**Aloha,**

I’m writing to share with you that I’ve decided to make a pro-active career change, and now work with one of Hawaii’s newest full-service real estate brokerages, **Hawaii Life Real Estate Brokers**.

**Hawaii Life** is a group of professional Realtors who have partnered with the owners of [Wasabi Marketing Elements](http://www.wasabihawaii.com), a Hawaii-based design and marketing company who created [HawaiiLife.com](http://www.hawaiilife.com) in 2007. After running HawaiiLife.com as a referral brokerage (and being prompted by sellers to take listings) they decided to become a full-service real estate brokerage representing both Buyers and Sellers.

When I first heard about the idea to make Hawaii Life a ‘brick & mortar’ brokerage, I knew I had to be involved. Here’s why:

* [HawaiiLife.com](http://www.HawaiiLife.com) receives between 60,000 and 90,000 visitors a month, and is currently ranked #1 in most search engines for Hawaii Real Estate searches.
* The National Association of Realtors tells us that 90% of buyers search for property online before they contact an agent.
* Since Hawaii Life opened its doors in June of 2008, we’ve grown to over 125 agents, opened six offices and sold over $200 million in real estate in Hawaii.
* Hawaii Life Real Estate Brokers has a policy of [avoiding Dual Agency](http://blog.hawaiilife.com/2008/09/the-shortcomings-of-dual-agency/), where we avoid trying to represent both the Buyer AND the Seller in the same transaction. This way, we only have one client… YOU!
* It’s not just our real estate market that’s changing; it’s the entire real estate industry. If we, as Realtors, don’t maintain a dominant web presence, eventually we’ll be obsolete.

If you haven’t already, take a moment to become familiar with our site, [HawaiiLife.com](http://www.hawaiilife.com/). Or, just go to [Google](http://www.google.com) and type in ‘hawaii real estate’ to find us from there.

We currently have offices in Princeville, Kilauea and Kapaa on Kauai, Kamuela and Kona on the Big Island, Wailea on Maui, and Kahala on the island of Oahu. Hundreds of people across Hawaii have hired us to market and sell their properties, and hundreds more have hired us because of our stance on exclusive buyer representation.

We’re making some exciting changes to the way real estate marketing and sales are done… more than I can share here. As always, feel free to give me a call or send an e-mail anytime. I’d be thrilled to go into more detail about our business model.

With Warmest Regards,