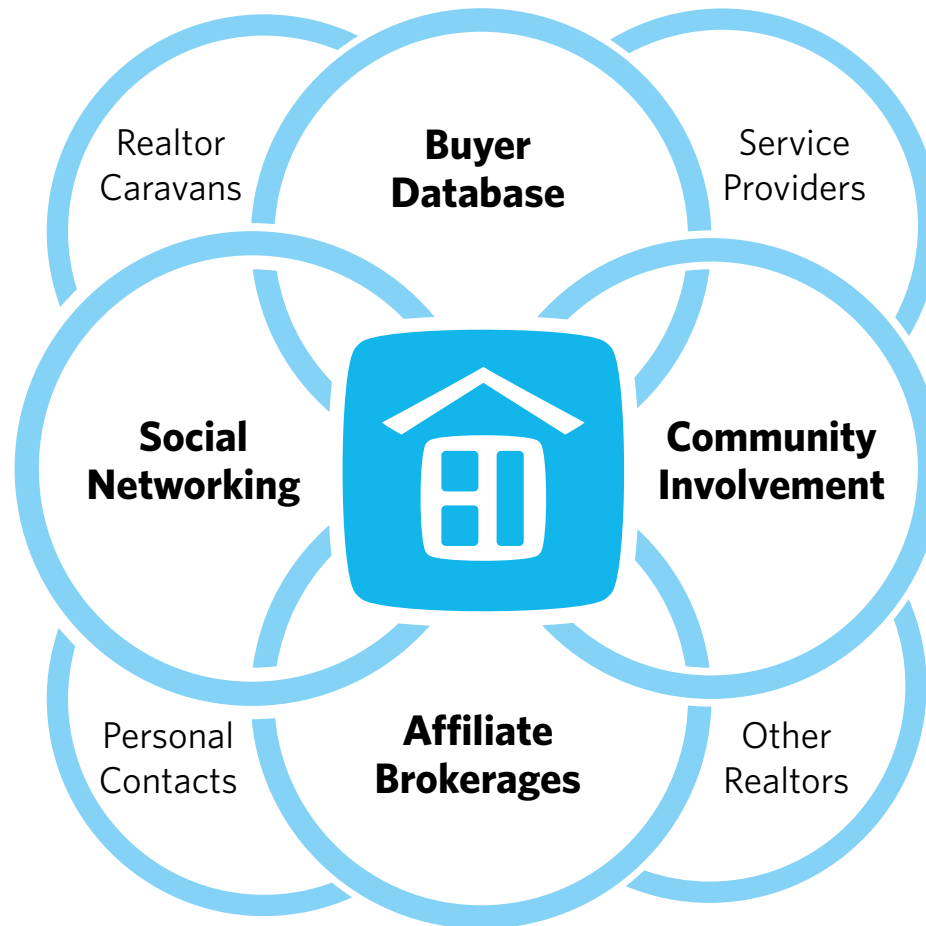
Lead Management back-end



SMART MARKETING

Networking

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



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.



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 (HLCF) was created to answer a need for flexible, responsive and innovative giving opportunities for our agents, brokers, employees and clients. The Hawai'i Life Charitable Fund is a donor-advised fund at the Hawai'i Community Foundation and is supported primarily through agent, broker and client donations, though anyone can donate to the HLCF. We support local charities and causes throughout the state that are aligned with our mission, primarily through grant funding provided through the Hawai'i Love program. Each year, Hawai'i Life agents and brokers collectively choose a giving focus. In 2020, our giving focus is Ocean Awareness.

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



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

Through the fundraising efforts of the HLCF Board of Directors and the generous contributions of Hawai'i Life agents and clients, HLCF has donated more than \$250,000 to Hawai'i-based 501(c)(3) charitable nonprofits serving the Hawaiian Islands. Funds raised supported the acute needs of Hawai'i residents facing extraordinary natural disasters, as well the ongoing needs of many Hawai'i charities.



Hawai'i Life Conservation and Legacy Lands

Conservation and Legacy Lands refers to a specialized area of real estate practice as well as a category of property with environmental, ecological or cultural conservation values.

Hawai'i Life is the only real estate firm in the state with dedicated resources available to properly list and market properties that have conservation or historic values. Through our relationships with conservation organizations both locally and nationally, Hawai'i Life can help owners of historic properties, significant agricultural holdings, or properties with conservation features, market their property appropriately to identify stewardship buyers and/or implement conservation strategies for their property.

While some conservation properties should remain entirely undeveloped, many properties have unique values that present a need for conservation through strategies allowing highly sensitive development.

Conservation.HawaiiLife.com

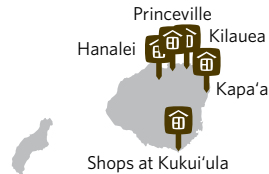
- At a high level, the goal of Hawai'i Life's Conservation and Legacy Lands initiative is to generate awareness of the role that conservation plays in Hawaii's future, given our unique geographical location and limited land.
- In addition to listing conservation and legacy properties, we are building a pool of committed buyers and donors for these properties in Hawai'i. We also represent these buyer customers and clients in matching them with conservation properties



SOLID REPRESENTATION

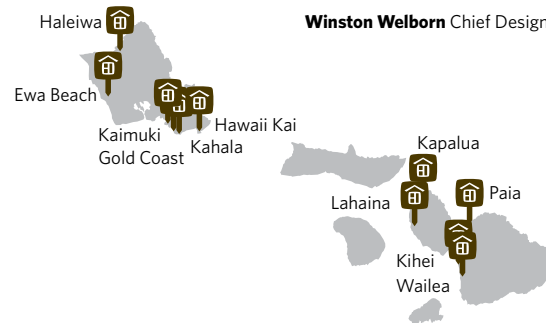
People are Hawai'i Life

With offices around Hawai'i and committed, local agents, we are 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.



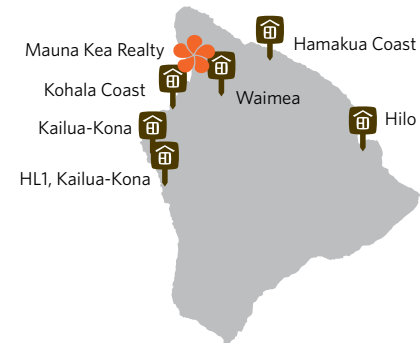
"In an industry inundated by 'big box' national franchises, Hawai'i Life stands apart. We are a statewide, 100% locally owned and operated real estate brokerage."

Matthew Beall Realtor, Principal Broker, Owner, Hawai'i Life



"Real estate was asking for better design and marketing, so we created Hawai'i Life. Our objective is clear and simple: real content + clean design + exposure = results. And we're just getting started."

Winston Welborn Chief Design Officer, Owner, Hawai'i Life



COMPANY

Hawai'i. Life. Style.

We are Hawai'i Life.

We have an obligation to understand this place, the culture and people.

Empathize.

Listen. Be present. Walk a mile.

People are Precious.

Build positive relationships and a family spirit.

HL Style.

Hawai'i Life has its own style. We love good design. We strive for beauty, quality and functionality in all elements of our company.

Simplify.

Seek paths and solutions that are light and efficient. Minimize waste.

Smile.

The results are instant, contagious and powerful.

Originality.

Create original ideas and solutions. Look beyond our industry.

Work.

Hone your craft. Work smart. Research. Deliver. Represent.

Integrity.

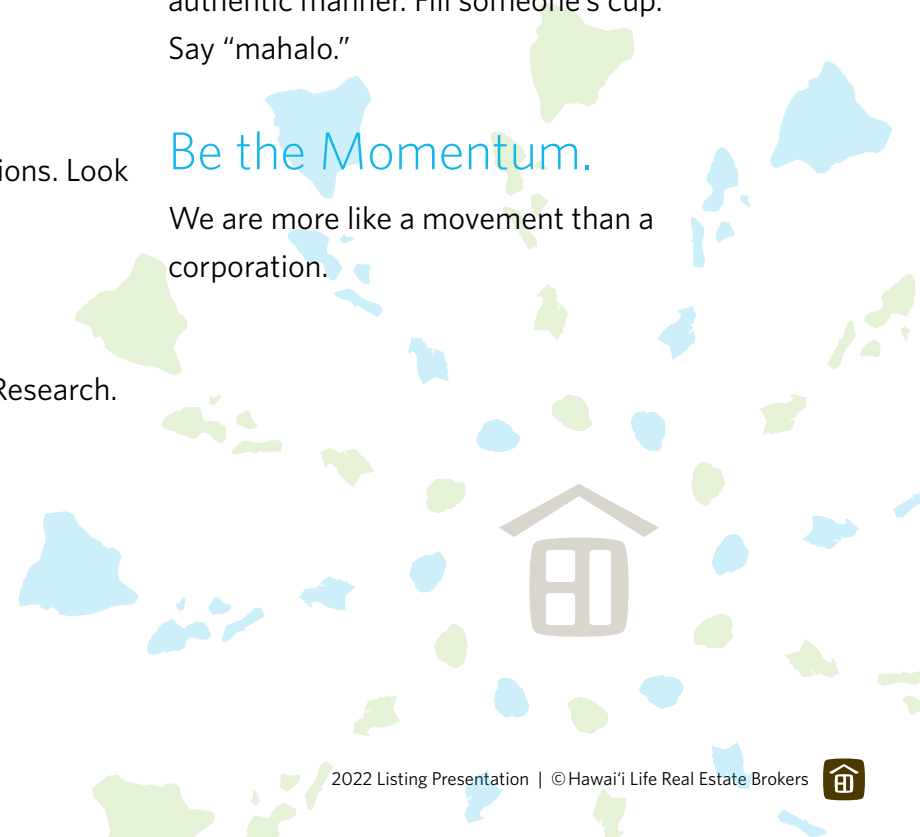
Be honest. Trustworthy. Reliable. Humble.

Grateful.

Support people and causes in an authentic manner. Fill someone's cup. Say "mahalo."

Be the Momentum.

We are more like a movement than a corporation.



Mahalo



HAWAII LIFE

800.667.5028 | HawaiiLife.com

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