

MONTHLY NEWSLETTER



Phillip Legare
PRINCIPAL BROKER

Successful people spend 20% of their earnings and time in self development.

Successful people have multiple mentors throughout their careers.

Successful people read. Not listen, but read. And take written notes not typed notes. Keep a diary. Proven the most effective way to learn. I wrote about this last month.

Books I recommend: The Compound Effect and Atomic Habits.

These two books will move you a long way to success and teach you the discipline and habits for successful people. Then Ninja Selling will give you the skill to take your RE career to a new level.

Successful people time bound their day. Calendar your most vital tasks or they just won't happen. No calendar means you are rushing thru life one accident at a time.

Book end your morning to be your most creative. I set aside 90 minutes to crush my most vital priorities BEFORE getting distracted with other tasks, meetings, social. Even golf waits for me to get finished with my MVPs.

Book end 30 minutes at the end of the day to write out your successes and things you didn't get done. Then jot down and calendar your next day.

These are some simple things you can do to put you on the power train to success. If you would like to know more, schedule a success mentoring session with me. I am usually available Monday-Wednesday-Friday and I have 2 hours set aside every Friday for anyone wanting a 1-1.

I'll leave you with these quotes to think about.

“Virtues are formed in man by his doing the actions,” Aristotle said. The writer Will Durant interpreted it thusly: “We are what we repeatedly do... therefore excellence is not an act, but a habit.”

WHAT INFORMATION CAN I INCLUDE IN PUBLIC REMARKS?

Do's

- Provide additional details related to the subject property.
- Highlight features in the listing profile to promote those values of the property.
- Omit remarks that may be potential violations of the COE.
- Use the Agent Remarks section to provide information that are not allowed in Public Remarks. Example: "Seller offering a \$25,000 credit

Don'ts

- Exclude these types of information from Public Remarks - names, phone #s, internet addresses, web links, contact information for front desk (to access the building) and/or city or state agencies, Auction websites, etc.
- Is "Call Listor" allowed? It is not recommended.
 - Cooperating Brokerages will share your listing with potential buyers, so "Call Listor" is a form of steering. Replace the verbiage with "Contact your Realtor!"
 - When HICMLS receives a Report IT from a member about this particular remark or other inappropriate remarks, a Notice will be sent to the Listing Agent.

Mahalo!



HITOSHI OKADA
(BROKER-IN- CHARGE)

SALES DEPARTMENT

Securing more buyers and sellers in a spring real estate market requires a comprehensive and proactive approach. Here's a strategic plan to help real estate professionals capitalize on the opportunities presented by the spring season:

- **Ramp Up Marketing Efforts:**

- Leverage digital marketing channels such as social media, email campaigns, and targeted online advertisements to reach potential buyers and sellers.
- Showcase listings with high-quality photography and engaging virtual tours to attract buyer interest.
- Utilize search engine optimization (SEO) techniques to ensure listings rank prominently in online searches.
- Distribute informative and visually appealing newsletters or flyers highlighting the benefits of buying or selling during the spring market.

- **Host Open Houses and Events:**

- Organize open houses to showcase properties in their best light, emphasizing the allure of springtime aesthetics and features.
- Collaborate with local businesses or community organizations to host spring-themed events, such as garden tours or neighborhood picnics, to attract potential buyers.
- Offer incentives such as refreshments or giveaways to incentivize attendance and engagement at open houses and events.

- **Provide Valuable Resources and Guidance:**

- Offer educational seminars or webinars on topics relevant to buyers and sellers, such as home staging tips, market trends, or the home buying process.
- Provide personalized consultations to help buyers understand their options and navigate the competitive spring market.
- Offer complimentary home valuation services to attract potential sellers and demonstrate expertise in pricing strategies.

- **Cultivate Relationships and Networks:**

- Strengthen relationships with existing clients through regular communication and follow-up, reminding them of the benefits of listing or purchasing during the spring market.
- Expand professional networks by attending industry events, joining local real estate associations, and collaborating with other professionals such as mortgage lenders and home inspectors.
- Encourage satisfied clients to refer friends and family members who may be considering buying or selling a home in the spring.

SALES DEPARTMENT

• Adapt and Innovate:

- Stay informed about emerging trends and changes in the real estate market, and be prepared to adapt strategies accordingly.
- Embrace technology-driven solutions such as virtual showings, e-signatures, and digital marketing tools to streamline processes and enhance client experiences.
- Continuously evaluate the effectiveness of marketing efforts and adjust tactics based on performance metrics and feedback from clients and colleagues.

By implementing these strategies, real estate professionals can position themselves as trusted advisors and capitalize on the opportunities presented by the spring real estate market to secure more buyers and sellers.



ERIC STILES
Sales Manager

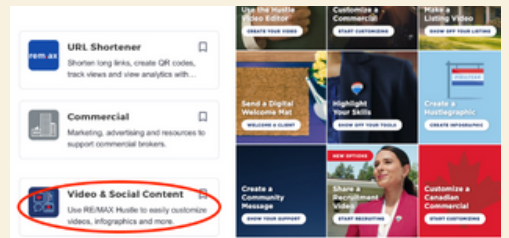
ADMIN OFFICE

Aloha Team Happy April!

MAXCENTER has a TON of incredible resources for you to use. It can seem overwhelming by the sheer amount of things available on there; but taking some time to browse through the different apps available, news, resources, etc is worth the time spent!

Take for example “RE/MAX Hustle”, right in your “apps & tools” section under “video & social content”. It is a FREE tool to easily & quickly create & customize your own advertising videos, commercials, etc.

If there is enough interest, I’m more than willing to do a basic class on MAXCENTER. However, it is ultimately up to you to find what tools/resources would benefit you the most.



MAXCENTER is integrating with kvCORE this month to create “MAX/Tech Powered by kvCORE”. There will be A TON of useful resources at NO EXTRA COST. I am currently in the process of activating our office kvCORE account. Once kvCORE is activated, I will be able to help everyone else get integrated onto “MAX/Tech Powered by kvCORE”.

Stay tuned for further news on “MAX/Tech Powered by kvCORE”.

AGENT HANDBOOK - REMAX ALOHA HOMES

Visit the link above to view a directory of our basic office functions and frequently asked questions. It also includes all steps in submitting a commission to be processed. All links are clickable for your ease.

Thanks all! Let’s keep up the amazing productivity & have an amazing 2024!!



TIFFANY PROSEK
OFFICE ADMIN MGMT.

PROPERTY MANAGEMENT

Aloha Everyone!

We have 4 homes for rent. 2 bedroom in Wahiawa, 4 bedroom in Ewa, 2 Bedroom in Kapolei and a furnished unit on the water in Ewa. Please have inquiries reach out to me directly thru TEXT only. They must have 650+ credit. You can also send them to this website for all rental inquiries. Hicentral.com.

The market is changing and your listing most likely isn't selling as fast as several months ago. Your sellers need to move asap and can't afford having their property just sitting on the market? Introduce them to Sasha from our property management department. We are growing rapidly and have several plans to offer for our clients. Call 808.393.9800 for a free rental analysis!

Also, we would love to work with you and your clients! If you have clients, friends, or family members who can't find the right place to rent, let me know! Maybe we have something for them! Our upcoming rental listings that are not on the MLS yet:

Also, check our website: <https://www.hawaiipropertymanagementteam.com/availability>.



SASHA ELLUL
Property Management Expert

Aloha Everyone,

I hope all is going well for you. If you have closed properties, please review the closing packet of documents before signing the closing checklist to ensure that everything that was noted was there. I can also help you enter incoming listings and upload photographs to the MLS. Please contact me if you have any weekend open houses. I can help you advertise it on our social media accounts.

May we all have a productive month! Thank you so much!



Noha Asterios
(VA Support Team Manager)