



# Hawaii Life Real Estate Brokers

## COMPANY DESCRIPTION

Hawaii Life is a new kind of real estate company, with a commitment to Smart Marketing and Solid Representation. We embrace technology—while maintaining a strong human connection to the buyers and sellers we represent. The quality and pace at which Hawaii Life has grown (239 agents in 13 offices over 9 years) is testimony to the fact that we are onto a positive change in the industry. We've carefully partnered with Realtors who want to take part in a new paradigm in Hawaii Real Estate.

## LEADERSHIP

Matthew G. Beall, CEO, Principal Broker

Winston Welborn, Chief Design Officer

## AGENTS AND EMPLOYEES

Hawaii Life employs 239 licensed real estate brokers and salespeople, and 41 support staff:

- There are 12 Brokers-In-Charge across the State of Hawaii.
- The Creative Team employs full time designers, copywriters, and marketing coordinators for all forms of media.
- The Customer Experience Team includes two Salesforce administrators and a staff of 3 Customer Experience Specialists.
- The Agent Services Team employs 3 full-time transaction managers and one listing/relocation specialist.
- The Vacation Rental Division employs 6 full-time bookkeepers, reservationists and staff, as well as over 10 property managers who are independent contractors.

## SALES STATISTICS

Sales Volume by Year (approximate):

- 2008 - \$4.7m
- 2009 - \$52m
- 2010 - \$155m
- 2011 - \$344m
- 2012 - \$520m
- 2013 - \$655m
- 2014 - \$990m (\*including significant 'off market' transactions)
- 2015 - \$955m
- 2016 - \$1.135 Billion

## **LOCATIONS (13)**

### **Oahu**

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- Kahala, Honolulu - Sales and Transaction Management
- Ewa Beach, Laulani Village - Sales & Hawai'i Life Military Team
- Shark's Cove - Haleiwa - Sales

### **Maui**

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- Wailea Town Center - Sales
- Paia - Sales
- Lahaina - Sales
- Kapalua - Sales

### **Hawaii Island**

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- Kailua-Kona - Sales
- Queen's Marketplace, Waikoloa Beach Resort - Sales
- Hilo - Sales

### **Kauai**

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- Princeville at Hanalei - Company Headquarters - (Creative, Customer Experience, Transaction Management, Vacation Rentals, Property Management and Sales)
- Kapa'a, Shido Building - Sales and Bookkeeping
- Poipu - The Shops at Kukui'ula - Sales

### **Notable Information**

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- Hawaii Life started in June of 2008, headquartered in Hanalei, Kauai.
- Hawaii Life nominated as Most Innovative Brokerage and Technology for 2010 & 2011 by Inman News
- Matthew Beall, Principal Broker, was named in the Top 100 Most Influential Leaders in Real Estate for 2011 by Inman News
- Named Third (#3) Fastest Growing Hawaii Company by Pacific Business News, 2012
- Named by Hawaii Business Magazine as the #3 residential real estate company in Hawaii for 2013 (based on volume of sales as well as number of transactions).
- [www.hawaiilife.com](http://www.hawaiilife.com) is Hawaii's most-trafficked real estate search engine (Source: SEMRush)

## Notable Information (cont'd)

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- As of 2014, Hawaii Life is the top listing residential real estate brokerage in the State of Hawaii, by both volume and units.
- From 2012 to 2016, Hawaii Life represented more sales of properties for \$3m+ than any other brokerage in Hawaii. (Source: MLS)
- In 2012, Hawaii Life became a member of the Hawaiian Island Land Trust (HILT) “Founding Few” with a donation of \$30,000.
- In 2016, The Hawaii Life Charitable Fund became a Na Ka Aina member of HILT with a \$30,000 pledge and was later joined by Hawaii Life with a \$30,000 pledge of its own.
- On January 1st, 2013 HGTV (Home & Garden Television Network) launched “Hawaii Life” television show, a 13-episode lifestyle and real estate show exclusively featuring the company’s agents and clients. The show is currently in its 11th and 12th season, with a national audience of over 22 million viewers.
- Matthew Beall was named to Inman News’ Top 100 Most Influential People in Real Estate for 2013. Beall was renamed again in 2015 and 2016.
- Matthew Beall has served as the Kauai Board of Realtors President (2012) and on the Executive Committee of the Hawaii Association of Realtors (2013). He is currently Vice President of the Board of HiCentral, the for-profit technology company which operates the MLS for the Island of Oahu.
- Matthew Beall was named to Stefan Swanepoel’s “Power 200 List” (The Most Powerful People in Residential Real Estate 2016)
- Matthew Beall is currently the Chair of the Board of Directors of the Hawaiian Islands Land Trust.
- Hawaii Life’s annual conference, [The Worthshop Series](#), is currently in its seventh year running and has attracted thousands of agents from Hawaii and the continental U.S. to the events.