



Monthly Newsletter

Aloha, Everyone! 2023 is here! Happy New Year to all of us!



Our Christmas Party Celebration time was a fantastic success! Mahalo for your positive feedback and the excellent recommendation for the party place, day, and time and, most importantly, for you to be there having fun with all of us. Have you had a chance to work on your written goals for 2023? If not, now is the best time to do that! Remember to include your health, family, business, production, money, personal development, and spiritual goals! We want you

to be successful! There are only successful people with written goals! We'll arrange multiple live classes and mastermind sessions for you in the upcoming weeks. Massive Success is our duty! All of us owe it to ourselves and our families! **LET'S HAVE A PRODUCTIVE & SUCCESSFUL 2023 TOGETHER!**



Aloha to our Committed RE/MAX ALOHA HOMES level of Real Estate Sales Professionals!

Here we go; 2023 is here! How was 2022? How did we all do as the Office, as the Team?

Congratulations on making it through one of the most challenging years in Real Estate Sales. While our Office ranked **#1 in Hawaii in # Deals Closed and \$ Volume Closed and Recorded in the Category of Midsize Real Estate Firms and Offices with 2-60 Agents, (we even beat all the Discount Brokers :)**



The #1 in Hawaii from all Offices and all Real Estate Firms in our Oahu Market Space at average Production per Agent closed.



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 HI Realty KAPOLEI	42	154.0	\$134,040,735	69.0	\$47,773,880	214.0	\$172,723,615
3 Marcus Realty KAPOLEI	28	87.0	\$89,277,650	59.0	\$56,899,500	146.0	\$146,177,150
4 Hawaii Pacific Realty Group KALIA	28	40.0	\$29,461,000	88.0	\$58,327,500	128.0	\$87,788,500
5 Harosky Homes, LLC KAPOLEI	19	38.0	\$27,043,685	79.0	\$47,262,799	117.0	\$74,306,484
6 OahuRE.com KALIA	10	84.0	\$68,399,000	27.0	\$38,081,000	111.0	\$106,480,000
7 Luxury Homes International HONOLULU	50	48.5	\$35,609,900	56.5	\$44,453,263	105.0	\$80,063,163
8 Horita Realty LLC ALEA	56	64.0	\$52,146,390	36.0	\$32,234,000	100.0	\$84,380,390
9 Hawaii Living LLC HONOLULU	11	35.0	\$35,947,000	64.0	\$67,255,500	99.0	\$103,202,500
9 Sachi HI Pacific Century Prop. HONOLULU	34	45.0	\$51,491,000	54.0	\$45,942,000	99.0	\$97,433,000
11 Carvill Sotheby's Intl. Realty KALIA	20	48.0	\$90,156,500	46.0	\$73,718,500	94.0	\$163,875,000
12 Real Broker, LLC KAPOLEI	42	52.0	\$38,085,800	41.0	\$29,018,500	93.0	\$67,104,300
13 Refined Real Estate Hawaii LLC EWA BEACH	10	33.5	\$21,287,000	52.0	\$42,980,010	85.5	\$64,267,010
14 True Real Estate Hawaii LLC KALIA	9	38.0	\$31,169,388	47.0	\$46,646,999	85.0	\$77,816,387
15 Ivy K Realty, LLC ALEA	37	45.0	\$32,246,476	35.0	\$18,631,800	80.0	\$50,878,276
16 Help-U-Sell Honolulu Prop. HONOLULU	16	58.0	\$53,269,400	21.0	\$16,252,250	79.0	\$69,521,650
17 Hawaii Realty International KALIA	15	29.0	\$18,871,621	48.0	\$47,521,000	77.0	\$66,392,621
18 West Oahu Realty, Inc. WAIKAPU	44	35.0	\$22,652,700	40.0	\$25,475,000	75.0	\$48,127,700
19 Caron B Realty HONOLULU	14	43.0	\$40,768,498	29.0	\$30,873,500	72.0	\$71,641,998
20 Hawaii Homes International HONOLULU	20	42.0	\$43,869,200	27.0	\$23,951,636	69.0	\$67,820,836
21 Hawaii Resource Realty HONOLULU	33	45.5	\$47,209,000	22.0	\$19,842,500	67.5	\$67,051,500
22 Forward Realty HONOLULU	18	38.0	\$38,355,300	29.0	\$26,695,000	67.0	\$65,050,300
22 SC Realty, LLC HONOLULU	31	35.0	\$28,929,400	32.0	\$25,882,899	67.0	\$54,812,299
24 Hawaii Americana Realty HONOLULU	6	23.0	\$16,201,500	43.0	\$26,024,500	66.0	\$42,226,000
25 Tropical Island Properties LLC KUNIA	14	37.0	\$15,110,400	28.0	\$9,237,688	65.0	\$24,348,088
26 ChaneyBrooks Choice Advisors HONOLULU	21	37.5	\$38,535,300	24.0	\$17,145,000	61.5	\$55,680,300
27 Property Profiles, Inc. ALEA	25	39.0	\$29,551,900	21.0	\$19,565,500	60.0	\$49,117,400
28 Luva LLC KALIA	24	28.0	\$31,780,000	30.0	\$29,828,000	58.0	\$61,608,000
28 Stott Real Estate, Inc. HONOLULU	6	44.0	\$30,452,400	14.0	\$20,980,000	58.0	\$51,432,400
30 Starts International HI, Inc. HONOLULU	9	29.0	\$22,790,000	28.0	\$13,379,388	57.0	\$36,169,388
31 Pacific Image Properties HONOLULU	56	25.0	\$21,077,100	31.0	\$31,760,638	56.0	\$52,837,738
31 Pacific Island Realty LLC HONOLULU	3	44.0	\$38,917,700	12.0	\$10,789,300	56.0	\$49,707,000
Market Totals:		4,715.0	\$4,019,547,930	3,805.0	\$3,369,773,956	8,520.0	\$7,389,321,886

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How did our Team do in 2022 Nationwide- Worldwide within our RE/MAX US-Canada and worldwide network with +145,000 Agents in +110 Countries and with Thousands of Small Teams, Midsize and Large Teams in +8600 Offices?

In the most recent published YTD records (the final 2022 result will be announced at R4 in February 2023 Worldwide Conference in Las Vegas),

1, We've reached the highest RE/MAX Team Award, the Pinnacle Team Level in July 2022 & TOP 50 USA 2022 Team for Ray, Deep & Support Team (now renamed to "ALOHA HOMES TEAM" as Mr. Deep is stepping up as the Licensed Team Leader while I'll be working more as the Managing & Mentoring Leader for the Team and our entire Office in 2023),

2, We are also going to have a Diamond Level Team at the Office for the results achieved in 2022, the CORE TEAM!

WE RANKED NOT ONLY IN THE TOP 100 BUT EVEN IN THE TOP 50!

RE/MAX TOP 100 AWARDS
12/14/2022
RE/MAX TOP 100
January 2022 - October 2022

1 min read

AWARDS

CONGRATULATIONS TO ALL RE/MAX AFFILIATES RECOGNIZED IN THE CURRENT TOP 100/50/25 RANKINGS.

PLEASE NOTE, TEAM RANKINGS INCLUDE SMALL, MEDIUM AND LARGE TEAMS. OWNER TEAMS ARE RECOGNIZED WITHIN THE SMALL (2 MEMBERS), MEDIUM (3-9 MEMBERS) AND LARGE (10+ MEMBERS) CATEGORIES.

YEAR-END TOP 100 LISTS WILL BE RELEASED DURING THE 2023 RE/MAX R4.

TOP 100 | INDIVIDUAL | RESIDENTIAL
U.S. | CANADA | GLOBAL | WORLDWIDE

RE/MAX TOP 50 U.S. (Large Team, Residential) AWARDS
12/14/2022
TOP 50 U.S. (LARGE TEAM, RESIDENTIAL)
U.S. | January-October 2022 | Large Team | Residential

1 min read

AWARDS

RE/MAX Top 50 U.S. (Large Team, Residential)

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Rank	Team Name	Office Name	City	State/Province	Country
31	The Adame Group	RE/MAX New Dimension	Santa Ana	California	United States
32	ALOHA HOMES TEAM	RE/MAX Aloha Homes	Ewa Beach	Hawaii	United States



October 2022 | Large Team | Residential

Rank	Team Name	Office Name	City	State/Province	Country
1	The Ashton Real Estate Group	RE/MAX Advantage	Nashville	Tennessee	United States
2	The Minnesota Real Estate Team	RE/MAX Advantage Plus	Bloomington	Minnesota	United States
3	The Robert Dekanski Team	RE/MAX 1st Advantage	Clark	New Jersey	United States
4	Tamra Wade Team	RE/MAX Tru	Buford	Georgia	United States
5	Kerby & Cristina Real Estate Experts	RE/MAX Results	Plymouth	Minnesota	United States
6	The Mike Seder Group	RE/MAX ONE - The Woodlands & Spring II	The Woodlands	Texas	United States
7	The Jane Lee Team	RE/MAX Top Performers	Lake Bluff	Illinois	United States
8	Carolyn Young Team	RE/MAX Gateway	Chantilly	Virginia	United States
9	The Duncan Duo Team	RE/MAX Dynamic	Tampa	Florida	United States
10	Tom Toole Sales Group	RE/MAX Main Line	West Chester	Pennsylvania	United States
11	Griffith Home Team	RE/MAX Professionals	Thornton	Colorado	United States
12	Ames Team	RE/MAX Associates	St George	Utah	United States
13	Indy Home Pros Team	RE/MAX Advanced Realty	Indianapolis	Indiana	United States
14	Team Steady	RE/MAX Results	Minneapolis	Minnesota	United States
15	The Premier Team	RE/MAX Executive	Charlotte	North Carolina	United States
16	The Sarah Leonard Team	RE/MAX Suburban	Schaumburg	Illinois	United States
17	The Tackett Team	RE/MAX Fine Properties	Scottsdale	Arizona	United States
18	Krantz & Associates	RE/MAX Lake of the Ozarks	Osage Beach	Missouri	United States
19	Jay T. Pitts and Associates	RE/MAX Premier Properties	Louisville	Kentucky	United States
20	Teresa Cowart Team	RE/MAX Accent	Savannah	Georgia	United States
21	The Pro Team	RE/MAX Results	Edina	Minnesota	United States
22	The Geoff Hyland Team	RE/MAX Mountain Properties	Prescott	Arizona	United States
23	Team Kimbrough	RE/MAX 4000 Inc	Grand Junction	Colorado	United States
24	Nancy Leslie Team	RE/MAX Realtec - The Nancy Leslie Team	Palm Harbor	Florida	United States
25	Boulder Home Source Team	RE/MAX Alliance	Boulder	Colorado	United States
26	Next Level Team	RE/MAX Home Team	Uncasville	Connecticut	United States
27	The Matthews Team	RE/MAX Legends	Spring	Texas	United States
28	The Ron Sawyer Team	RE/MAX Prime	Chesapeake	Virginia	United States
29	Jason Whittle All Pro Team	RE/MAX Lake of the Ozarks	Osage Beach	Missouri	United States
30	The Burks Team	RE/MAX Professionals	Tyler	Texas	United States
31	The Adame Group	RE/MAX New Dimensions	Costa Mesa	California	United States
32	ALOHA HOMES TEAM	RE/MAX Aloha Homes	Ewa Beach	Hawaii	United States
33	Team ROSO	RE/MAX Advantage	Danvers	Massachusetts	United States
34	The House Depot Team	RE/MAX Assured	Maitland	Florida	United States
35	Stephanie Clark Real Estate	RE/MAX Alliance - Stephanie Clark Real Estate Team	Virginia Beach	Virginia	United States
36	Pakulla Professionals	RE/MAX Advantage Realty	Ellicott City	Maryland	United States
37	The Lori McGuire Team	RE/MAX Select One - The McGuire Team	Laguna Niguel	California	United States

What's this level of International Success and Recognition Achieved in 2022 mean to you?

- 1, You are working with the Best and at the Best Office & Company in the Real Estate Sales Business space on our Island and Nationwide/ Worldwide as well
- 2, You may and should heavily advertise the Team and Office Accolades (in your Email Signature and everywhere) even if you only participated on a single one "Team Transaction" with me, Deep or within the Office

Team Accolades:

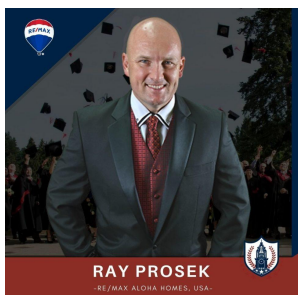
* **2021, 2022 -Pinnacle Club Team Award** (The Highest & Best Annual RE/MAX International Sales Award)

#1 RE/MAX TEAM in HAWAII *Transactions Closed 2021,2022

The Top 50 RE/MAX TEAM in USA 2022 (Category of Large Team/Residential Sales)

Office Accolades:

The #1 Midsize Office 2022 (up to 60 Agents) in Oahu/Hawaii in Transactions Closed and \$ Volume Closed



Much mahalo to Mr. Sheldon our Principal Broker, Hitoshi san Broker in Charge, Eric the Sales Director and our entire Admin Team, Management Team for doing an outstanding job in 2022 and for being fully committed to repeat and even exceed our Office's success in 2023! Massive success is our duty!

Much Mahalo to Aileen for the volunteering and temporary help by stepping up to run the TC Department in 2nd half of 2022 on short notice when we needed it the most. Aileen will do TC NO MORE in 2023 as she is fully committed to getting ready to finish up the transition to help us run our Aloha Homes Referral Department in 2023.

As part of our Management Team, I'll commit to leading by example! Stepping out of my production has allowed me to allocate to work full time on improving the Office and Team Business Organization & Systems. With the Market Shift, only Businesses and Agents with strong Business Integrity, foundation, and work ethics will stay in business and flourish in 2023! There will be a lot of new improvements and implementations announced, which will allow us to keep and improve the Business Standards, Culture, and Environment for success! Let's keep it up and make 2023 our best year ever!

January 2023 is here!!! I hope each and everyone of you had a safe and super holiday and new years with your families and friends. Let's kick off 2023 with a bang and best wishes to all of you for a successful 2023 - Make 2023 the best ever!

Please note that there are a few changes that HiCentral sent out in November for changes in 2023. I have a folder on our 10x site:

https://drive.google.com/drive/folders/1XJjaJmfjS12stvy8IHqeFeEVgsq2TJUN?usp=share_link

You can review online here:

<https://members.hicentral.com/index.php/rules>

Summary:

Listing Status changes (Active, Active Under Contract, Pending, Expired, Hold, Canceled, Sold)

Change in photo rules (people in photos, minimum number of photos, photo deletion)

Coming Soon Status Reset - 365 days

Enhanced Photo Watermark - for digitally enhanced or virtually staged photos

ADU/Ohana Dwelling Information: in "Additional Information"

Revised Exempted Listing Process: MLS 4 day rule, "Listing Visibility"

DOM Calculations: Reset rules

CDOM Calculations

Replacing "Master" with "Primary"

*****Reminder, HBR dues and MLS fees need to be paid if you already didn't pay*****

Have a super day, week and month! "You Can Do It!"



Sheldon Tatei(Principal Broker)

Aloha Everyone!

Happy New Year,Everyone! I hope all of you will have a great 2023

I covered the exempted listing last time but now there has been a huge change in the rules.

New Exempted Listing Process as follows:

1. Brokerage inputs exempted listing directly into the MLS within 4 calendar days of a fully executed listing contract.
2. Status changes are required in the MLS within 4 calendar days of
 - Contract acceptance date
 - Closed date
3. Once sold, system removes exempted listing visibility and listing will be visible to all MLS users
4. Exempted listing Options: You can chose “No Visibility” or “Brokerage only”
 - No Visibility: Visibility in the MLS is restricted to the listing agent, broker, and MLS Assistant. The listing will not be syndicated to external sites.
 - Brokerage Only: Visibility in the MLS is restricted to MLS subscribers/participants under the same Principal Broker. The listing will not be syndicated to external sites

New Payout form is available on the 10X website and needs to be used effective on January 1st, 2023.

The New Year is a chance for all of us to leave our mistakes behind and start fresh. Happy New Year !



Mahalo!
Hitoshi Okada
(Broker in Charge)

Sales Department:

HAPPY NEW YEAR EVERYONE!

Nothing is given to you. Everything is earned. You have to have that mindset that you have to work every single day. Learn every single day. Everything is possible if you have the mindset and the will and desire to do it and put the time in.

How you start and how you finish matter. And to finish first, you must first finish. People get ecstatic when they finish the race. But what about the next challenge?

We've got to build the fire. Train everyday towards unrealistic levels of success. Add more fuel and at just the right time, light the match and shock everyone.

Trouble is most people listen to quitters. And quitters can be very convincing coz this shit is hard. And that's why I'm always trying to borrow some of this high energy from accomplished people to keep pushing through. We all should.

Leadership Lessons Learned: As we head into a brand new year, why not take a good, hard, honest look at what we're doing, how we're doing it and why we're doing it.

Are we happy with the results we're getting? Are things working the way they're supposed to, the way we want them to, the way we need them to?

If not, we need to look at making some changes. Great leaders are flexible, agile and know when to pivot. They respect and embrace the need and time for change.

I'm sure we've all heard that old definition of insanity about doing the same thing over and over again, and expecting different results.

Well, it's true. If we want something new, something different, we have to try a new - a different - method, approach or process.

Remember, change must begin with oneself.

Do the same old things, get the same old stuff.

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



Eric Stiles
(Sales Manager)

MAJOR MONEY MATTERS Major Singleton (Lending Update):

Happy New Year! Rates are slightly higher than they were a month ago. The St Louis Fed is reporting average rates at around 6.54% at the time of this writing. High balance VA rates are in the mid to high 5's. VA rates for conforming loans are in the mid 6's. Fortunately, these rates are likely to adjust when trading picks up in the New Year. Rates continue to be a challenge but YOU



can still be successful. The average interest rate of my buyers closing in January is actually 4.44%. This is because agents are getting better at negotiating 2-1 buydowns for their buyers, which helps sellers get into escrow quicker. Don't leave any money on the table! Every seller is a future buyer.

Reach out to me to connect your sellers with agents who will help them buy in other states. There are ways to win in every market. We need to be better at nurturing, communicating, educating, and marketing to win in 2023. Let's Go!!!!

Personal Development:

Aloha RE/MAX ALOHA HOMES Legends,

Happy New Year! Shinnen Akemashita Omedetou Gozaimasu !

Congratulations to all of us for helping RE/MAX ALOHA HOMES to be number 1 in Hawaii and well within the top 50 in all of RE/MAX Nation! Well deserved, ring the red bell and bask in the glory that was 2022. But that was then and this is now. Time to put our New Year's action plans in motion and make 2023 our most productive year ever!!

Here are some thoughts on how the 3 parts of our brain work either to help or sabotage our productivity. This comes in part from Darren Hardy's Insane Productivity and part from my own protection training program.

The 3 parts of our brain and how they impact our success

- Robot brain (Hind or Lizard brain). It's the oldest and most powerful part of our brain. Its only interest is our survival. It controls all autonomic responses such as breathing when we are asleep. 95% of what we do is directed by the Robot brain. Its where all memories and habits reside and it works on a subconscious level. It determines our response when threatened; fight, flight, freeze. This is where we replace bad habits with good habits. Habits allow us to do many mundane tasks without having to think about them. An example is brushing your teeth, riding a bike, folding your arms, etc. You want to fill the Robot brain with as many good habits and memories as you can.
- Monkey brain (Limbic System). This is where our emotions reside. Ego and endorphins feed the Monkey brain. It's the pleasure and fun seeking part of the brain. Its where jealousy, love, hate, kindness, sorrow and envy reside. It's easily distracted and will derail your work ethic if allowed to go unchecked. It is taken advantage of by the media, marketing and advertising companies, social media, our co-workers and even our closest friends and family. Don't so much manage time, but rather manage emotions. We need mechanisms and good habits in place to eliminate distractions and emotions to be our most productive.

- Sage brain (Frontal Lobe/Neo-Cortex). This is the youngest and slowest acting of the 3 brains. The Sage brain's creativity and ability to problem solve is what defines us as human beings. All great achievements in the arts, in science and even athletics, were made possible by the Sage brain. It is our super power, yet is often the least used. To be our most productive, we must create the environment for our Sage brain flourish. Turn over good habits to the Robot. Rein in the Monkey. Allow the Sage to work.

In summary:

1. Manage our habits. Replace bad habits with good habits and strong memories.
2. Manage our emotions. Increase our emotional intelligence. Remove distractions.
3. Manage our success. Focus on what is importance. Put systems in place to eliminate the need for self-discipline.



Phil Legare (Director of Development)

Office Admin:

Aloha Team Happy New Year!

Commissions:

If you have any commission forms from last year that *haven't* been given to us yet, please be sure to give them to me and Lenka by **January 8th 2023**; as we need to close off the office's total commission collected in the RE/MAX system.

Please be sure to email all corresponding files to commissions@alohahomesagents.com
Also a friendly reminder regarding receiving your checks, we are unable to process any commission checks until the Docuroom is closed and all proper paperwork is received.

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



Tiffany
(Office Admin Management)

Virtual Admin Manager & Support:

Aloha Everyone,

Happy Holidays! Please have your TCs update the pipeline report properly and ensure that everything you closed has been entered into the spreadsheet. Also, help me remind them to arrange the documents in the closed packet in accordance with the closing checklist. Please also update the spreadsheet for open houses.

Thank you so much!



Noha Asterios
(VA Support Team Manager)

Transaction Coordination Team:

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>.

Maria Karimova / Sasha Ellul
(Property Management Team)



HOLIDAY REMINDERS



What: Christmas Party at our Office

When: 16 December,