



About Our Company

LIVE WHO YOU ARE

corcoran

PACIFIC PROPERTIES

Longstanding Leaders in Luxury Real Estate

HawaiiBusiness
TOP 100
REALTORS

**Most Top 100 Agents in Hawaii
2017-2019**

Inc.
5000

**One of America's fastest growing
private companies 2013-2019**



**Recognized among the 50 fastest
growing businesses in Hawaii
for the last 6 years**

corcoran

PACIFIC PROPERTIES

Notable Sales from Corcoran Pacific Properties

Note: All prices are listed in US\$

2018
72 KALAHEO AVE
KAILUA, OAHU

\$18.9M

2018
3244 KIHEI
KIHEI, MAUI

\$20M

2018
3190 KIHEI
KIHEI, MAUI

\$22.8M

2019
72-200 WAIULU ST.
KAILUA-KONA, HAWAII ISLAND

\$14.75M

2019
766 MOKULUA DR.
KAILUA, OAHU

\$14.8M

2019
72-3207 MANINIOWALI DR.
KAILUA-KONA, HAWAII ISLAND

\$25M

corcoran

PACIFIC PROPERTIES

Luxury experience with Aloha spirit

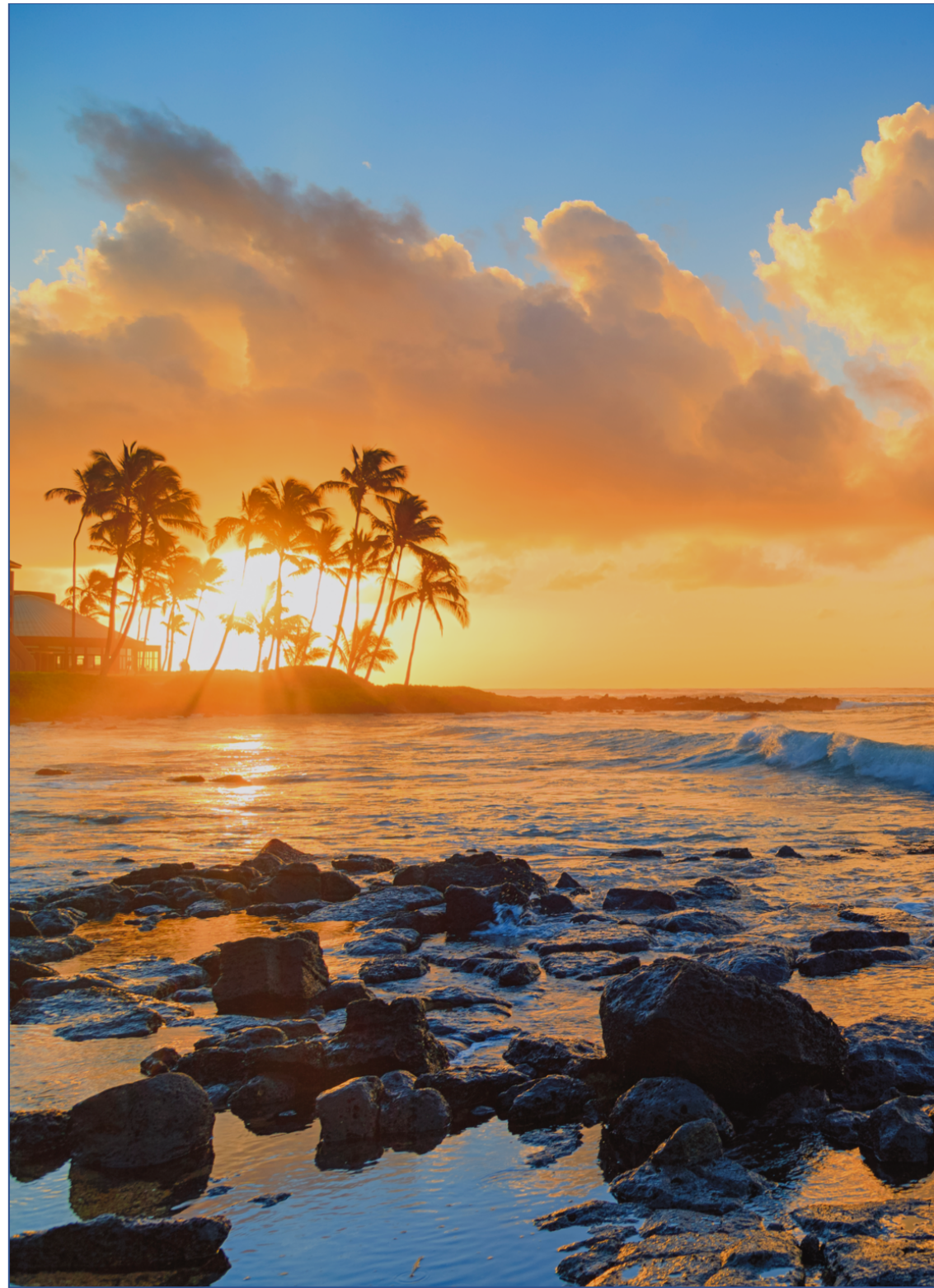
Over the past 15+ years, choosing only the most successful, experienced agents and dedicating every resource to support their success, we've grown to be the brokerage of choice serving Kauai, Oahu, Maui and Hawaii Island.

- 250+ exceptional agents
- 11 offices on 4 islands
- 50+ specialized staff
- 1.49+ billion in sales in 2019
- Most Top 100 agents in Hawaii

At Corcoran Pacific, we dream big. Our clients are at the heart of our business. We are dedicated to excellence, innovation and to continuously raising the bar when it comes to impeccable service, expert insight and a relationship-first approach.

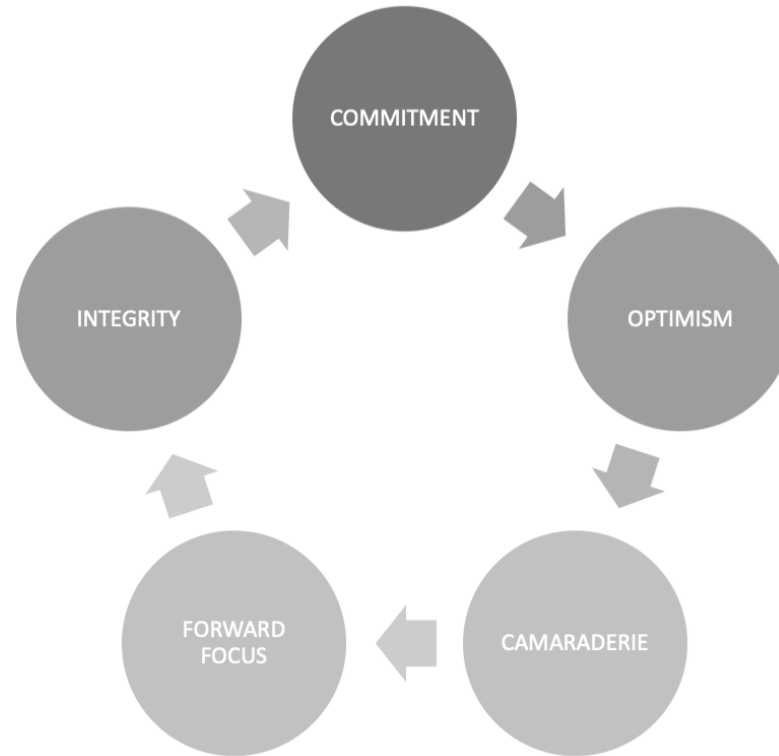
corcoran

PACIFIC PROPERTIES



Our Values

Corcoran Pacific Properties offers clients the promise of flawless, personalized real estate - with five-star full-service representation, industry-best insight, and a no-surprises, relationship-first approach. Together, these create a matchless experience of luxury in Hawaii real estate.



The Power Of Teamwork Behind Every Sale

In this market, no individual can do it all! At Corcoran Pacific Properties, we know the power of a team is necessary to deliver on our mission to you. We have experts at each step in the process supporting the success of your home sale:



Headed by
Scott Villard
Broker In Charge

FIVE CONTRACT REVIEWERS

Negotiating the best terms for your specific situation means no two contracts are the same. The careful eyes of our dedicated contract reviewers examine every document before it is executed to ensure the accuracy and validity of the details and terms. We know many transactions are time-sensitive, which is why our team works from 8 a.m. to 8 p.m., 365 days a year.



Headed by
Andy Leskowitz
Director of Agent Brokerage

SEVEN TRANSACTION COORDINATORS

Missing a deadline or signature during escrow can mean the difference between a successful closing and a disastrous cancelation. Each of our clients receives a dedicated transaction coordinator to assist with escrow timelines, document signatures and overall tracking of your closing.

corcoran

PACIFIC PROPERTIES

The Power Of Teamwork Behind Every Sale



Headed by
Jared Tanouye
Director of Listing Concierge

SIX LISTING CONCIERGE STAFF MEMBERS

Listing Concierges serve as the project managers and guides in the preparation and distribution of standard listing materials. Providing full-time assistance to agents, our LC team ensures assets are uploaded, organized and distributed in a timely manner. From e-blasts to standard presentations, the LC team devotes countless hours to every listing, and is available 7 days a week to support our agents.



Headed by
Joanna Langada
Director of Marketing

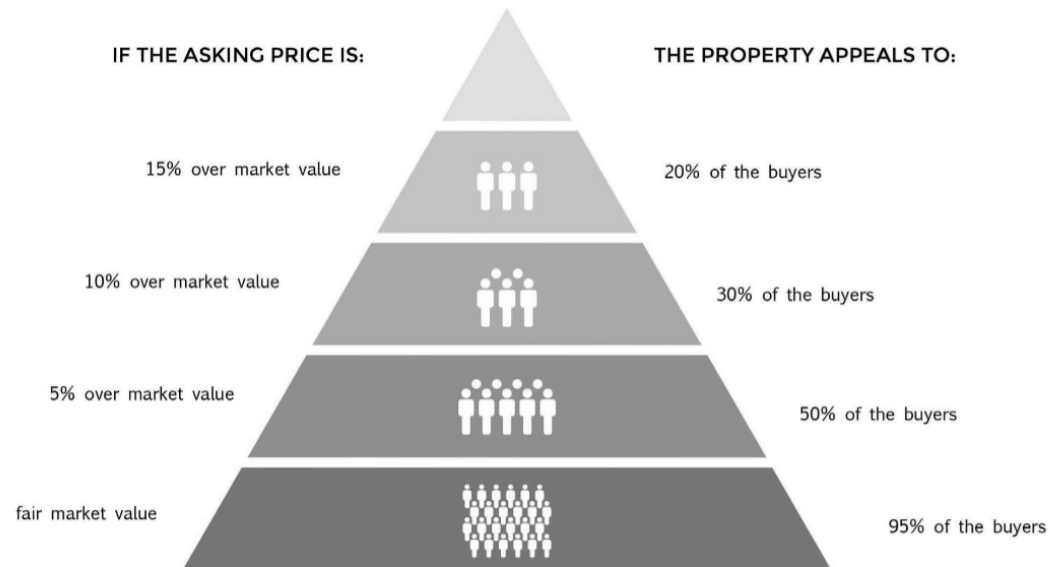
FIVE MARKETING STAFF MEMBERS

Our expert marketing team focuses on design and marketing strategy, providing agents with customized marketing materials, artwork for ads, PR, copywriting, special property marketing and assistance with special projects. We deliver the most innovative, comprehensive and professional marketing, social media, and public relations strategy in the state.

corcoran

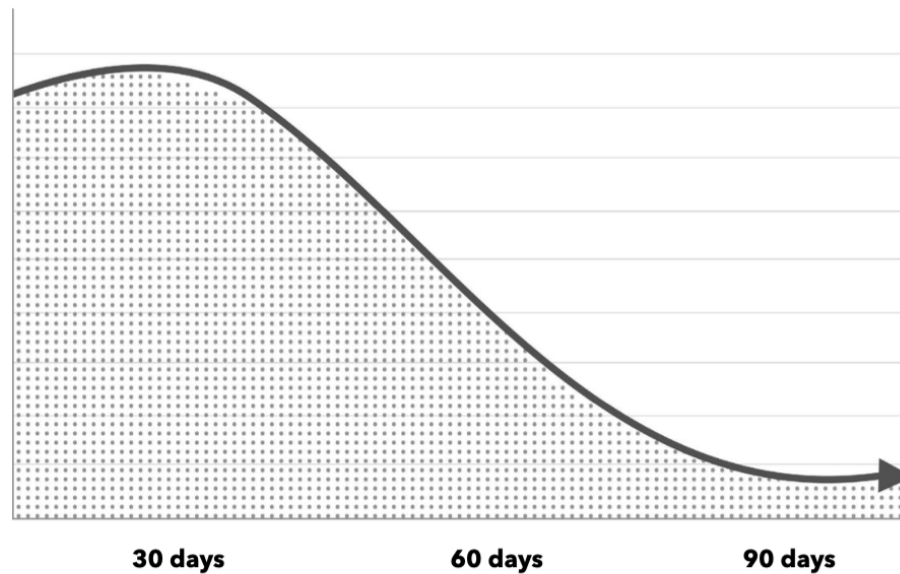
PACIFIC PROPERTIES

Pricing Your Home at Fair Market Value



If the asking price of a property increases beyond fair market value, the market of potential buyers decreases dramatically.

Pricing Your Home at Fair Market Value



Your home receives the most exposure to the greatest number of potential Buyers within the first 14-30 days on the market. Pricing at fair market value from the beginning ensures the highest number of interested Buyers see the home. As time passes, perceived value decreases, resulting in a lower sales price.

Consumer Alerts

AVOID REFERRAL CONFLICT

As you conduct your real estate research online, you will come across various websites and real estate portals that provide detailed property information. Most are also lead capture systems that may contact you and refer you to a different real estate agent or resell your contact information. To limit such conflicts, consider limiting the number of sites that you register with, and always indicate that you are already working with a real estate agent.

AVOID WIRE FRAUD

Real estate buyers and sellers are prime targets for wire fraud. Each year, hundreds of thousands of dollars are lost through fraud. Once wired to a false account, these funds cannot be retrieved. Always call either your Corcoran Pacific Properties broker, or the escrow agent to confirm wire instructions BEFORE you send money. It is very important to obtain your broker AND escrow agent's contact phone numbers to confirm your wire instructions before wiring funds. Please do NOT rely on email communications to ensure the process of wiring your funds, as hackers frequently use email to carry out fraud. If you receive any email instructions to wire funds, be suspicious and always reach out to the broker and/or escrow officer by phone to confirm the instructions.

corcoran

PACIFIC PROPERTIES

10 Questions to Ask Every Realtor

Is Real Estate your fulltime job?

Yes. Not only that, Corcoran Pacific Properties only hires full time professional Realtors. Maintaining another job while trying to sell real estate is distracting and can take away valuable attention to detail. Buying and selling your home is often the biggest financial decision you make in your life, and it takes a full time Realtor to stay focused and dedicated to the successful sale of your home.

Are you a member of the National Association of Realtors?

Yes, I am, which means I pledge to uphold the Code of Ethics set forth by the National Association of Realtors (NAR). In addition to maintaining good standing with the NAR, we are also members of Who's Who in Luxury Real Estate - Who's Who in Luxury Real Estate is an exclusive organization of top luxury brokers in the world.

How are you going to market my home for sale?

We know that simply putting your home in MLS, placing a sign in the front yard and hoping for the best will no longer cut it in this market. We have an extensive marketing program for each property. There are over 200 steps to implementing this marketing plan, and I have a team of seven full time professionals to execute on our promise to you.

Do you have a dedicated and legally trained real estate expert look at your contracts before we sign them?

Absolutely. I have a dedicated contract review team consisting of current and former attorneys who exclusively review and assist Corcoran Pacific agents with contracts, 365 days a year. Each contract is carefully reviewed by them before you sign.

Do you have a full time, professional, in-house Transaction Coordinator to assist you?

In addition to my marketing and review teams, I have a dedicated transaction coordinator to manage our escrow once we are under contract. Our coordinator keeps us on track and ensure complete documentation of the entire process. This allows me to focus on the important aspects of the sale instead of getting tied up in paperwork.

Do you have flexible listing commission options?

Yes. Every home sale is different, and as a Seller with Corcoran Pacific, you have the choice in the program that is right for you. Each home sale plan is excellent, and there is no sacrifice in quality of marketing or our commitment to you based on which you choose.

Do you offer a Sales Guarantee?

Yes. I know that a home priced at fair market value, prepared according to my recommendations and marketed through our 18-point plan will sell. Therefore I am willing to offer Home Selling Plans that include a sales guarantee.

How many specific Buyers do you already have for my home?

At Corcoran Pacific, we maintain an internal Client Relationship Management database consisting of over 100,000 potential buyers, complete with their contact information and the exact properties they are interested in. We will match up your property to specific buyers based on location, price and size. We will then contact them directly about your listing.

What happens if I'm not happy with how things are going?

My goal is to always exceed your expectations. I hope that you will want to refer me to your friends and family for their future real estate needs. If I'm not doing that for you, you just need to let me know. We have an Easy Exit listing agreement, and I will immediately let you out of the agreement if you aren't happy with my service or performance.

What sets your firm apart from other Brokerages?

Corcoran Pacific Properties is one of the highest-volume luxury brokerages in Hawaii. We believe luxury is an experience, not a price point. This means that no matter what your home's sales price, you get the same luxury service we provide to all our clients.

corcoran

PACIFIC PROPERTIES



The Power Of Corcoran

LEADING THE WAY

corcoran

PACIFIC PROPERTIES

We are Corcoran

corcoran

PACIFIC PROPERTIES

Live who you are. Four simple words that mean so much. To our customers, it means “Imagine the best version of who you are... and now imagine home.” But “Live who you are” also says something about us. It says “We care enough to learn about you. We care enough to ask a little more, to dig a little deeper, to listen a little better. We care enough to use all that we learn to find you precisely the right home.”

“Live who you are” says that we have the craft and resource to make a home yours once we find it. It says we are experts and consultants and professionals of the highest order. It says “take a journey with a trusted friend.” And most of all it says our mission goes beyond selling.

When we say “Live who you are” we make a thousand unspoken promises to our customers, and one thousand unspoken commitments to ourselves as professionals. Live who you are. It defines our mission as the best real estate company in the world – a mission we are all proud to make our own.

Corcoran. Live who you are.

Why Corcoran? Glad you asked.

We live where we work.

We have more than 3,200 sales associates in over 50 offices across Manhattan, Brooklyn, the East End of Long Island, South Florida, Central Florida, San Francisco, and Reno-Lake Tahoe.

We're driven to succeed.

We are one of the leading brokerage firms in the markets we serve.

We're well connected.

By working with Corcoran you will gain access to a best-in-the-business network of professionals to get you to a successful closing. From mortgage brokers to top attorneys, we've got you covered.

We're relocation pros.

We relocate thousands of people each year, many of whom are personal referrals and repeat clients.

We're attention-getters.

We work hard to make sure corcoran.com stays ranked as a highly trafficked real estate website with approximately 10 million views annually, generating significant attention for your property.*

We're master marketers.

Leading the curve in real estate marketing, we orchestrate the perfect mix of advertising, marketing, and public relations to target buyers via key local, national, and international media outlets.

corcoran



PACIFIC PROPERTIES

*Similarweb.com 2018

We have a history of growth & expansion.



1973

My Name is Barbara

23-year old Barbara Corcoran founds Corcoran® in a tiny office on the Upper East Side of Manhattan with seven eager agents and a \$1,000 loan.

1983

Made in Manhattan

Corcoran opens a downtown office and then expands to the Upper West Side in 1989.

1995

New Developments

Corcoran partner Pamela Liebman founds Corcoran Group Marketing.

1998

Brooklyn Bridged

Corcoran crosses the East River with 30 agents in three Brooklyn offices.

2001

CEO for a New Century

Corcoran becomes part of the Realogy company. Barbara Corcoran taps Pamela Liebman to become the company's new President and CEO.

2003

Hamptons Homecoming

Corcoran acquires a pair of prominent brokerage firms and debuts in the Hamptons with close to 200 agents.

2003

A Place in the Sun

Corcoran plants a flag in Palm Beach, acquiring two of the city's most respected real estate brokerages.

2005

Good Day Sunshine

Corcoran Group marketing and Sunshine Group merge to become Corcoran Sunshine, NYC's premier new-dev firm.

2006

Words to Live By

Corcoran defines its inclusive world view with the lauded "Live Who You Are" campaign.

2017

Higher Intelligence

Corcoran opens Agent Studio designed to enrich each agent's experience and knowledge base.

2020

Ready for the World

Corcoran goes global, launching its first franchisees in select prime property markets across the U.S. and beyond.



We're going global.

As the world gets smaller, we're getting bigger. We welcomed our first handpicked partners to the Corcoran network in 2020—long-standing local experts in San Francisco, Reno-Lake Tahoe, Central Florida, and Chicago — expanding our potential reach to discerning buyers and sellers across the globe.

corcoran

PACIFIC PROPERTIES

*As of March 5, 2020

We're part of the Realogy family,
the world's biggest residential network.

14,450

TOTAL OFFICES
NATIONWIDE

112

COUNTRIES
AND TERRITORIES

286,500

REAL ESTATE ASSOCIATES
WORLDWIDE

corcoran

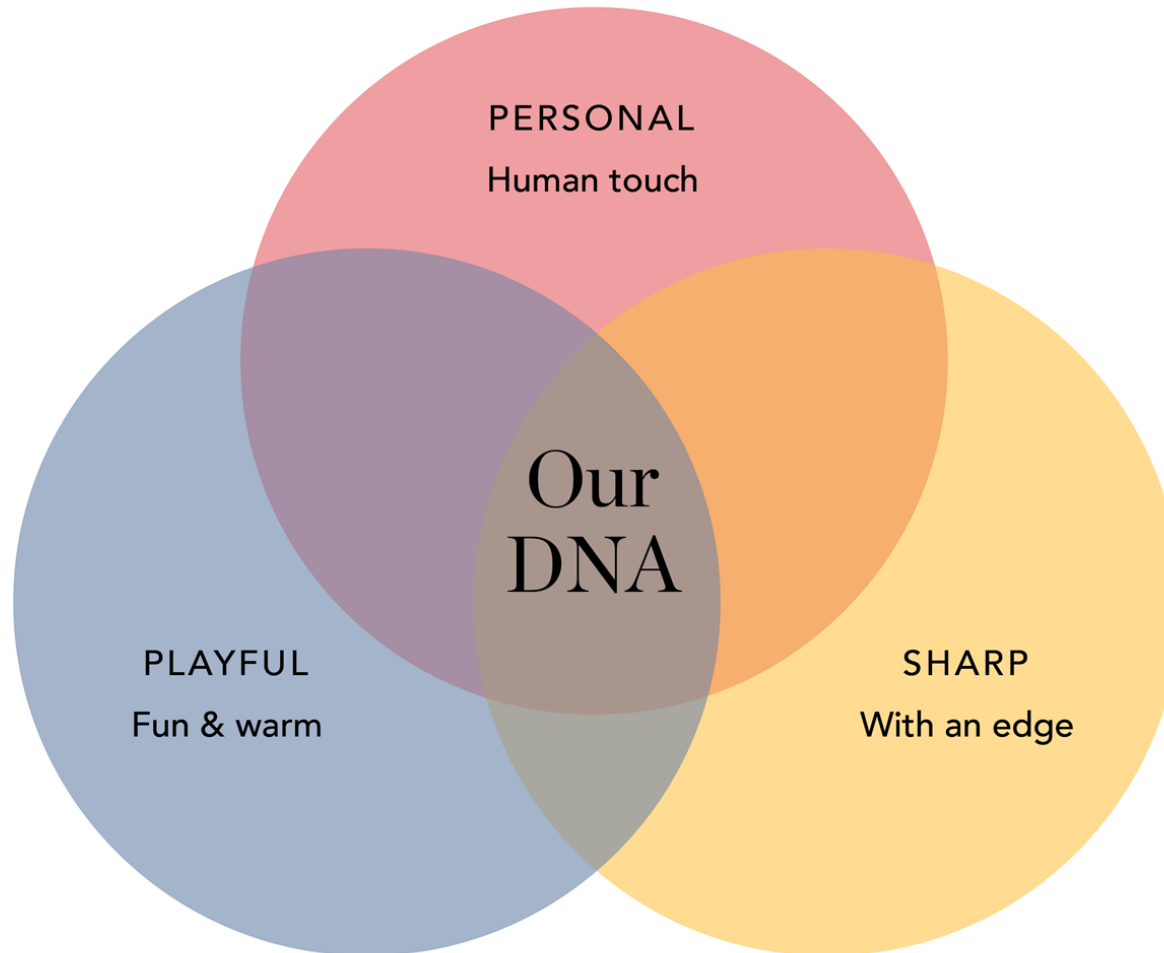


PACIFIC PROPERTIES

*As of February 2020

The Corcoran DNA

Our 'Live Who You Are' philosophy is infused in everything that we do
and is embodied by our brand DNA.



Notable Sales from the Corcoran Family

SOLD 2019
220 CENTRAL PARK SOUTH
NEW YORK, NEW YORK

\$238M

SOLD 2014
ONE57 PENTHOUSE
NEW YORK, NEW YORK

\$100M

SOLD 2017
432 PARK AVENUE RESIDENCE
NEW YORK, NEW YORK

\$91M

SOLD 2008
OCEANFRONT ESTATE
PALM BEACH, FLORIDA

\$81.5M

SOLD 2014
THE WOOLDON MANOR
SOUTHAMPTON, NEW YORK

\$80M

SOLD 2017
WILDENSTEIN TOWNHOUSE
NEW YORK, NEW YORK

\$80M

SOLD 2018
TRIBECA PENTHOUSE
NEW YORK, NEW YORK

\$55M

SOLD 2003
TIME WARNER PENTHOUSE
NEW YORK, NEW YORK

\$42.5M

SOLD 2015
JOAN RIVERS' TRIPLEX
NEW YORK, NEW YORK

\$28M

corcoran

PACIFIC PROPERTIES

All prices listed in U.S. dollars

The whole world. One address.



Corcoran.com is a leading real estate website, reaching customers from nearly 200 countries around the world.

SimilarWeb2018



Corcoran.com logs some 10 million annual website visits, generating more than 35 million page views.

Google Analytics 2018



Corcoran.com welcomes more than 2 million visitors each year from Facebook and Instagram.

Google Analytics 2018



Corcoran.com sends more than 100,000 company-generated leads to our agents each year, with a response time measured in minutes.

Google Analytics 2018

corcoran



PACIFIC PROPERTIES

This is Corcoran's digital difference.

We drive millions of potential buyers to your Corcoran.com listing with our proprietary formula of paid search, retargeting, and search engine optimization.

6.9M

Corcoran.com pageviews
driven by paid and organic
search in 2019*

100K+

Leads generated
through 2019*

48%

Percentage of Corcoran.com
visitors actively searching for
a home, compared with just
15% for the competition.*

300%

Increase in leads
using retargeting ads
over last year**

5.5M

Web searches specifically
related to listings on
Corcoran.com**

corcoran

PACIFIC PROPERTIES

*Google Analytics 2019 ** Similar Web 2019

We're a marketing powerhouse.

The real difference about Corcoran is simple. Most real estate firms are about transactions while we are about people and their individual needs. This unique vision is what sets the Corcoran brand apart and keep us first in consumers' minds. From our critically acclaimed brand campaigns to the marketing created for your listing, we make sure to connect with the consumer on a deeper level.

corcoran

PACIFIC PROPERTIES





We help you
track and optimize
your listing's digital presence.

Leverage real-time data generate detailed reports on your listing's activity on corcoran.com, and work with your agent to devise an effective digital strategy to get more eyes on your home.

corcoran

PACIFIC PROPERTIES

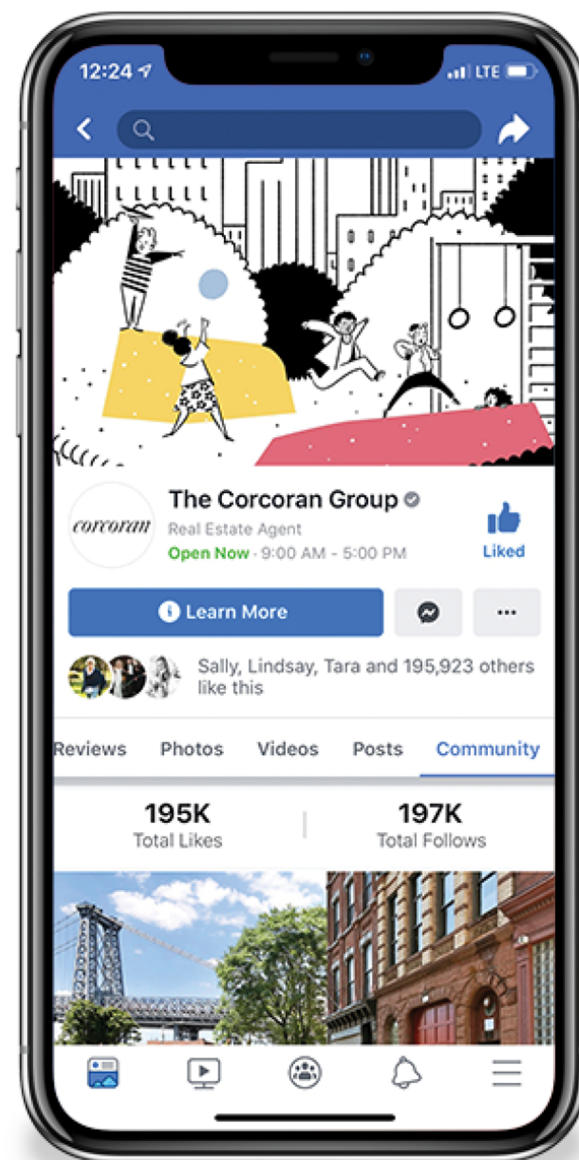
Where we go, people follow.

Corcoran's social media strategy
is unequalled in the industry.

With 197,000 followers on Facebook and growing fast, Corcoran reaches more prospective buyers on social media than our competitors. We leverage our reach to promote listings through organic and sponsored posts—driving more than 2 million website sessions a year.

corcoran

PACIFIC PROPERTIES



None of the named companies are affiliated with or endorse Corcoran.
Whether a specific listing is included on any site can vary depending on
region, property type, availability, and other criteria.

We tell stories worth hearing.

Millions of potential buyers engage with our curated content.



FACEBOOK

197,000 followers



INSTAGRAM

91,300 followers



TWITTER

30,000 followers



PINTEREST

1.7M monthly viewers



YOUTUBE

10,500 subscribers



CORCORAN.COM + INHABIT

10M readers

corcoran

PACIFIC PROPERTIES

None of the named companies are affiliated with or endorse Corcoran.
Whether a specific listing is included on any site can vary depending on
region, property type, availability, and other criteria.

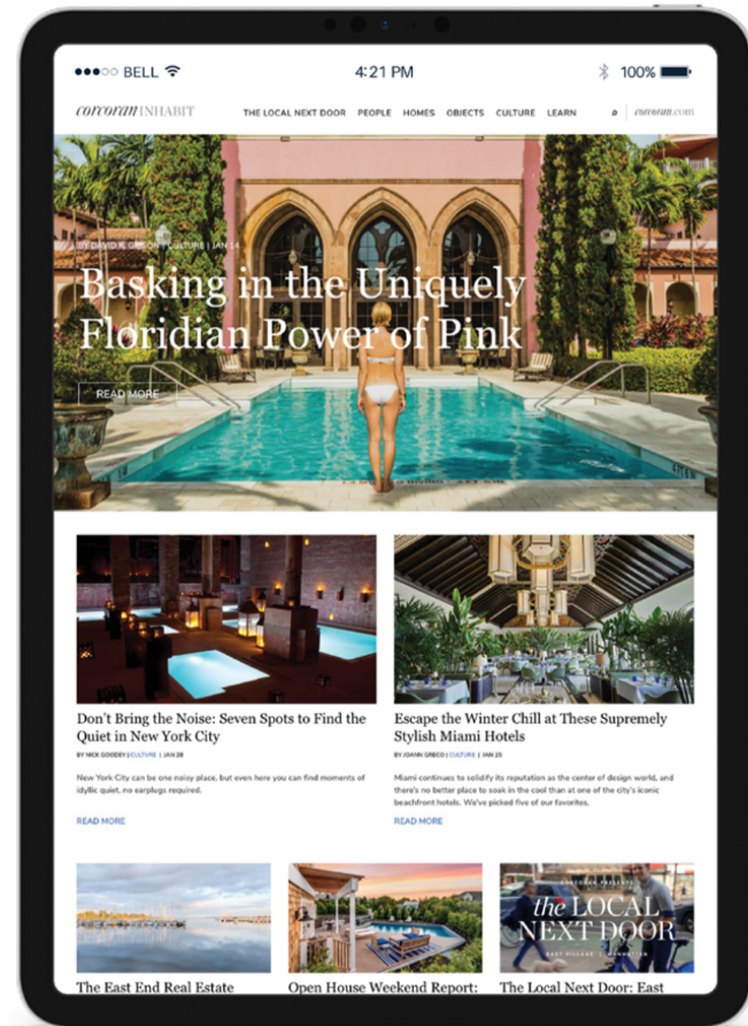
We're living the life.

Corcoran's *Inhabit* complements Corcoran.com by exploring the stories that make our markets—and our clients' homes—so special.

Our well-loved blog features irresistible stories about goings-on in our markets, architecture and decorating, dining and entertaining, and, of course, our clients' homes. Expect smart insights, great photography, and first-rate video (including our acclaimed video series, The Local Next Door. It's content that drives traffic and gets attention, and that means more interest in your listing.

corcoran

PACIFIC PROPERTIES



When it comes to getting press, we're connected.

One of the real estate industry's most experienced in-house public relations team leverages a roster of world-class media connections to promote your property to a wide range of both digital and print media outlets, including:

Architectural Digest

BBC

Bloomberg

BusinessInsider.com

Centurion Magazine

CNNMoney.com

Crain's New York Business

Curbed

East Hampton Star

Elle Décor

Financial Times

Forbes

Hamptons.com

Hamptons Magazine

Hamptons RE Showcase

HC&G

Le Figaro, Le Pointe, Les Echos

New York Magazine

New York Observer

New York Post

Newsday

O Globo (Brazil)

Palm Beach Post

Palm Beach Daily News

Southampton Press

South China Morning Post

Straits Times (Singapore)

The Hollywood Reporter

The New York Times

The Times of London

The Wall Street Journal

Time Out New York

Time/Money.com

TV Media

corcoran

PACIFIC PROPERTIES

Nothing herein shall be constructed as a guarantee that all or any Corcoran listings will appear in these media outlets. None of the named companies endorse or are affiliated with Corcoran.

Around the web, across the globe.

As soon as you list with Corcoran,
your home greets prospective buyers
on Corcoran.com and across hundreds
of prominent partner websites in
our extensive real estate network.

The New York Times

realtor.com®

WSJ

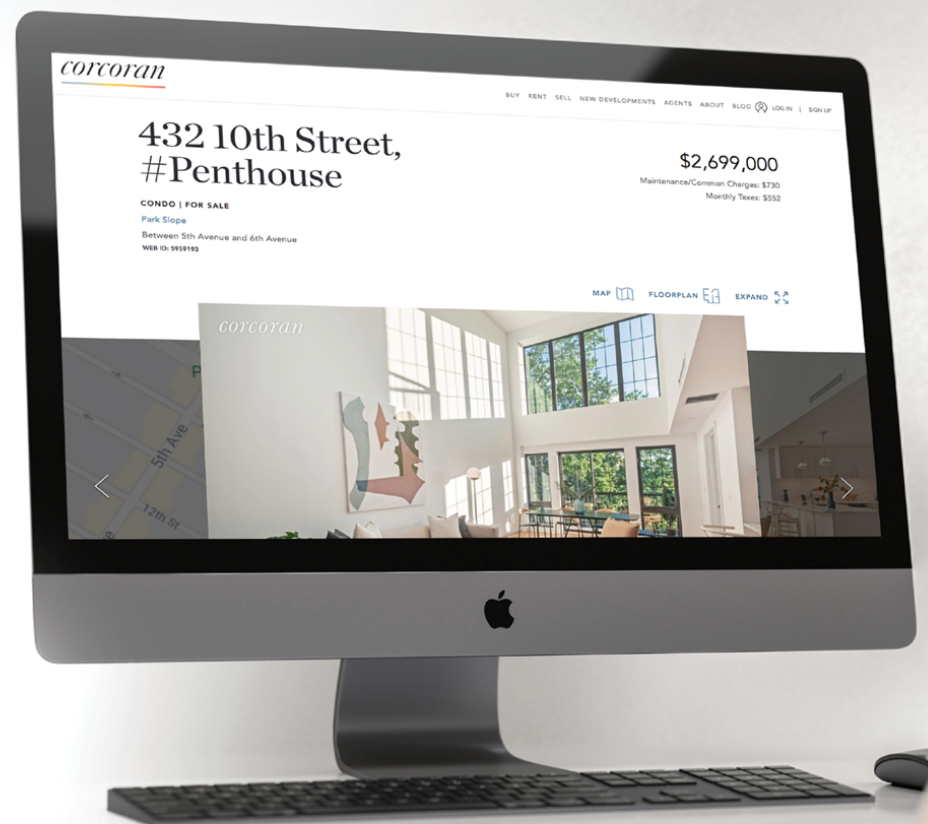
Homes.com

MANSION GLOBAL
ONLY THE EXCEPTIONAL

Zillow®

corcoran

PACIFIC PROPERTIES





About Us

SMART LIVING HAWAII

corcoran

PACIFIC PROPERTIES



SLHi
SMART LIVING HAWAII

808-282-1399

Christina@LaneyRE.com
www.SmartLivingHi.com

Christina Laney Mitre

CRS, GREEN, SRES | RS-67243

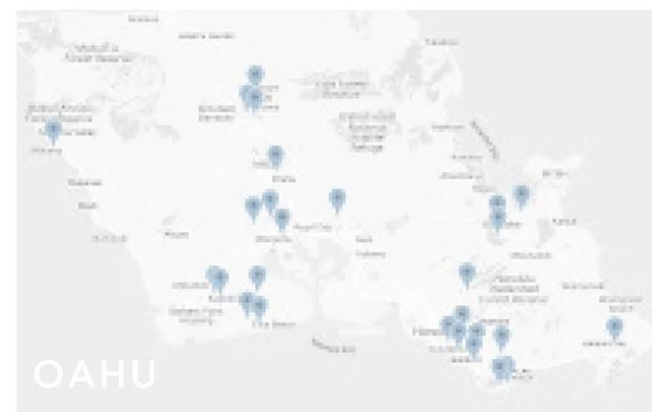
A true Kama'aina, Christina Laney Mitre has a great appreciation of Hawaii and its beauty, as well as the desire to help others find their way through life. She views real estate as representing a fundamental source of security and support to help people achieve both stability and happiness.

A graduate of Whittier College with a BA in Business Administration and an emphasis in International Business, Christina initially worked for the Salvation Army in Los Angeles assisting underprivileged youth in South Central LA. She returned to Hawaii in 2003 as a VIP concierge for a five-star resort on Maui where she developed a true understanding of exceptional service standards for her clients. She was also one of the founding members of the Hawaii Chamber of Commerce's Young Professional Program. Over the years, she has served their YP Events Chair, Ambassador, Ambassador Trainer and Steering Committee Member.

Christina takes great pride in working alongside her loving mother and mentor, Yumi Laney, a top real estate professional for over 40 years. Together, they started a Senior Concierge Program that continues at Corcoran Pacific Properties. She also served as the sales manager of one of Kaka'ako's new affordable housing projects with two state agencies. She sits on the Catholic Charities of Hawaii's Board of Directors and is the Chair of the HBR East Oahu Region. Christina is also a founding Charter Member of the Eco-Rotary Club of Kakaako, While Christina's main focus remains on her brokerage clients, she has also launched her non-profit project of creating a sustainable awareness hub for the State of Hawaii and its people. Smart Living Hawaii (www.SmartLivingHi.org) is centered around Hawaii's sustainable sectors: Energy, Environment, Agriculture, Housing and Culture. Having earned her NAR GREEN designation, Christina hosts podcasts, is involved with blogs, vlogs, social media, events and more!



Recent Team Sales



Top Sales

95-1202 Kapanoe Street	\$13,000,000
3826 Poka Street	\$2,990,000
4316 Aukai Avenue	\$2,935,000
3448 Niolopua Drive	\$1,350,000
777 Kalanipuu Street	\$1,295,000
529 Pine Street	\$1,275,000

corcoran

PACIFIC PROPERTIES



SLHi

SMART LIVING HAWAII

808-371-9906

Yumi@LaneyRE.com
www.YumiLaney.com

corcoran

PACIFIC PROPERTIES

Yumi Laney

CLHMS, CRB, CRS, GREEN, GRI, SRES | RB-10898

Throughout her 42+ years in real estate, Yumi has successfully sold homes from Waikiki to Windward Oahu and Waianae to Hawaii Kai. Today, Yumi and Christina, the Smart Living Hawaii Real Estate Team are a resource and community hub for Hawaii's sustainable sectors: Energy, Environment, Agriculture, Housing, and Culture. They focus on Residential Real Estate, along with Green & Sustainable Building/Sales, Affordable Housing, Smart Homes & Agricultural/Sustainable Land Acquisitions.

With Yumi's years of expertise in marketing, contract negotiations, escrow follow-up, financing, and other related areas, she ensures timely transactions for their many satisfied clients – both buyers and sellers in all price ranges. Their team is honored and very experienced in serving all Veterans within any Military branch, locally or abroad. They are also experts in working with the many corporate relocation companies assisting relocation transferees to Hawaii.

Yumi began her real estate career in 1978 and obtained her broker's license in 1980. She earned the designations of Graduate Realtors Institute (GRI), Certified Residential Specialist (CRS), Certified Residential Broker (CRB), Senior Real Estate Specialist (SRES). Recently, earned the Real Estate Negotiations (RENE) and the Green Certification (GREEN) designations. She is a member of the National Association of Realtors, Hawaii Association and the Honolulu Board of Realtors. Yumi also served on the Board of Directors of the Honolulu Board of Realtors and has had extensive experience as Broker-in-Charge over the years. She has been awarded as one of Oahu's Top 100 Realtors and Corcoran Pacific Properties Gold Circle 2020.

Yumi was born in Hiroshima City, Japan, and traveled extensively due to her father's military career in the US Army and a Congressional Gold Medal recipient, retiring on the Monterey Peninsula. Yumi is a graduate of the University of California, Santa Barbara. Her interests are traveling, snorkeling, reading, church, and most importantly, family activities. Hawaii was a natural place for Yumi to settle with her husband, Rick, her son, John-David and of course, her real estate partner, Christina Laney Mitre and her husband, Adrian, and beautiful grandchildren, Charlie and Elijah.



Client Testimonials

Yumi Laney and Christina Laney Mitre did an exceptional job on selling our home. They staged it so nicely and always there to answer all of our questions. We had our open house on June 19th and had an offer the next day and we accepted it! We closed so fast on July 31st! We are so lucky to have Yumi and Christina as our Realtors. Yumi sold us this house in 1987 and still finding and selling other properties to me!

- IRENE OSHIRO

My experience with Yumi & Christina was off the charts! I have purchased 3 homes and by far this was the most positive experience of all my transactions. Yumi's 30+ years of solid experience came to light with her excellent knowledge from the neighborhood comparisons to helpful guidance and reassurance with all my questions. Christina was right on mark getting back to me and in constant communication with all involved, I never felt for a moment that I was alone in the whole process. And I thank you!

- THE REIDS

Christina and Yumi really know the market and understand our needs. We had been looking for the right home for over three years and Yumi and Christina were able to find us what we were looking for in six months. They worked long hours on our behalf, always provided great advice and their recommendations for everything were what made a successful transaction.

- THE KELSCHS



SLHi
SMART LIVING HAWAII

808-724-9357

Ryan@RyanNaka.com
www.SmartLivingRealtor.com

corcoran

PACIFIC PROPERTIES

Ryan Naka

RS-82307

Ryan Naka has been an entrepreneur since the age of 12 when he launched his first business buying and selling laser printers and supplies. Born into a family of successful entrepreneurs, his great grandparents founded Charley's Taxi in 1938, which is one of the largest transportation services in Hawaii. Ryan also comes from a well-known political family the University of Hawaii School of Law is named after.

Ryan grew up in Kaneohe on the island of Oahu and attended Kamehameha schools. He continued his education at Northern Arizona University in Flagstaff where he was the Vice President of the HAPA Hawaiian Club. Along with his fellow board members, Ryan was able to raise thousands of dollars and host an annual fundraising event of over 500 attendees which continues on to this day.

Ryan returned home to the islands to pursue his passion of starting and running his own business. Ryan thrives on the excitement and creativity that comes with building a company from the ground up. He is the President and Co-Founder of Kahala Aesthetica, a boutique branding firm specializing in digital strategy and fundraising consulting. Ryan has successfully raised nearly \$1 Million for various local nonprofits and political campaigns. Recently, he served as the Director of Finance for a Hawaii gubernatorial campaign. Ryan prides himself on serving his clients with integrity and honesty and always going above and beyond to see the deal through.

Team Connect

Click an icon below to go to its destination:





Market Analysis

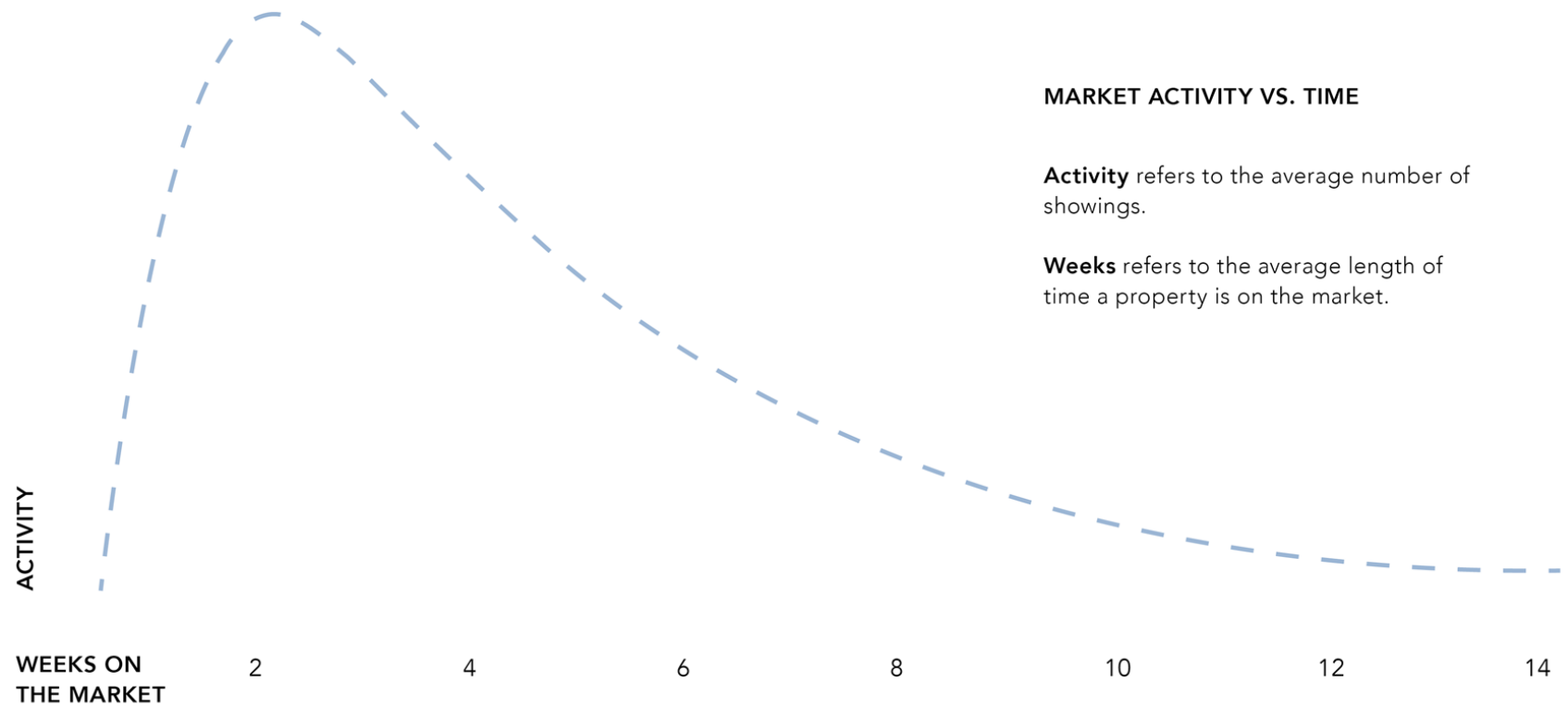
HOW YOUR HOME COMPARES

corcoran

PACIFIC PROPERTIES

Proper Pricing

Sell in the shortest time possible.



corcoran

PACIFIC PROPERTIES

Marketing Plan

corcoran
PACIFIC PROPERTIES

Pre-Launch Plan

- 1 Make recommendations on how to best showcase the property.
- 2 Have the property photographed and the floor plan drawn.
- 3 Assess comps and current market conditions for proper pricing.
- 4 Review property with in-house PR team for possible exposure in the press.
- 5 Preview the property to brokers.

corcoran



PACIFIC PROPERTIES

Launch Plan

- 1 Publish the listing on corcoran.com.

- 2 Share property with brokerages and targeted third party sites.

- 3 Annouce the property by email to a broad base of agents and customers.

- 4 Create necessary printed marketing materials.

- 5 Schedule & advertise the first public open house.

corcoran



PACIFIC PROPERTIES

Ongoing Efforts

- 1 Field appointment requests and show the property.

- 2 Compile regular reports of showings, web traffic and broker/customer feedback.

- 3 Present and negotiate all offers.

- 4 Revisit pricing and marketing plan as appropriate.

Media Plan

- 1 Feature the property on corcoran.com.

- 2 Discuss advertising plan print and/or digital.

- 3 Carry out scheduled email marketing campaign.

Smart Living Hawaii

Corcoran Pacific Properties

Christina Laney Mitre

808-282-1399

Christina@LaneyRE.com

www.SmartLivingHi.com

Yumi Laney

808-371-9906

Yumi@LaneyRE.com

www.YumiLaney.com

Ryan Naka

808-724-9357

Ryan@RyanNaka.com

www.SmartLivingRealtor.com



corcoran

PACIFIC PROPERTIES

All information furnished regarding property for sale, rental or financing is from sources deemed reliable, but no warranty or representation is made as to the accuracy thereof and same is submitted subject to errors, omissions, change of price, change of concessions, rental or other conditions, prior sale, lease or financing or withdrawal without notice. All dimensions are approximate. For exact dimensions, you must hire your own architect or engineer.