

**CARON B REALTY**  
INTERNATIONAL  
*High Tech, High Care, High Results*

## October Quarterly Newsletter

*Your Update on the Oahu Real Estate Market  
& Caron B Realty International*



# CARON B REALTY INTERNATIONAL

YOUR FIRST CHOICE FOR LUXURIOUS ISLAND LIVING

**Caron B Davis, R, PB, CRS, GRI, SRES, CIPS**

Caron B Realty International

Office: 808-593-9826 Cell: 808-286-5256



## *High Tech, High Care, High Results*

As we head into the last couple months of the year, we tend to shift our focus toward family, friends, and holiday parties. It's a wonderful and joyous time and I look forward to spending time with the people I love. However, it's important that during this time we don't let our professional goals become less of a priority. I strive to find a balance between enjoying time with my family and celebrating the holidays, while working hard to help my clients achieve their year-end real estate goals. At Caron B Realty, we make a commitment to continue putting our clients' needs first and learning all that we can so we can stay ahead and be the best agents for our clients.

To be successful in the market right now, it is essential that agents are constantly expanding their knowledge and keeping up with the changes. It is a tougher market than we had been seeing. There was definitely a dip in the market, but some areas have leveled off, while others are still adjusting. One of the most important factors for success is for properties to be priced correctly right from the beginning. Otherwise, homes are going to sit on the marketing for a long time and the prices will inevitably come down. There are many people who want to make changes right now; those changes may require more knowledge and more patience.

A second key element is that agents must know the profile of the buyer. We have been working on selling one of our condo listings and realized that many of the people coming through weren't making offers because what they really wanted was a single-family home. Conversely, for our buyer clients, we ensure that we have a thorough understanding of that they are looking for so we can get them into the right home. My formula for success is made up of collaboration, brainstorming, and devising strategies.

We never accept the current status of a property; instead, we take action to move it forward. This is not a market in which a home can be listed, left alone, and sold soon after. What my team and I continue to do is ask ourselves "how can we get this home sold?" and after we take that action, we ask again and formulate another plan. It requires a level of dedication and depth of thought that not all agents have experienced before or are accustomed to. What distinguishes us is that we are always approach our business like this, no matter the state of the market, because our client experience is what comes first.

# CARON B REALTY INTERNATIONAL

YOUR FIRST CHOICE FOR LUXURIOUS ISLAND LIVING

**Caron B Davis, R, PB, CRS, GRI, SRES, CIPS**

Caron B Realty International

Office: 808-593-9826 Cell: 808-286-5256



## *High Tech, High Care, High Results*

Positive client experience has become paramount these days. Many brands and companies are trying to re-define both the product or service they offer and how they go about selling it. Disruptive companies, such as Netflix, Uber, and Carvana, are changing the way their industry does business. With so much competition and people wanting to see changes to the way things have been done, it's important that companies are innovating, especially in their customer service and relations departments. We are seeing some of the same moves in the real estate industry and have to change accordingly. In speaking with potential clients about their expired listing recently, I was asked to text a listing presentation for them to review. Coming up in the business when there was no texting and we met in person to do a listing presentation, it's a growing process for me. Staying ahead in technology is something we pride ourselves on at Caron B Realty, but for me personally doing it, is can be a challenge. I try to remind myself to be committed to having more courage and less fear. I try to embrace challenges and see them as an opportunity to grow and learn, rather than an obstacle that holds me back.

For my clients who are looking to make a lifestyle and real estate change, I am excited to share the upcoming community of Victoria Place at Ward Village. According to the president of the Howard Hughes Corporation, "Victoria Place is poised to be one of the most extraordinary residential towers along the front row of O'ahu's South Shore, with a stunning design that is reminiscent of a timeless Hawai'i." Click [here](#) if you would like to register your interest and please let me know so I can schedule a private showing for any Caron B Realty clients.

Happy Halloween! Wishing everyone a fun, safe, spooky evening. To help you celebrate, there are links to Haunted Houses, Trunk or Treats, and other events to share with your family. In this newsletter you will find an update on the real estate of Oahu and the neighbor islands. There is an article on the winners of the local Purple Prize, a TED video on self-leadership, and suggestions of where to get your favorite pumpkin-flavored treats this fall. You'll see the top sales of the quarter and upcoming events for the neighbor islands. Finally, Caron B Realty will be hosting our annual Food and Fund Drive to benefit Food Bank of Hawaii during the month of November and we invite our clients and friends to donate non-perishable food items to our office. We are proud to work with Hawaii Food Bank and are thankful for your generous donations in the past. Please see the Food Drive section of the newsletter for more information.

And as always, please contact me directly with any questions you may have. We are here to serve you!

Warm Aloha,  
Caron

# September Oahu Real Estate Statistics

## Luxury Real Estate Statistics

September 2019	Single Family	Condo
Highest Recorded Sale	\$5,800,000	\$10,000
Median Sales Price	\$1,950,000	\$1,997,500
Total Closed Sales	35	16
Average Days on Market	66	127

## Real Estate Statistics

September 2019	Single Family	Condo
Median Sales Price	\$770,000	\$445,000
Percentage Change	<b>-4.4%</b>	<b>+4.0%</b>
Total Closed Sales	347	466
Percentage Change	<b>+12.3%</b>	<b>-8.8%</b>
Median Days on Market	29	27

"During September, single-family home sales increased by 12.3% with 347 closed sales and the median price was \$777,000, a decline of 4.4% from last September's record high of \$812,500. Third quarter single-family home sales increased by 8.7% over the same period in 2018, bringing the year-to-date sales to 2,774, up slightly by 0.8%. The year-to-date median price dipped by a half percent to \$785,000. Active listings for single-family homes increased by 13.7% and new listings were up by 16.2%. Condominium sales softened in September, declining 8.8%, while the median price increased by 4.0% to \$445,000. Year-to-date condominium sales decreased by 6.7% in September 2019, and the year-to-date median price dipped marginally by one percent to \$425,000. New listings increased by 7.8% and active listings grew by 18%."

"Oahu's single-family home market performed strongly through the third quarter to 2019," said Jenny L. Brady, President of the Honolulu Board of REALTORS. "Year-to-date sales are at levels comparable to 2018 and the Oahu median sales prices remains stable. In September, we saw a nearly 49% increase in sales of mid-priced single-family homes in the \$500,000-\$699,999 price range, which contributed to the decline in the median and average sales price. In contrast, there was a 14.5% decrease in mid-priced condominiums in the \$300,000-\$599,999 price range last month."

# Luxury Sale of the Third Quarter

## *Highest Sold Single Family Home*



### **Lanikai, Kailua**

*6 bedrooms | 5 baths | 2 half baths | 7,441 square feet living | 14,497 square feet land*

**Why this property is spectacular:** A Jeff Long design, this new oceanfront estate features marble, mahogany, and travertine. Spacious and luxurious, set on one of the most beautiful beaches, this home is dream Lanikai living.

**Sold at:** \$14,800,000 to business people from California

*Source: State Tax Office & Bureau of Conveyances*

*Picture from Honolulu Board of Realtors*

# Luxury Sale of the Third Quarter

## *Highest Sold Condominium*



### **Park Lane, Ala Moana**

*4 bedrooms | 4 baths | 1 half bath | 1,531 square feet*

**Why this property is spectacular:** This Park Lane luxury condo features a modern design, spacious entertaining area, and beautiful views. It is in an ideal location near the beach, shopping, dining, and entertainment.

**Sold at:** \$10,000,000 in September to a local businessman.

*Source: State Tax Office & Bureau of Conveyances*

*Picture from Honolulu Board of Realtors*

# Property Management



## Ask the Expert

PROPERTY MANAGEMENT TIPS  
WITH DOUG DAVIS  
REALTOR/BROKER

WWW.CARONBREALTY.COM/PROPERTYMANAGEMENT

### Rental Property Improvements

All property owners want to command the highest rent they can on their investments. Deciding on the appropriate rental price takes careful consideration of the market, the location, and the condition of the property. If the price is too high, the rental will remain vacant. If the price is too low, you risk filling the rental with lower-qualified renters. While setting the price is best left to an experienced property manager, there are things owners can do that will help increase the asking price of their rentals. Here are suggestions of improvements that can add value to your rental properties. Before tackling major projects like remodeled kitchens or bathrooms, ensure that the basics are up to par. Make sure the roof doesn't leak, there is no mold anywhere, there are no insect problems.

- ♦ Improve the curb appeal
  - ◆ The first impression has a big influence. The better looking and more welcoming the property is, the more likely it will be rented quickly, and the more value renters will see in it
- ♦ Fresh paint
- ♦ New carpet and upgraded flooring
- ♦ Upgraded appliances
  - ◆ Especially helpful if owners pay utilities and electricity
- ♦ Good quality/improvements to plumbing pipes and sinks/faucets
- ♦ Higher quality windows
  - ◆ More light is more appealing to renters
- ♦ Helps with heating and cooling costs
- ♦ Improved parking availability
- ♦ Landscaping/yard maintenance
- ♦ Preventative maintenance on A/C and HVAC
- ♦ Higher quality countertops
  - ◆ Not only are they nicer looking, they are more durable and resist staining and peeling
- ♦ Added storage, improved closet organization
- ♦ Have a good, positive relationship with your tenants, or allow your Property Management company to establish and maintain a relationship
  - ◆ The happier the tenants are, the more likely they will be to renew their lease, for which you can charge a higher rent

To learn more about our Property Management Department and Concierge Services, call our office at (808) 593-9826 or email [concierge@caronb.com](mailto:concierge@caronb.com)

# Annual Food Drive



## Food <sup>and</sup> Fund Drive

November 1-30

Join the Caron B Realty Team and Hawaii Foodbank to help make the holidays extra special for the less fortunate citizens of Hawaii with donations of non-perishable, nutritious food items. Drop off at the

Caron B Realty Office  
3555 Harding Ave Suite 202  
Honolulu, HI



Once again Caron B Realty will be hosting a food drive to benefit Hawaii Food Bank during the month of November. Last year, the food bank partnered with almost 30 organizations to provide over 12.5 million pounds of food to those in need on Oahu and Kauai.

We are proud to work with Hawaii Food Bank and are thankful for your generous donations in the past. We will be collecting canned food and non-perishable items at our office throughout November and appreciate your support and donations. You can learn more about Hawaii Food Bank [here](#).

# Purple Prize



Started in 2016, the Purple Prize was created to allow innovators to combine technology and Native Hawaiian values to tackle environmental and indigenous challenges. This year's winners include a camera to monitor illegal fishing, a Google Chrome extension to dub Hawaiian subtitles to Netflix movies, and an online marketplaces for items made from invasive species. Click [here](#) to read more about the inventions.

## The Importance of Self-Leadership



Leadership comes with many challenges and as leaders, we are constantly trying to improve our abilities. One of the most important leadership skills we can learn is how to self-lead. The better we can be aware of our shortcomings, reflect on our actions, and regulate our feelings, the better leaders we will be. Click [here](#) to read the take-aways or watch the TEDx talk in which former corporate leader Lars Sudmann shares what he learned about leadership.

## Pumpkin Treats and Snacks



It's that time of year again and pumpkin flavored food items have arrived. Honolulu Magazine has put together a list of their top pumpkin desserts, beers, and bread on Oahu. Click [here](#) for the list.

## Halloween Activities



Celebrate the spooky season with haunted houses, trunk or treats, family activities and more! Click [here](#) and [here](#) for events and [here](#) for haunted houses.

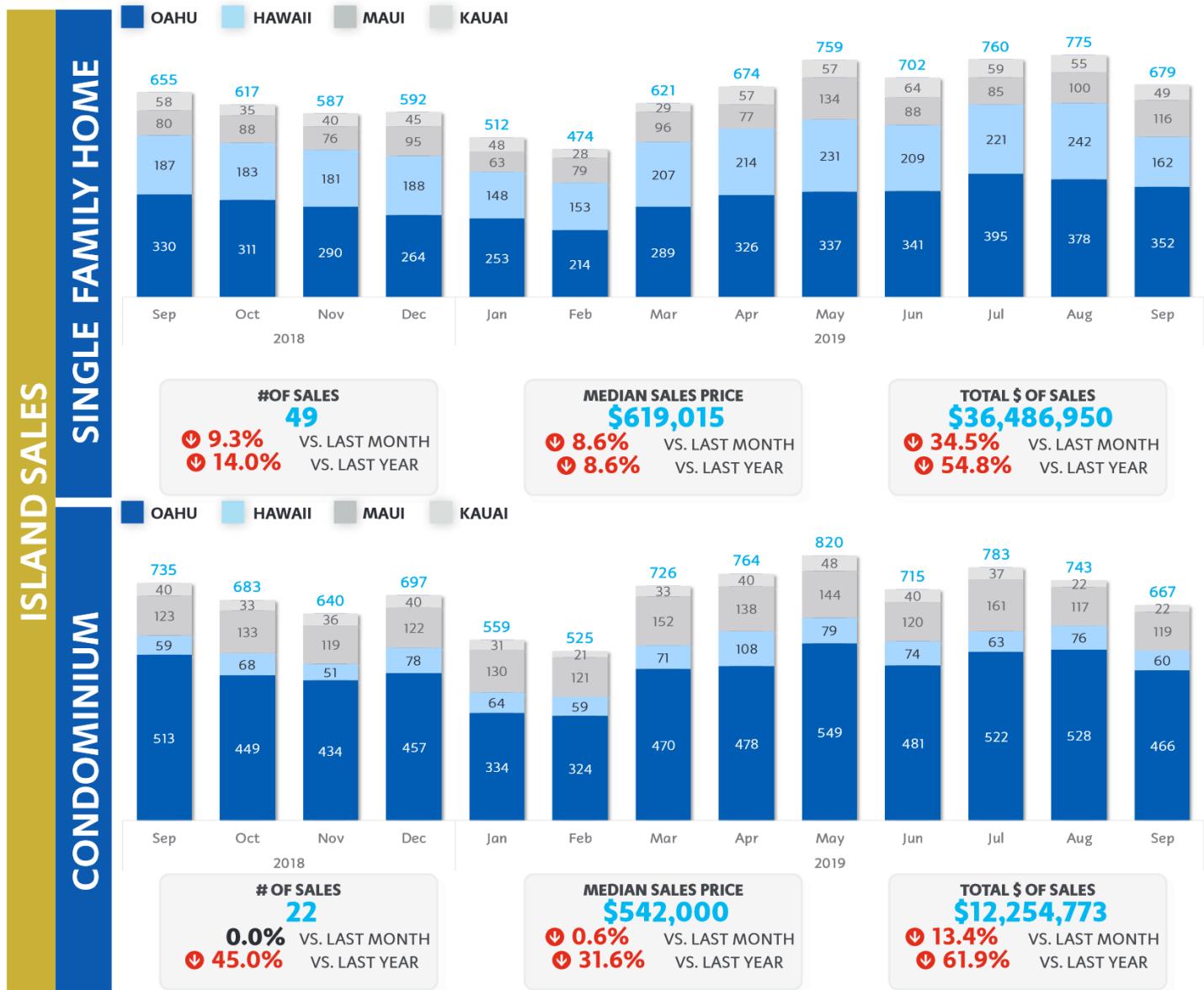


# Kaua'i

## THE GARDEN ISLE

### RESIDENTIAL SALES REPORT SEPTEMBER 2019

### KAUAI



# Luxury Sale of the Third Quarter

## *Highest Sold Single Family Home*



### **Koloa**

*4 bedrooms | 5 baths | 3,258 square feet interior | 37,579 square feet land*

**Why this property is spectacular:** This custom-designed and custom-furnished unique homes sits at the foot of Kahalawai Orchard. 29-foot wide pocket doors offer true indoor-outdoor living.

**Sold at:** \$2,890,000 in August after 227 days on the market.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Realtor.com*

# Luxury Sale of the Third Quarter

## *Highest Sold Condominium*



### **Koloa**

*2 bedrooms | 2 baths | 1 half bath | 71,714 square feet interior*

**Why this property is spectacular:** Located in the Timbers Kauai Resort, this penthouse has unobstructed views of the ocean and the Haupu Mountains.

**Sold at:** \$2,890,000 in August after 442 days on the market.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Redfin*

# Actor Selling Kauai Home



Actor Craig T. Nelson is selling his beachfront home in Kauai. Set on five acres of land fronting the beach, the property overlooks a reef and favorite surfing spot. This custom home with exotic wood flooring and finishes is offered at \$14,000,000. Click [here](#) to see more pictures.

*Pictures courtesy of Elite Pacific*

# Shelter Dog Adventures

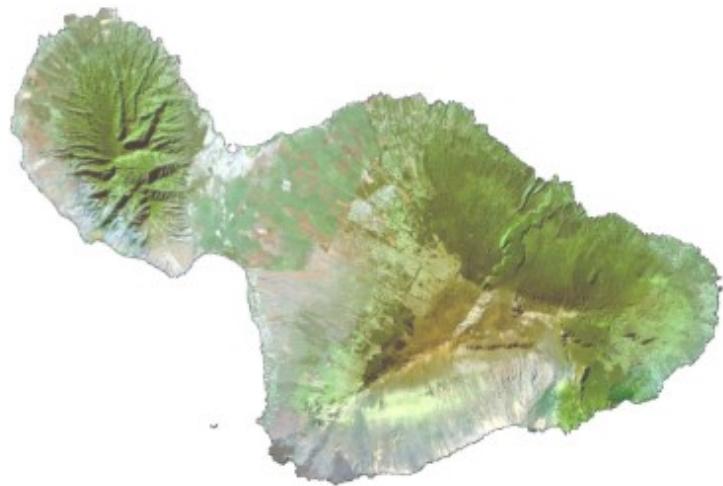


If you love dogs and want to share your island vacation with them, the Human Societies of Kauai, Maui, and Hawaii Island have a great dog field trip program. They let visitors and residents bring shelter dogs on hikes and to the beach. Click [here](#) for information on each society's program.

## Hawaii Old Time Gathering



Celebrate late 18th century-early 19th century traditional Hawaiian and North American music. In addition to music workshops, there will be classes on a variety of activities including basket weaving, blacksmithing, and square dancing. Learn more [here](#).

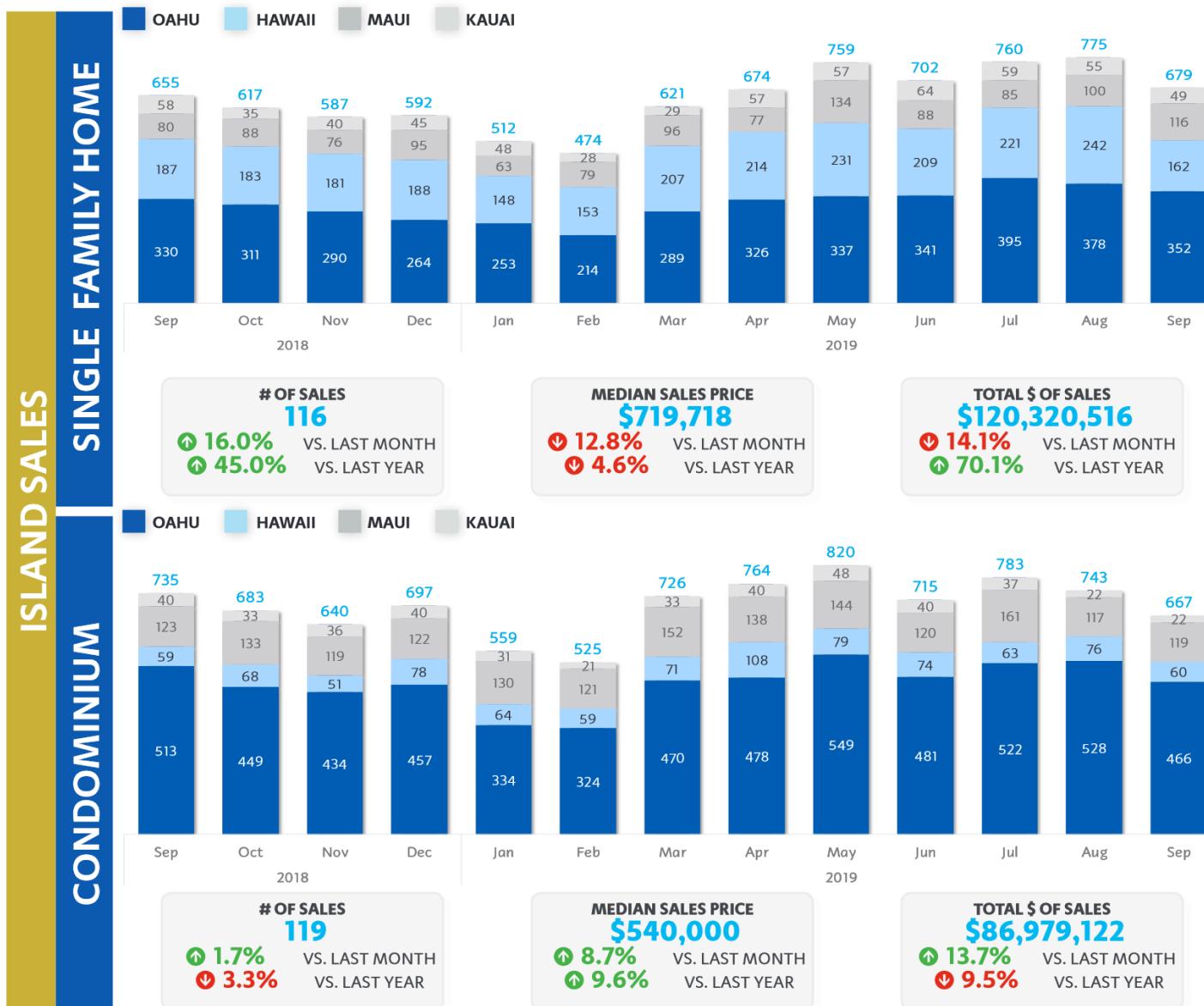


# Maui

## THE VALLEY ISLE

### RESIDENTIAL SALES REPORT SEPTEMBER 2019

### MAUI



# Luxury Sale of the Third Quarter

## *Highest Sold Single Family Home*



### **Wilea, Kihei**

*4 bedrooms | 4 baths | 1 half bath | 3,258 square feet interior | 37,579 square feet land*

**Why this property is spectacular:** The Hale 'Imi Ola estate offers stunning views of Kahoolawe and Molokini views. It features an open floor plan, indoor-outdoor living, and a resort-like pool and spa.

**Sold at:** \$14,000,000 in August after 195 days on the market.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Realtor.com*

# Luxury Sale of the Third Quarter

## *Highest Sold Condominium*



### Kapalua, Lahaina

3 bedrooms | 3 baths | 1 half bath | 2,904 square feet interior

**Why this property is spectacular:** This penthouse Montage Residences at Kapalua Bay condo offers views of Molokai and Lanai. Steps from the sandy beach of Kapalua Bay and two golf courses, this is resort living at its finest.

**Sold at:** \$5,535,000 in August after 112 days on the market.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Redfin*

# Jim Nabors' Maui Estate



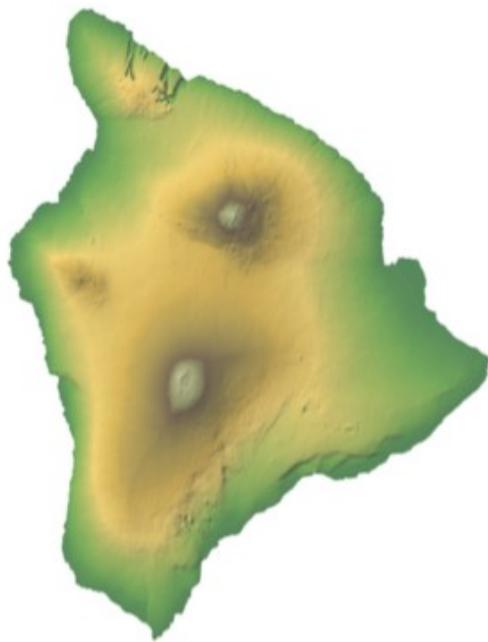
You may remember we shared the sale of Jim Nabors' Diamond Head estate in a previous newsletter. Currently, his Maui property is up for sale for \$4,500,000. Located off the Hana Highway, this home sits on 170 acres of land and 5,000 square feet of living space. Click [here](#) for more information and pictures.

*Picture Courtesy of Realtor.com*

## Chinese Heritage Festival



Explore Chinese culture during the "Taste of China" festival. There will be a demonstration on Chinese herbs, live Chinese music, and cultural activities. Click [here](#) for more information.

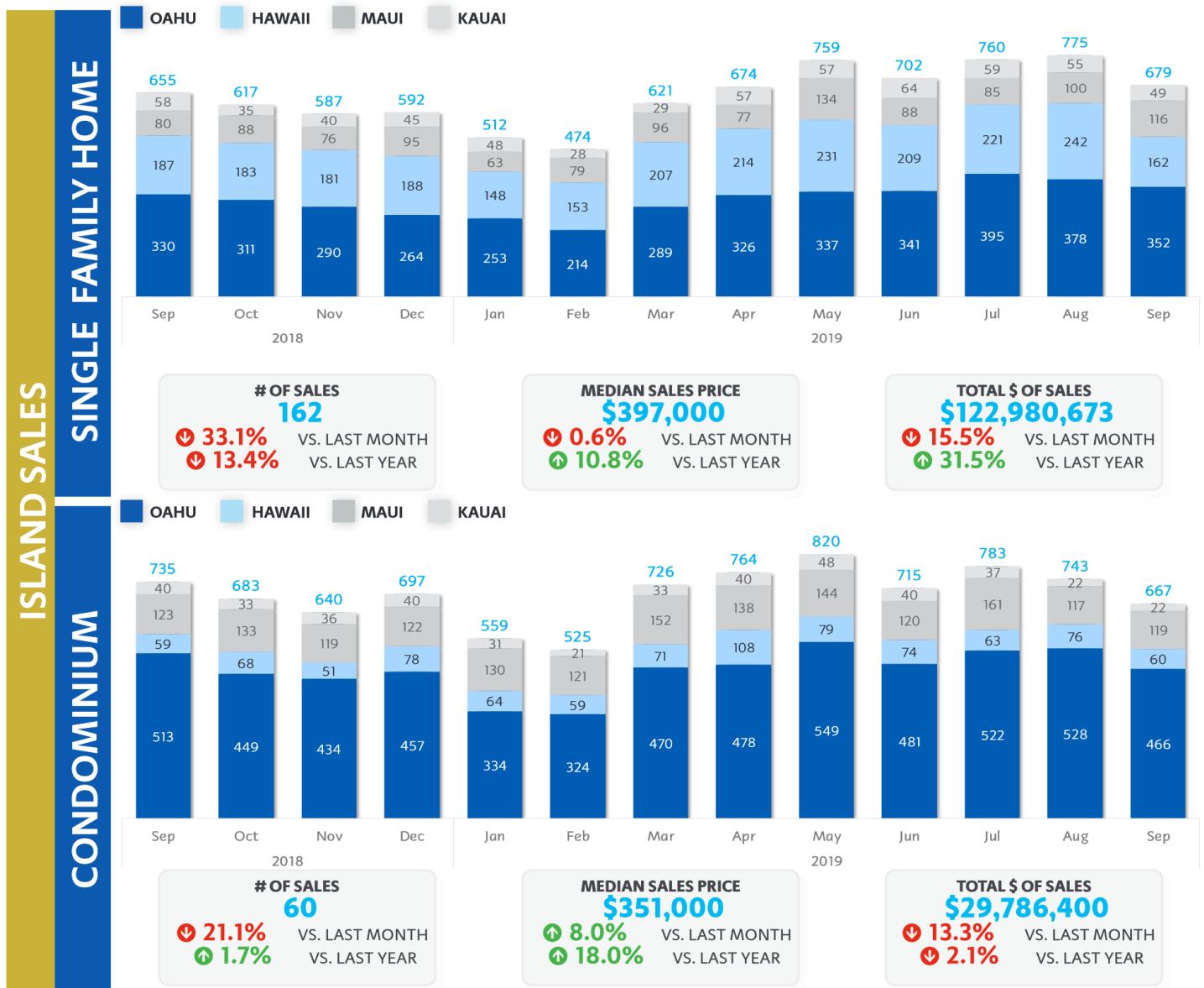


# Hawaiʻi

## THE BIG ISLAND

### RESIDENTIAL SALES REPORT SEPTEMBER 2019

### HAWAII



# Luxury Sale of the Third Quarter

## *Highest Sold Single Family Home*



### **Kailua-Kona**

*7 bedrooms | 6 baths | 1 half bath | 36,972 square feet interior*

**Why this property is spectacular:** This luxury home offers incredible views of the ocean and mountains. It is ideal for entertaining and features a resort-style pool.

**Sold at:** \$15,999,999 in September before it was listed.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Redfin.com*

# Luxury Sale of the Third Quarter

## *Highest Sold Condominium*



### **Kailua-Kona**

*4 bedrooms | 4 baths | 1 half bath | 3,197 square feet interior*

**Why this property is spectacular:** Located in the Hulalai Resort, this designer-furnished home offers sunset and ocean views. Access to the premium amenities and golf course make it one of the most desirable homes in the area.

**Sold at:** \$4,050,000 in August after 108 days on the market.

*Source: State Tax Office & Bureau of Conveyances*

*Picture Courtesy of Redfin*

# Reservation Needed for Haleakala Sunrise



If you're planning a trip to Maui and want to see the beautiful sunrise on Haleakala, you'll have to register up to two months in advance. There is a 150-vehicle limit during the hours of 3am-7am. Click [here](#) to read more about the requirements.

## The Nutcracker Ballet



Celebrate the holiday season with the Nutcracker hosted by the West Hawaii Dance Theater. The ballet features local musicians and dancers from companies across the world. Click [here](#) for more information.

# We'd love to hear from you...

And we appreciate your feedback! We are proud to share this recent testimonial from a client:

*"I was at a crossroads regarding a property and asked for their advice on it. Caron and staff were very generous offering ideas, alternatives and actual ballpark prices. I received a folder with printouts of info on my property and with surrounding neighbor properties. I was extremely impressed. They also handle rental management, too.*

*Although I did not sell the property, the attitude and complimentary information helped me feel good about this one decision for now and will consider them if I plan on doing any future real estate plans. They are a husband and wife company with a fellow team of realtors.*

*The reason I picked them was that I noticed a lot of their property for sale signs where I go and what improvements they did to those properties. I knew they had experience in selling residential houses which was my need."*

Surpassing customer needs is a high priority for us.

Please contact us with your questions, feedback and insights.

We are here to assist you with all of your real estate needs!



**CARON B REALTY  
INTERNATIONAL**  
*High Tech, High Care, High Results*  
**CARON B DAVIS, REALTOR**  
**OWNER/BROKER, CIPS, SRES, GRI, CRS**  
Call or Text: (808) 286-5256  
Office: (808) 593-9826  
eFax: (808) 356-1503

3555 Harding Ave Suite 202 Honolulu, Hawaii 96816  
[cbdavis@caronb.com](mailto:cbdavis@caronb.com) | [www.caronbrealty.com](http://www.caronbrealty.com)



Connect with us!

