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company for
agents and
their clients

Winter 2013

PERFECT location



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Left, Jodee Farm (R) Locations Foundation president accepting the Business Leadership Hawaii Community Spirit Award from John Henry Felix and Bob Charlet, Pacific Business News publisher. Photo courtesy of Pacific Business News.

A WAVE OF GIVING CREATES AN OCEAN OF CARING

PBN Recognizes Locations Foundation as Community Spirit Award Winner

Giving back to the community, where we live and work, defines the Locations Foundation, the not-for-profit arm of Prudential Locations, Hawaii's No. 1 locally owned and operated real estate agency, with more transactions than any other company. On November 14, the Pacific Business News held the 12th Annual Business Leadership Hawaii Dinner and Awards Event and recognized the Locations Foundation as the Community Spirit Award winner from a panel of eight finalists.

"The key to a successful volunteer effort is simple: offer employees an organized and empowering opportunity to give back to the community," says Bill Chee, Prudential Locations CEO.

The Locations Foundation is comprised of over half of the 100 employees and about two-thirds of the 275 real estate agents, many of whom devote a percentage of their paycheck to the organization. The Foundation provides more than 2,000 volunteer hours each year to about 70 local charities that service children and families and donated about \$150,000 to local charities last year.

The Foundation donated \$10,000 to support the Philippines Haiyan relief efforts.

"We are proud of our contributions, leadership and volunteer efforts," says Jodee Farm (R) Locations Foundation president. "This award means we are on the right path, making our communities better for our neighbors, friends and ohana. It's an honor to give our time and this award inspires us to continue our efforts in the years to come. It's working with the Foundation ohana - the agents and employees who so willingly give a portion of their income and hours and hours of time to help others in their communities that makes this so rewarding. It's amazing to see what we've accomplished and the difference we've made."

"Prudential Locations has been called the real estate firm with heart - and I agree," Chee summarizes. "We provide the structure to give back, but the credit really goes to our outstanding REALTORS® and incredible employees who take it upon themselves to be good stewards of our island home."

The PBN Annual Business Leadership Hawaii Community Spirit Award goes to the non-profit organization that has made the single most significant contribution in the past 12 to 18 months.



Prudential Locations LLC



THE LIFE YOU WANT. THE COMPANY YOU DESERVE. We Are Your Perfect Location

At Prudential Locations, we believe that the best customer service results from well-supported agents who can devote their time and expertise to client needs. So, we help our agents work smarter, not harder – and it pays off.

I love TM: They free me up to do what I do best - prospect more and sell homes. They take care of everything and I don't have to worry about anything.

– Malia Siu, REALTOR

We determined that 40 percent of a transaction is spent on paperwork and knew a strategic solution was needed. As Hawaii's No. 1 real estate firm with 44 successful years in business, we created a program to eliminate the piles of paperwork that bog agents down: Transaction Management.

Prudential Locations agents who use our TM program have a 270 percent higher sales volume, on average, than those who don't use our service.

Here's why: professionally trained TM specialists handle all the administrative tasks of your transactions, from opening escrow to closing day. Our TM program is more economical and reliable than hiring an assistant or using a fixed price solution. Working with our in-house experts means you get dedicated, personalized service – and so do your clients.

"TM is an integral part of service to my clients," says Patti Takayama, REALTOR® and partner. "I trust TM to deliver professional, timely service with care. It's important that my clients feel the same level of excitement at closing as they felt in the beginning. With TM, my clients benefit from faster smoother and more successful transactions. I want their journey to be positive, caring, respectful. One they would repeat again and again."

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INNOVATION SPOTLIGHT:

Client Activity Report: Get Powerful Insights Into Your Hottest Clients

Actions speak louder than words: Do you know what your clients and prospects are doing? Clients today are increasingly more active on the internet. According to NAR®, searching online is the first step in the home-buying process for all buyers today. Younger buyers typically find the home they buy through the internet and use the internet throughout their search.*

Proactive prospecting is the key to a successful real estate career, so we have developed in-house technology to provide agents with detailed information about the online activity of their clients, prospects, and leads.

"This tool has an amazing impact on agent productivity and is the epitome of allowing you to work smarter not harder. Instead of making 10 calls to find a few hot leads, you just need to make two or three."

– Michael Marks, Client Services Manager.

With our Client Activity Report you can:

- Quickly prioritize the leads most likely to turn into a sale
- Proactively reach out to hot leads with valuable information about the listings and neighborhoods they are browsing online
- Find sales opportunities you wouldn't otherwise know about

Our Client Activity Report is unlike any other tools out there, and the results of our internet team show it: in 2012 they sold at their high-

est level ever, using our CAR to create over \$17.5 million in sales from leads that had incubated over a year.

"People search online because they don't want to feel pressured to use an agent until they're really ready to buy," says Melvin Leon Guerrero, REALTOR ASSOCIATE®.

"I pull up the CAR every day to figure out who I need to follow-up with. This is a quick and easy way of knowing what people are doing, without hovering over them or pestering them. When I see people jumping up to the top of my report, I know they are serious in their search. If people jump on then drop off, I know they are not really serious. When I see a dormant contact is active again, I call them to reconnect and offer helpful information about what they are now showing interest in."

"On average, 20 to 30 percent of new leads that you interact with begin actively searching for property. For every 10 leads you meet, our tool shows you which 2 or 3 leads are most likely to make a sale – it shows what they are searching for and what you need to be talking to them about."

* 2013 National Association of Realtors: Home Buyer and Seller Generational Trends, July 2013.

THREE CHEERS! Our top producers



Listor and Salesperson
GERMAINE GREENE



Newcomer
ELIZABETH LA RIVA



Highest Producer
DOLORES BEDIONES



Listor
LYLE GALDEIRA



Salesperson
NORMAN BANTA



Newcomer
JESSICA CHIU



Highest Producer
BRANDON LAU



Listor
TOAN DORAN



Salesperson
BRANDON LAU



Newcomer
JASON LEE



Highest Producer
KAI BROWN

AUGUST

SEPTEMBER

OCTOBER

BUILDING COMMUNITY: The Locations Foundation

The wind is blowing in your hair and you're going as fast as you possibly can. What a feeling! Cheers and smiles were all part of the fun for kids and adults at the box car racing event sponsored by The Locations Foundation for Child and Family Services of Hawaii. This important annual event, held in October at American Box Car Racing International, is a great way for siblings who live in different foster homes to reconnect with each other in a fun and safe environment. A big mahalo goes out to the volunteers and staff members from Child and Family Services and to the Prudential Locations' staff and REALTORS® who made this event happen. With more than 200 active volunteers, The Locations Foundation is funded solely by our agents and staff.

If you would like to nominate your favorite charity for our support, email us at foundation@pruhawaii.com.



From left to right: Joe Segal, Tom Presler, Jodee Farm, Stephanie Chan, Eric Uyeda, Jo Ann Foulkes, Cheri Ambard, Fred Ushijima. In front: Luana Holi, Jessica Chiu, Lindsey Itamoto, Annie McCrea.

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614 Kapahulu Avenue, Suite 300
Honolulu, Hawaii 96815



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'OHANA HAPPENINGS

Lyle Galdeira 1954 - 2013

It is with great sadness that we reflect on the sudden death of our dear friend and colleague Lyle Galdeira on November 25. His loss is felt deeply and leaves a big hole, not only at Prudential Locations, but also around the island of Oahu.

"I think Lyle would like to be remembered for living life to the fullest," reflects his good friend D.J. Dole, a private mortgage banker with Wells Fargo Home Mortgage. "Don't sweat over little things that you can do nothing about, concentrate on what can be done. He was determined, honest, had a great sense of humor, a great cook and was a man's man! He was professional in every sense of the word and made every client feel as if they were the only one he was working with."

Before joining Prudential Locations in 2006, Lyle enjoyed a 30-year career in broadcasting. He was Chief Political Reporter for three Hawaii television news departments, anchored morning and evening television newscasts and was the host of the popular "Cheap Eats" and "Does it Work" segments on KHNL-TV.

Lyle was born and raised in Honolulu. He went to Punahou School and earned his Bachelor of Arts degree in Communications from Pacific University in Oregon. He was 59 years old.

Photo courtesy of Jon Yamasato.



Julie Meier
Awarded
CRS Realtor
of the Year

We couldn't be more proud of Julie Meier, who received the Realtor of the Year Award from the Hawaii Aloha Chapter of the Council of Residential Specialists on December 3.

"Julie exemplifies the spirit of aloha, serving her clients and our community with exceptional grace, generosity and professional expertise" says Scott Higashi, EVP of sales at Prudential Locations.

In 2014, Julie will grow her service to the professional community as the new President of the Honolulu Board of Realtors. We congratulate her on this new position and welcome her leadership in the new year.