

MONTHLY NEWSLETTER

NEW REALITY IS HERE THE MARKET AND ECONOMY HAS SHIFTED!

A track record is everything! Less than a handful of firms thrived through decades of up-and-down economic cycles as we have! As you all know, 2023 continues to be a very special and successful year for us <https://vimeo.com/791260377/2cf63ef100> +50 Years since Dave and Gail Linigier founded RE/MAX international Worldwide brand and network.



We also celebrated the 5th Anniversary of the RE/MAX in Ewa Beach (RAH Office) by making it to #1 in Hawaii in Deals Closed & the total \$ Volume Closed and Recorded in the Category of Midsize Real Estate Firms and Offices with 2-60 Agents in 2022 (we even beat all the Discount Brokers)

It'll also be 30 years since RE/MAX successfully operates in Hawaii towards the end of the year 2023! This is a perfect time to commit to celebrating it with another massive success! We continue to reinvent and innovate our Brokerage Business Operation; also by powering up our team and systems to get positioned for this year's success, so we onboarded many new talented agents, off-boarded some, and continued to improve the Business Flow dramatically to reaching new all-time sales records by the end of this year!

COMPARED WITH ALL OTHER COMPANIES (with up to 60 AGENTS)

QMarketView Broker Firm Productivity Jan 1, 2022 - Dec 27, 2022

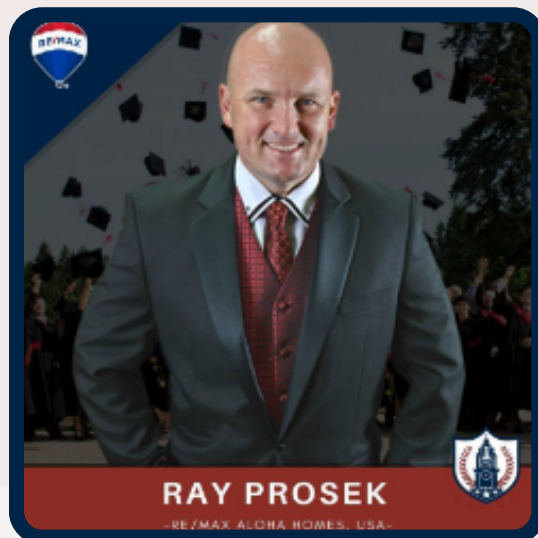
(Select Firms, Year to Date, Sort By Total Units, Descending
Filtered by: THEIR SALES: Total Volume: \$100,000+; THEIR FIRM: Number of Agents: 2 to 60)

FIRMS	# Agents	LIST SIDE		SALES SIDE		TOTAL	
		Units	Volume	Units	Volume	Units	Volume
1 RE/MAX ALOHA HOMES EWA BEACH	44	103.0	\$80,623,476	118.5	\$95,277,079	221.5	\$175,900,555
2 Soldier To Soldier RE Realty OHIU KAPAA	37	104.0	\$42,460,735	59.0	\$47,775,880	214.0	\$172,723,615
3 Marcus Realty MAUI HONOLULU	28	87.0	\$89,277,650	59.0	\$56,899,500	146.0	\$146,177,150
4 Hawaii Pacific Realty Group HONO KAPAA	28	40.0	\$29,461,000	88.0	\$58,327,500	128.0	\$87,788,500
5 Harosky Homes, LLC OHIU KAPAA	19	38.0	\$27,043,685	79.0	\$47,262,799	117.0	\$74,306,484
6 OahuRE.com OHIU KAPAA	10	84.0	\$68,399,000	27.0	\$38,081,000	111.0	\$106,480,000
7 Luxury Homes International LOHI HONOLULU	50	48.5	\$35,609,900	56.5	\$44,453,263	105.0	\$80,063,163
8 Holita Realty LLC HONO KAPAA	56	64.0	\$52,146,390	36.0	\$32,234,000	100.0	\$84,380,390
9 Hawaii Living LLC HONO HONOLULU	11	35.0	\$35,947,000	64.0	\$67,255,500	99.0	\$103,202,500
9 Sachi HI Pacific Century Prop. HONO HONOLULU	34	45.0	\$51,491,000	54.0	\$45,942,000	99.0	\$97,433,000
11 Canvill Sotheby's Intl. Realty OHIU KAPAA	20	48.0	\$90,156,500	46.0	\$73,718,500	94.0	\$163,875,000

Massive Success is our duty, and we all owe it to ourselves and our families! Please help us with your personal and professional commitment to make it to the next level and do what it takes this year!

We will continue operating as the #1 Midsize level Office in our Oahu/Hawaii Market Place from the RE/MAX ALOHA HOMES in Ewa Beach Headquarters this year as well! The Only Difference will be that it'll be done at much higher levels of closed business volume! We will get there by innovation, improving our systems, reinventing our sales force, and building a stronger foundation for future success!

UPDATES FROM THE CEO



- **You will have a chance to earn an additional source of (passive) income by having an ownership share in FIRST ALOHA TITLE & Escrow Company!**

We have successfully obtained the license for Joint Venture "the In-House Escrow & Title" First Aloha Title Company. We should have the Grand Opening and be able to offer the service in June or perhaps even by the end of May. It is a joint venture; 20% of our own Office profit in this Joint Venture will be disbursed to our agents and support staff in the form of Ownership with benefits to collect an additional stream of passive income as dividends every three months.

This is a significant investment and will create another source of revenue, making our Agents & Escrow/ Title a legal compliance-approved "2-way business street with mutual benefits" to everyone sharing the ownership.

- **A couple of our valuable and productive Agents are going through the Broker School (one is in training for a BIC position). Also, we've successfully interviewed another Broker (with RE/MAX BIC experience) for BIC position to strengthen our organization in the next few months. According to our Principal Broker's recommendation and the actual business volume needs, we'll be ready to put more experienced Brokers in leadership positions if needed.**

**LET'S CONTINUE TO WORK HARD AND
MAKE THE 2023 OUR BEST YEAR EVER!!!**

Aloha and Konnichiwa, Everyone!

I would like to go over our reviewing process especially for the new agents.

All offers and counter offers must be reviewed and approved before presenting to clients. The following documents need to be attached to an email as a separate PDF when you submit an offer:



- **Purchase Contract**
- **As-Is addendum**
- **Short Term Rental Disclosure**
- **RE/MAX ALOHA HOMES Standard Addendum**
- **Full Agent MLS Print Out**
- **TMK Information from Realist or Fastweb**
- **Lead Based Paint Disclosure (if applicable)**
- **Co-op (can be sent in a separate email later)**

When you submit a counter offer/ amendment

- **Purchase Contract**
- **Seller's counter offer Buyer's counter offer (If any)**
- **Full Agent MLS Print Out**
- **TMK Information from Realist or Fastweb**

Subject line should state something like “ Offer/ Counter offer for review/ property address”

Your brief summary of offers or counter offers will be a great help for us to understand each transaction and will save our time. For example, I will fill in the purchase price after discussing with the client later.....

Please make sure to use the most current forms available (Release 11/22) You may update your template.

If you have a senior agent or mentor, please ask them any question first. They are responsible for giving you support on how to write a contract, how to use our 10X web site and so on. If you can not get an answer, please feel free to ask BIC or me.

We have a compliance training class every Monday at 1 PM. (Needed base)

Our Sales Manager, Eric will provide a mind set training Monday through Friday at 7:30 AM and sales training as well (Please ask Eric his training plans and time schedule)

Finally, Please visit our 10X website, check all taskbars. There is so much useful information like Training tools for cold call scripts, sellers presentation, buyers presentation, Purchase Contract instructions (YouTube Video), manuals for Purchase and Listing Contract with different types of clauses and specific verbiage, ,all RE/MAX forms including w-9 and change form and much more. Have a great April !!



Mahalo!
Hitoshi Okada
(Principal Broker)

Aloha Team,

Just a quick plug for something that's very important to me. Personal development is huge, but it goes way beyond your goals and aspirations within your real estate business. Indeed, you can be uber successful in business yet still not be happy or content with your life overall. That's why in addition to your business goals, I highly recommend you also have some non-business aspects to your life.

Here are a few of mine.

Reading. I make it a point to read every single day. Not a huge commitment, but very consistent. I'm committed to just 10 pages a day...which inevitably turns into 15, 20 or more because I have to finish the chapter, right?

Exercise. In addition to reading, I'm also committed to daily physical training. Physical fitness is my sanctuary. I can be yours as well. If you're not already doing so, I highly recommend you start. Today. It doesn't have to be anything crazy. It could be something as simple as going for a 30 minute walk. The key is consistency...doing it everyday whether you feel like it or not.

That's all I have for you today. As always, please reach out if there's ever anything I can help you with. Standing by to assist.

Mahalo Nui Loa.



JEFF STEINLY
Broker in Charge



PERSONAL DEVELOPMENT



Phillip Legare
Director of Agent
Development

Aloha Everyone,

Welcome to the 2nd quarter 2023! Have you measured your productivity for the 1st quarter and adjusted your work flow accordingly to accomplish your quarterly/annual goals?

One of the most important things we can do in order to stay on track with our goals is to measure our production frequently, and adjust our actions accordingly as we move through the year. If you don't record and measure your production, you won't gain much, if anything, from hindsight. If we don't learn from our experiences (failures) are we doomed to repeat them?

I encourage everyone to take the time to review your successes and failures for the last 90 days and chart your path to meet/exceed your goals for the next 90 days.

Let me know if you would like any ideas on goalkeeping. Ganbatte kudasai!!

LENDING UPDATE

Here we go again. We were on the verge of lower rates but politics are having ations RE/MAX team on all of your awards and recognition at R4.

This is truly a testament to the quality of agents at RE/MAX Aloha Homes and your outstanding leadership. You are in the right place to excel and take your business to the next level.

February was a challenging month for interest rates as both the Consumer Price Index (CPI) and the Producer Price Index (PPI) both came in hotter than expected. Currently, the Federal Reserve is reporting conventional 30 year fixed rates at 6.97%. Conforming VA and FHA rates are in the high 6's. High balance VA rates are in the high 5's. This could reverse as early as March 10th when the new CPI report is released.

Despite the interest rates, we are seeing market activity increase. Buyers need homes regardless of interest rates and more and more people are focused on "how" to buy a home not "if" they are going to buy a home. This means that buyers are looking for solutions. We have to find them! Those solutions may be temporary buydown programs, loan assumptions, or strategic planning but we must be proficient advisors.

DID YOU KNOW THAT YOU HAVE A FHA DOWN PAYMENT ASSISTANCE PROGRAM WHERE LOCAL FAMILIES CAN BE GIFTED THE ENTIRE 3.5% DOWN? You need to know the programs that are available to you to help you close deals and help you advise families on the "how" because they are looking to you. Your primary role is to find solutions and you need to call my team to help you configure the right solutions and win.

MAJOR SINGLETON
MAJOR MONEY MATTERS



PROPERTY MANAGEMENT

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 Maria 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>.

Scott Veichor
(Property Management Expert)

SALES DEPARTMENT

BOOT CAMP HAS BEGUN!!!

Congratulations on making the best decision for your Real Estate career. Here is where we begin in our onboarding process to help you become a Full RE/MAX agent & team member. Brand new agents will be required to participate in a 30/60/90 day boot camp that contains 3 different categories that will set you up for personal success, compliance success, and how to be a master salesperson during your career.

Our Senior Leadership Team will begin this process and walk you through step by step each segment of the Bootcamp. Our Director of Sales will meet with you right away and get you familiar with these requirements.

Sales Growth (0-30 days)

- **Daily call attempts: 20-50 CONTACTS SPOKEN WITH**
- **Daily Social Media: 20 adds, 20 follows, 20 DM**
- **Daily Social Media : Join 2 groups, create 1 video**
- **Door Knocking with senior 2 hrs/ week shadow**
- **Start FOLLOW UP BOSS Agent Success Training**
- **Attend 1 open house per week**
- **Attend role play daily 8:00 am**
- **Attend daily 7:30am motivation sessions**
- **Attend daily 11:00AM BOOT CAMP**
- **Attend MONTHLY sales meeting**
- **Learn buyers presentation**
- **Shadow & assist senior 1-2 x / week**
- **Attend 1x week 411**



Happy Selling Team!! THE \$\$\$\$ IS IN THE FOLLOW UP!!



ERIC STILES
Sales Manager

ADMIN OFFICE

Aloha Team Happy May!

Conference Room:

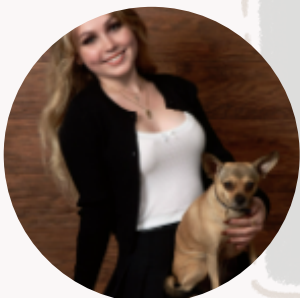
To reserve the conference room please text/email (808)393-9966/contact@alohahomesagents.com.

To view availability for the conference room, please refer to the shared google calendar.

For any cancellations or changes to your reservation, text/email (808)393-9966 contact@alohahomesagents.com

Thanks all! Let's keep up the amazing productivity!!

Tiffany
Office Admin Mngt



Aloha Everyone,

I hope you are all doing well. I just want to remind the agents to please update and close the rooms on DocuSign accordingly (inform your TCs). There have been some properties under active (open) escrow on DocuSign that have been there for quite some time now. Maybe some of those old open escrows were already sold or canceled. Also, let me know if you have an open house on weekends. I can help you request flyers and advertise them. Thank you so much.

Thank you so much!



Noha Asterios

(VA Support Team Manager)

