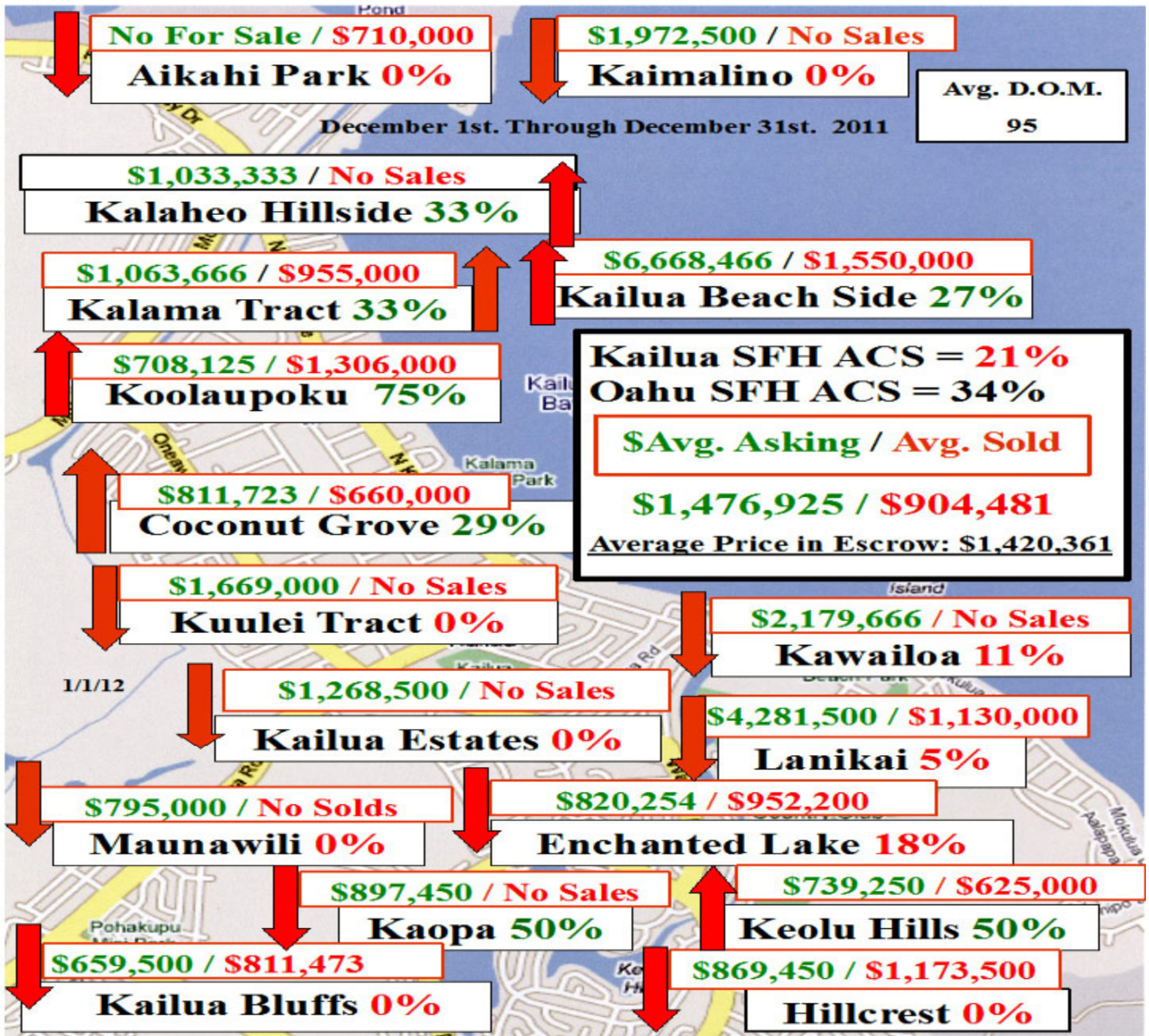


Kalahelo Hillside Real Estate Report December 2011 & Year End Analysis

By: Mike Gallagher, Mike Gallagher Real Estate, Inc.

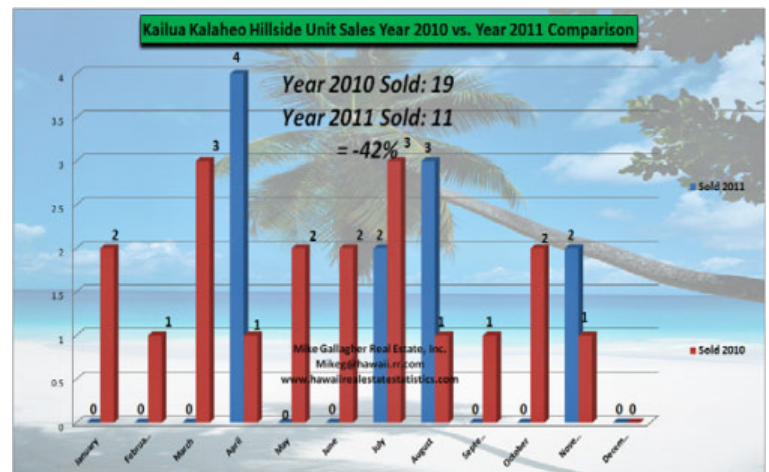
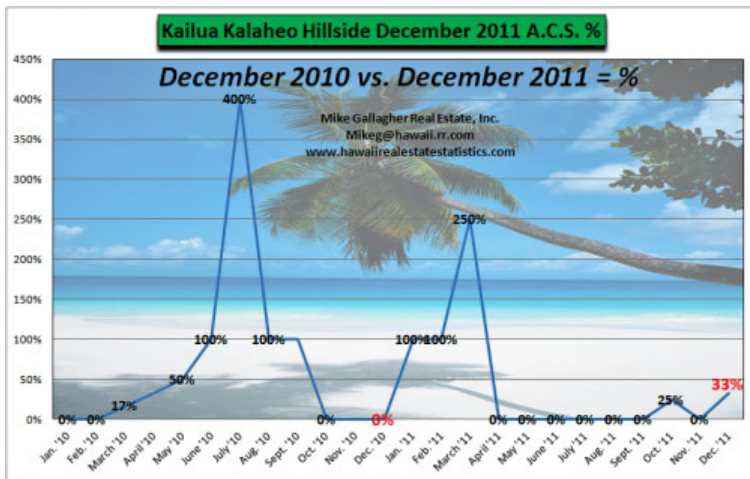


Towards the Upper Right Hand corner of the map above and the Upper Left Hand corner of the map below, you will see a box showing the current Kailua SFH A.C.S. rate, the Kailua Condo A.C.S. rate and it's comparison to the Oahu A.C.S. rate. You will also see the Average For Sale and Average Sold Prices for the month.

The direction of the Arrows show whether or not this particular neighborhood or Condo is above or below the Kailua A.C.S. rate.

A.C.S. stands for Active Continue to Show. This category is assigned to homes that are in Escrow by the Honolulu Board of Realtors within **Fifteen** days of a home solidifying an Accepted Offer. This data is the newest, freshest data available, unlike Sold Data which is often 60+ days old. Therefore, when we look at A.C.S. data we can where we are going vs. Sold Data is where we have been.

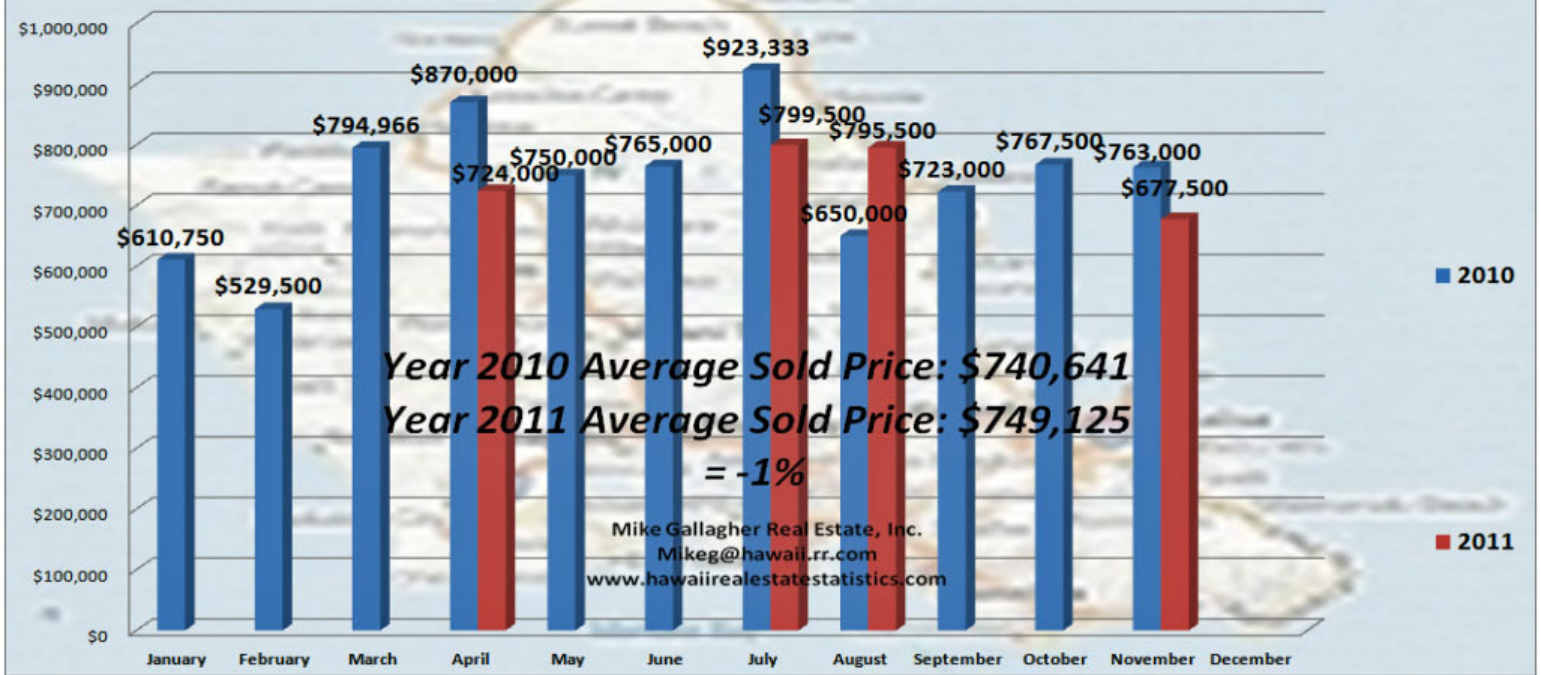
The A.C.S. percentage is derived by dividing the total inventory For Sale by the number of homes in Escrow that have a Just Accepted Offer. The percentage gives us an indication of the health of a particular market. The A.C.S. percentage can either rise or fall depending upon other influences such as the amount of inventory For Sale and how many homes are in the A.C.S. category. The higher the A.C.S. percentage will most likely indicate a high amount of buyers putting homes into escrow while there is relatively low For Sale inventory available. The opposite can happen as well, which would result in a lower A.C.S. percentage, when there is relatively too much For Sale inventory and a low amount of buyers putting homes into Escrow.



The Average A.C.S. percentage for all of Kailua is 21% while Kalaheo Hillside is at thirty three percent. Activity is low for this time of year with the exception of Kalaheo Hillside due to its affordability.

Unit Sales this year were off minus forty two percent from last year and totaled eleven sales for the year 2011. I honestly cannot predict how many sales will take place in Kalaheo Hillside this year but my best guess will be around the same number as year 2011. The competition for Kalaheo Hillside is Enchanted Lake and Enchanted Lake had thirty six unit sales this past year.

Kailua Kalaheo Hillside Average Sold Price Year 2010 vs. Year 2011 Comparison



There is not too much difference in the Average Sold Price in year 2011 compared to year 2010, coming in at less than one percent change. This is interesting as there was one sale this past year price in the \$900,000+ range and two sales over \$800,000. Kalaheo Hillside is primarily a \$700,000-\$800,000 neighborhood.

The Honolulu Board of Realtors tracks statistics called **List to Sell ratios**. All real estate data is tied to the property address. Any changes in a listing for sale are recorded by the Board to the property address. Any changes in the listing price, price reductions, how many times the property is Re-Listed and by whom, etc. are all recorded to each Multiple Listing Service (M.L.S.) listing. Above is an example of Sold Listings and their List to Sell Percentage Ratios showing if the home was sold at 100%+, 100%, 90%, 80%, etc. These reports, produced by the Board **DO NOT** show how many times the property address was re-Listed nor do they show price reductions. This is kept away from the General Public.

Further investigation has to be done by a member of the Board, such as a Real Estate Agent with access to the M.L.S. to show the true story.

In Reports circulated to the Public announcing the latest List to Sell Percentage Ratios from the Honolulu Board of Realtors, such as the graphs I created below, the Average amount of S.F.H.'s sold at 100% Or More of List Price For Kalaheo Hillside was 67% of all sold listings for the year 2011. **This is not true.** If you take out the price reductions and re-listings, the true figure is 48%.

It might also be said from looking at the graph below that in reality 52% of the homes sold in Kalaheo Hillside were priced **incorrectly**.

Also on this graph is important information concerning **Days On Market**. The Average D.O.M. for homes sold in Kalaheo Hillside year to date is **70** days. The Average D.O.M. year to date for homes sold **TRULY** at Full Price or More is **25** days.

It Pays to Price Your Home Correctly. The longer a home is on the market, the likely-hood to reduce the For Sale Price increases as does the likely-hood of receiving low-ball offers or no offers at all.

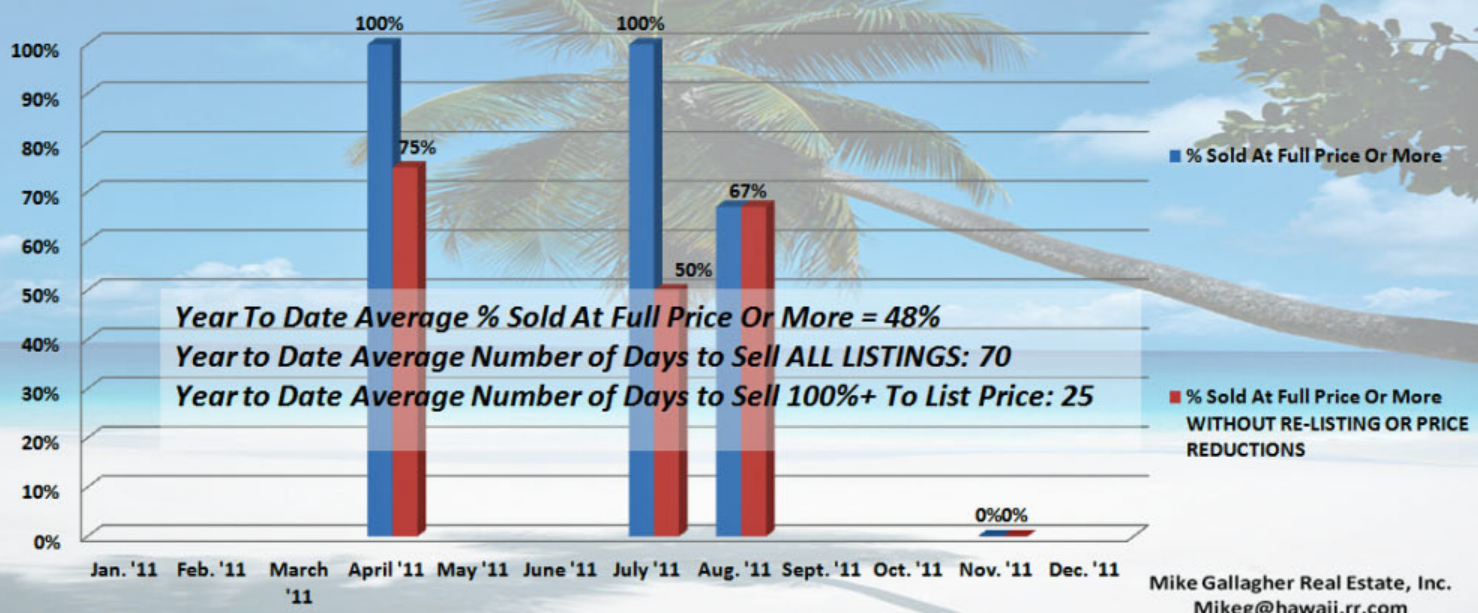
You can find a complete list of graphs for each price range on this matter for this month's reporting showing the true percentage of homes sold at Full Price or more by price range at: www.hawaii realestate statistics.com

For more on this subject see my report:

"Oh The Games Realtors Must Play" on my website under

"My Newest Articles" or see **"Oahu Reports"** on the **Main Page**.

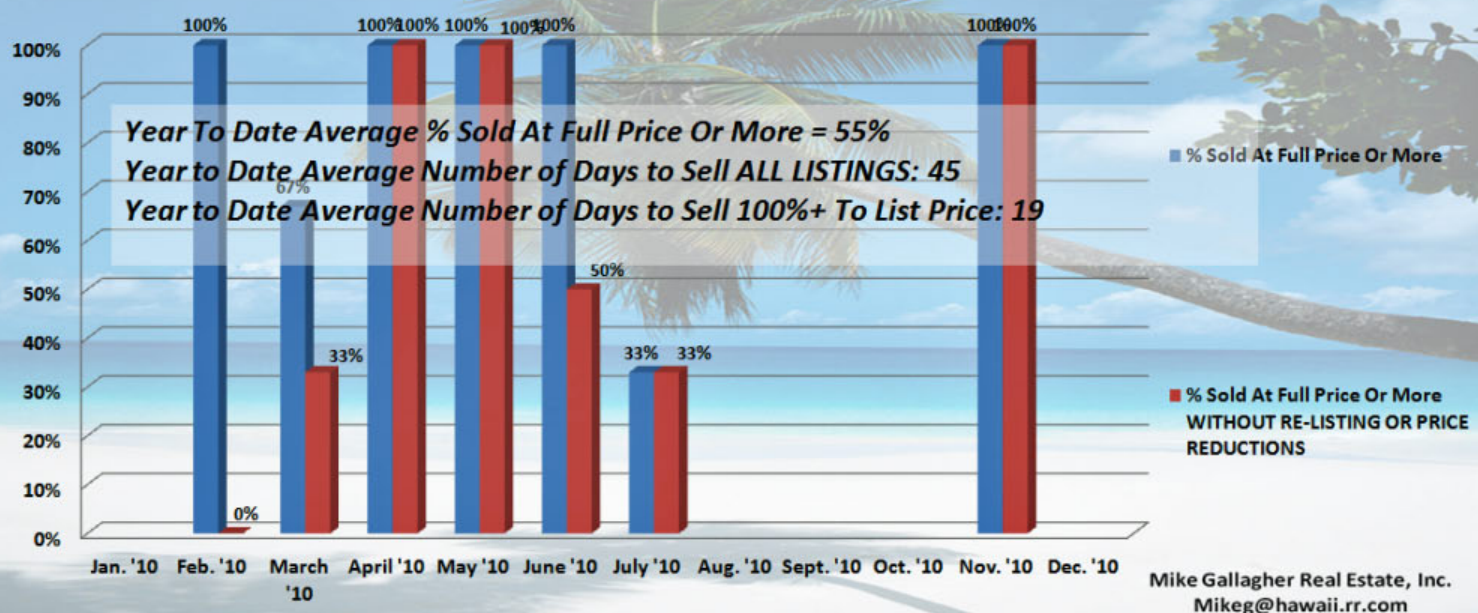
Kailua Kalaheo Hillside Year 2011 % Sold At Full Price Or More



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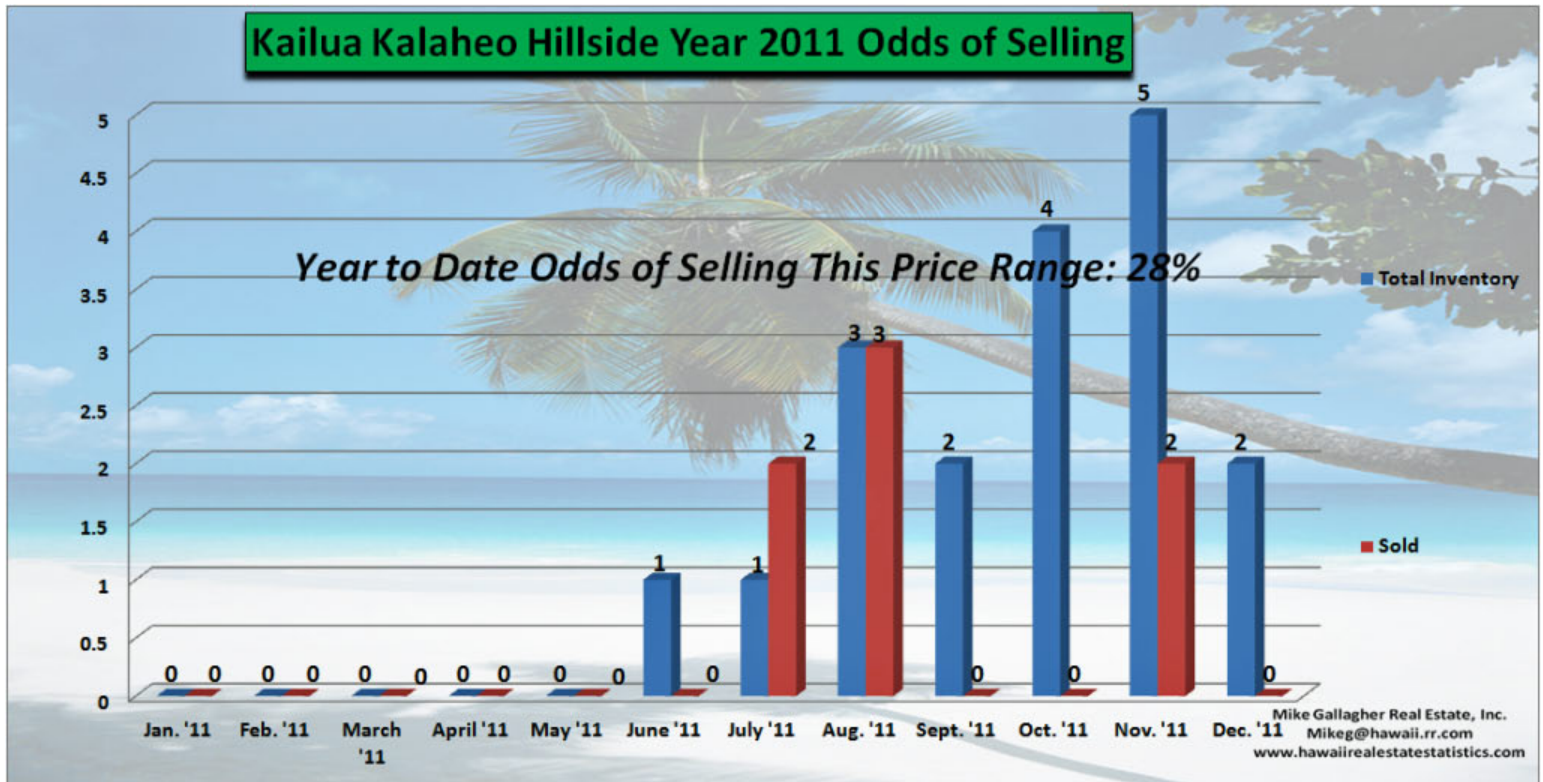
Of all the listings sold this past year in Kalaheo Hillside only forty eight percent of them sold at Full Price Or More. Of all the listings sold it took an Average of seventy Days On Market to sell, but for the ones that sold at Full Price Or More it only took an Average of twenty five days to sell. It pays to price your home correctly.

Kailua Kalaheo Hillside Year 2010 % Sold At Full Price Or More

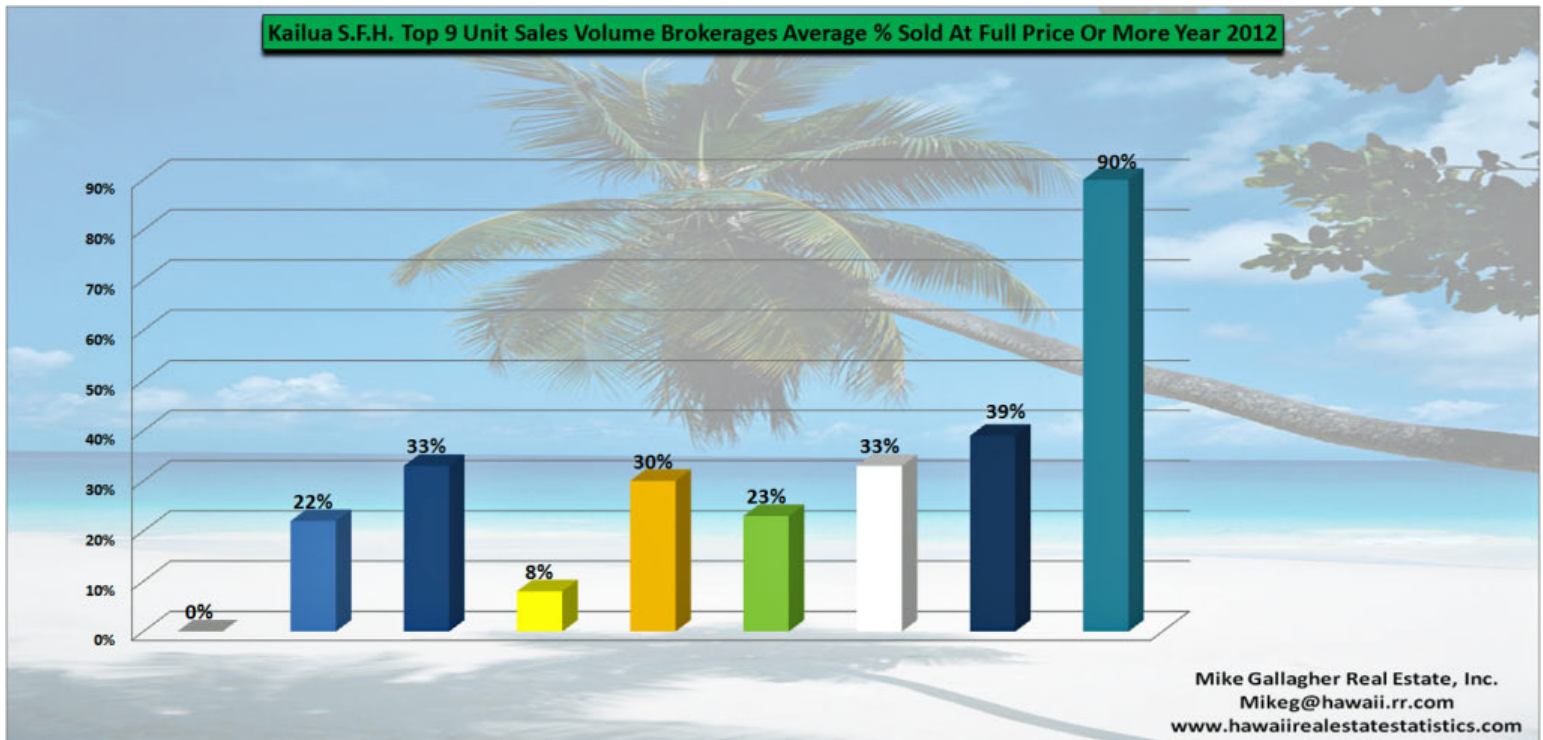


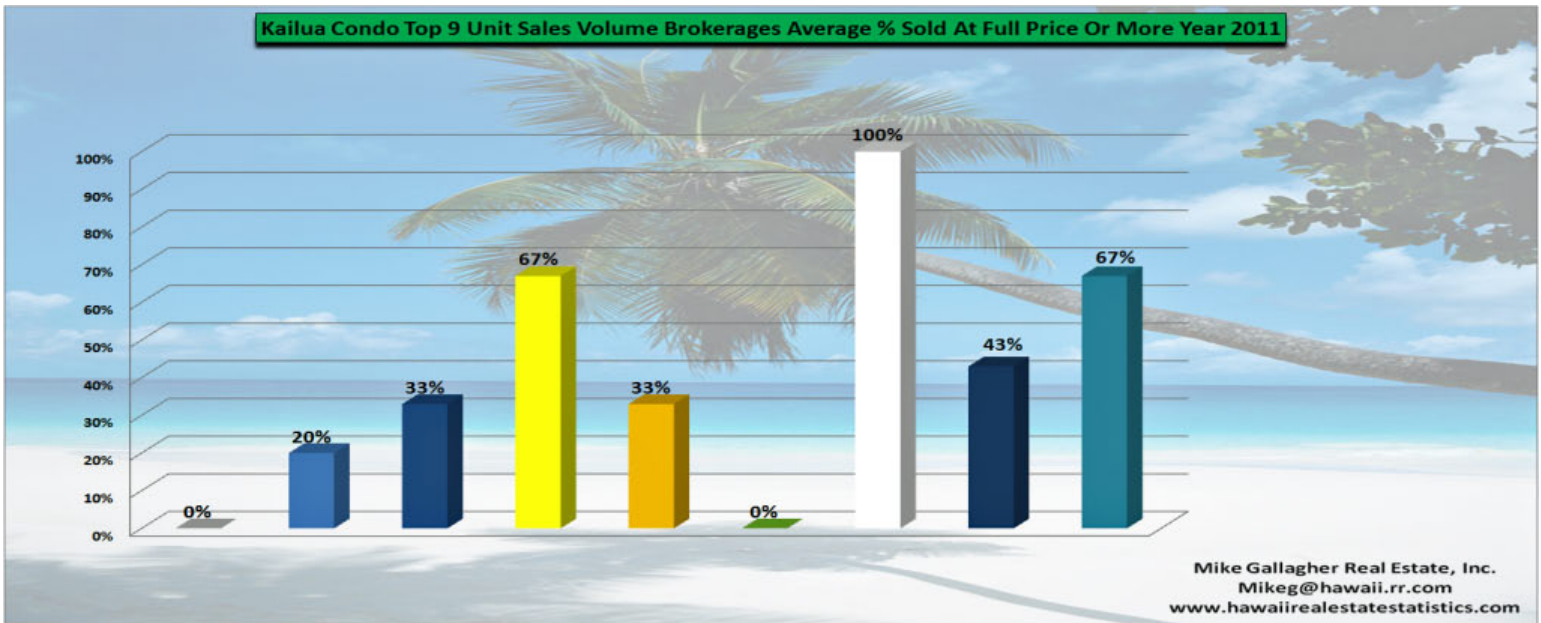
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The previous year was a different story. Of all the homes that sold in year 2010 only fifty five percent Sold At Full Price or More and it took an Average of 19 days to sell these correctly priced homes.

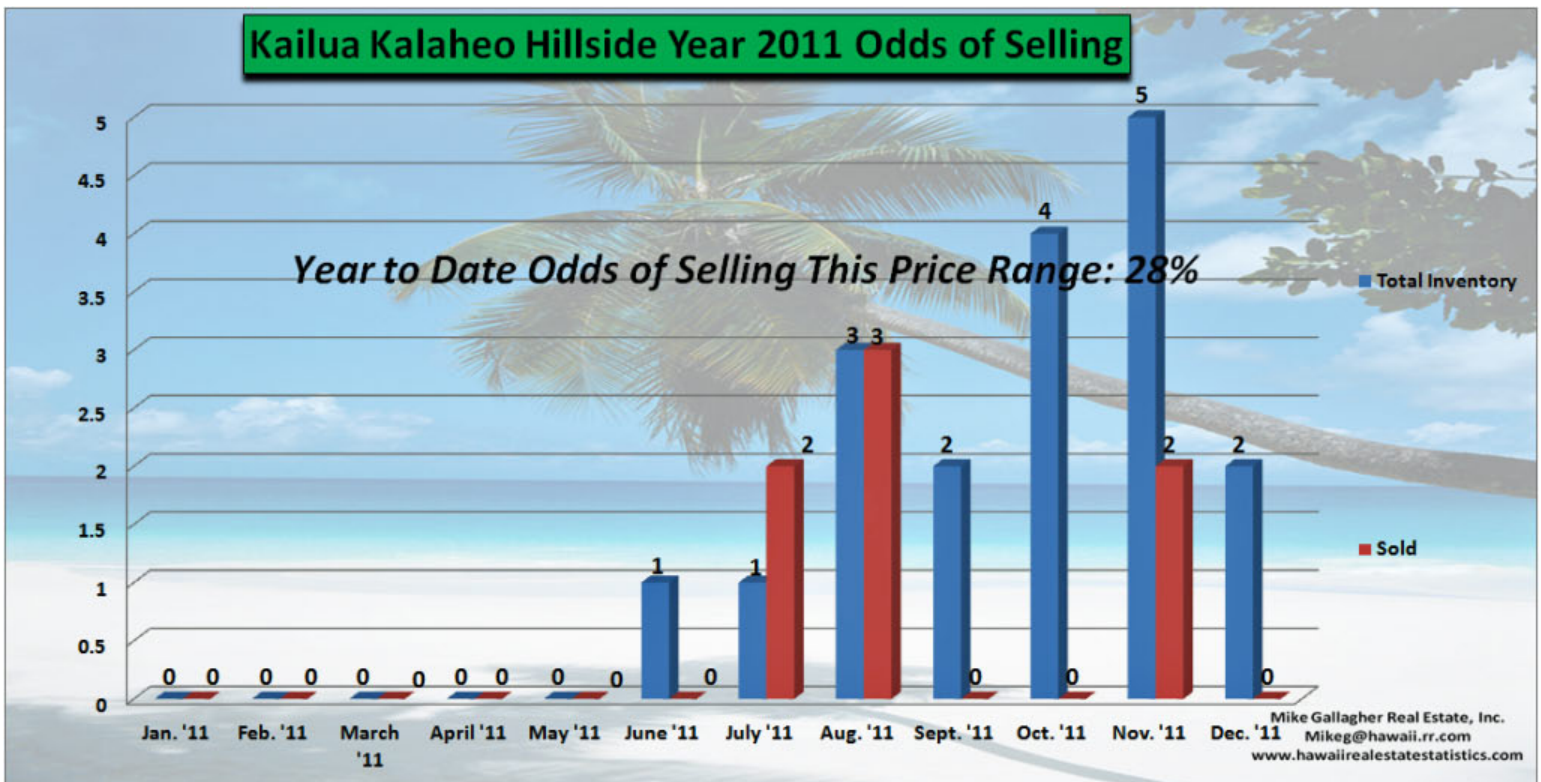


Here are the Top 9 Brokers for Kailua and how they performed in selling homes at Full Price Or More:





The above graphs are a little scary when you consider you could end up selling your home with the Brokerages who sell At Full Price Or More at ZERO % of the time or even less than 50%. **These are the largest Brokerages on the Island folks.**

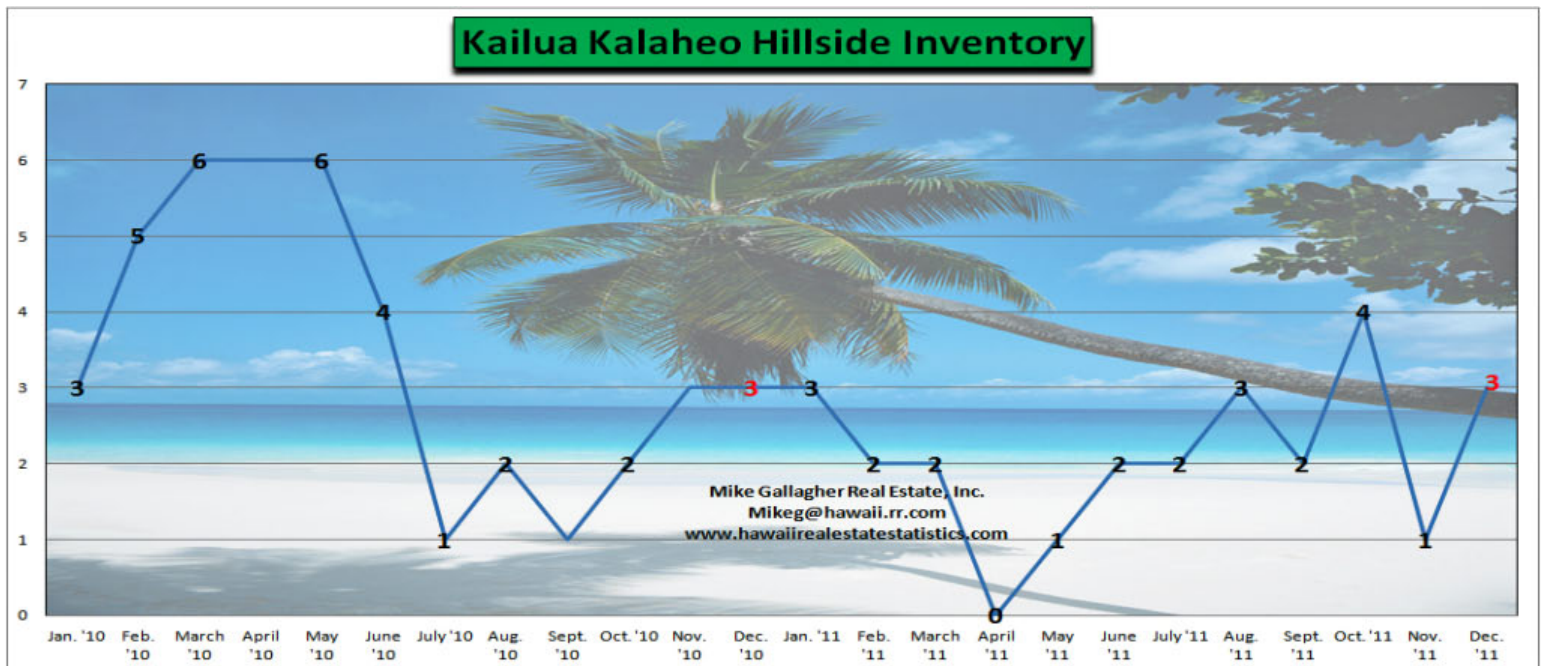
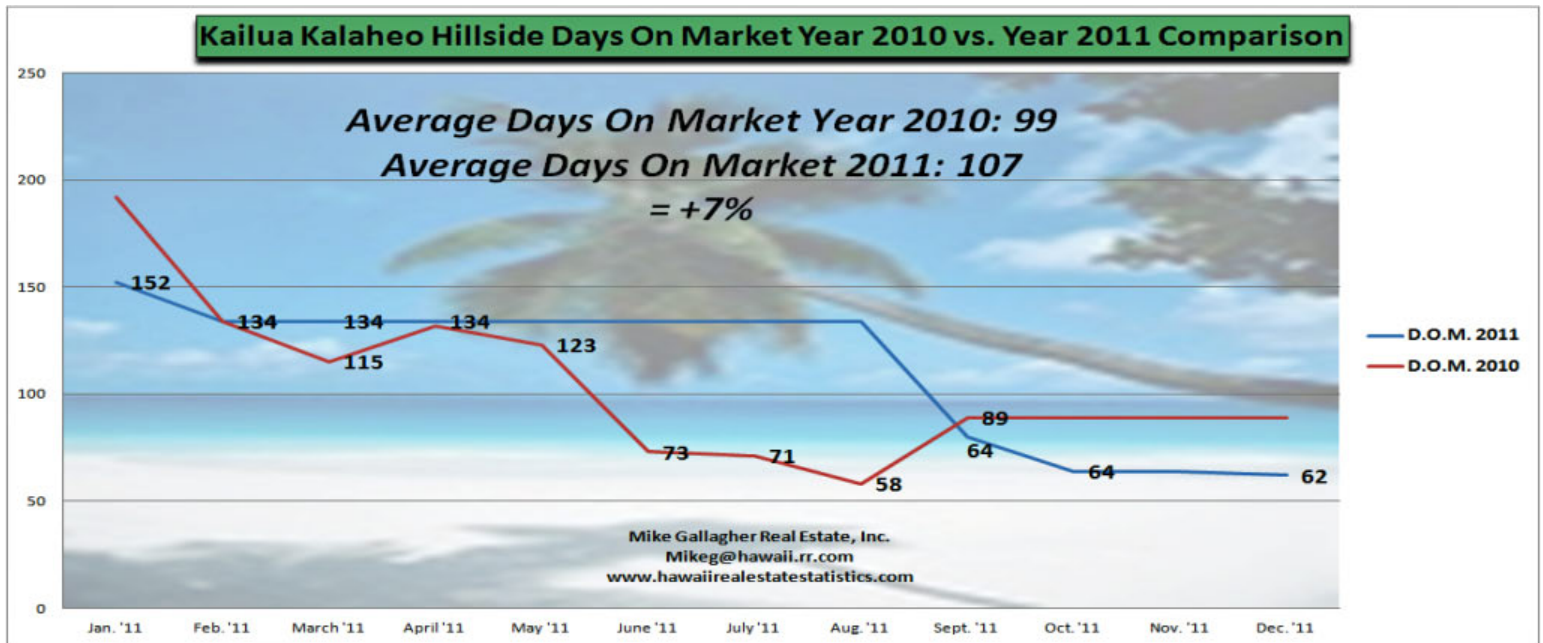


There are only so many listings that come onto the market and sell each year. It is rather sobering to look at this way. It is true that many of the Active or For Sale listings move into Escrow but the end result is that they are recorded as

Sold if they make all the way through Escrow. No matter how you figure it, there are a certain number of New Listings that come onto the market each year and are added to the existing inventory and there are only so many recorded sales in a 12 month calendar year. The results you end up with are the **Odds of Selling**.

The current Odds of Selling a Kalaheo Hillside Home is only **28%**.

Another great resource you can find at www.hawaii realestate statistics.com is **"Odds of Selling."** This will provide up to date Odds of Selling at each price range for both S.F.H.'s and Condos.



Kailua Kalaheo Hillside New Listings Year 2010 vs. Year 2011 Comparison



Kailua Kalaheo Hillside Average For Sale Price New Listings Year 2010 vs. Year 2011 Comparison



The Average For Sale Price of New Listings is only higher due to the one listing that came onto the market at \$900,000 and two at \$800,000 to \$899,999.

Kailua Kalaheo Hillside Average For Sale Price Year 2010 vs. Year 2011 Comparison



I hope that you have enjoyed this report and of course if you have any questions about buying or selling Real Estate in Hawaii please do not hesitate to call me.

I know of no other Realtor or Agent on this Island of Oahu who knows the Market as well as I do and more importantly, where the Market is headed.

If you really want to have the 'straight info' on what is really happening in Hawaii Real Estate you will be refreshed by visiting my website and speaking to me, as I tell it like it is.

I have been in this business for twelve years and I have helped buy and sell many homes for my clients. My references and knowledge are both excellent.

If you have the time please visit my website for a wealth of information on the Oahu Real Estate Market and read my Monthly articles on Time/Warners Oceanic Cable: www.aroundhawaii.com



AroundHawaii

www.hawaii realestate statistics.com

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