

Luxury
IS AN
EXPERIENCE



 **ELITE
PACIFIC**
PROPERTIES

OUR PROVEN
HOME SELLING
PROCESS



OUR STORY

Founded in 2005 by Paul Mayer and Stephen Cipres, ELITE PACIFIC is now an award-winning, market-leading firm in the luxury, Hawaii real-estate market.



Over **\$1.39** Billion
in sales in 2018



13

Elite Pacific agents are on the
2018 Hawaii Business Magazine's
Top 100 in Real Estate



12

Offices Statewide



Over **240**
Elite Pacific Agents



OUR VALUES

COMMITMENT

We are driven in the pursuit of excellence and remarkable success.

OPTIMISM

We choose a mindset of positivity, enthusiasm, and aloha.

VALUES

CAMARADERIE

We achieve success by contributing to and celebrating the success of others.

FORWARD FOCUS

We seek out and embrace innovation in our business.

INTEGRITY

We treat our clients as friends and every property and transaction as if our own.

LUXURY IS AN EXPERIENCE

Elite Pacific offers clients the promise of flawless, personalized real estate - with five-star full-service representation, industry-best insight, and a no-surprises, relationship-first approach. Together, these create a matchless experience of luxury in Hawaii real estate.



ALOHA LUXURY HOMES TEAM

ALOHA LUXURY HOMES

From luxury homes and oceanfront estates to beachfront condos and golf properties, the Big Island is home to some of the finest real estate in the world. Whether you're buying or selling a home, our extensive knowledge and background will help you navigate the process seamlessly. Our customer first focus and concierge level service will ensure a smooth transaction and provide you with a tailored experience.



Jon McCumsey
Realtor-Broker
RB-21680

808.747.4489
jon@elitepacific.com
elitepacific.com

Jon McCumsey started his real estate practice in 2004 and is a licensed Broker in both the State of Hawaii and Oregon. He lives and works full time on the Big Island serving the West side of the island.

Buying or selling, Jon has step-by-step strategies to get results and strives for his clients to have a smooth successful transaction. He understands how to maximize marketing and believes keeping clients informed and up to date with market trends is extremely valuable. He is also easy to reach and understands clients' needs with an open ear.



James Lear
Realtor-Associate
RS-81880

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james.lear@elitepacific.com
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With a distinguished background in luxury marketing, James has a unique perspective that gives him and his clients an advantage when positioning properties for sale. Having represented luxury and resort properties with world wide reach, James is well suited to the Hawaii real estate market. He brings over 20 years marketing experience, a wealth of technology background and the resourcefulness to navigate any transaction.

James prides himself on taking care of his customers' needs and building quality relationships.

TESTIMONIALS



"Jon and James were a pleasure to work with. They always responded to our needs and concerns promptly. We had a situation where we needed to be off island, but still had last-minute remodeling projects with several subcontractors scheduled one week prior to the house going live on the market. We were panicking. Jon and James assured us they would oversee the subcontractors and pay attention to detail as if the house was their own. And they did! Their expertise in the marketing approach to our house and of the market, made the whole listing and selling experience stress free for us. Not only did our house sell in record time, but it achieved the highest price per square foot in Kona Heavens since 2005! If you need an experienced listing real estate agent team, I would definitely recommend Jon and James!"

J. Dunphy - Kailua Kona



Honestly I really can't give a higher recommendation for Jon and James. If that comes off as hyperbole I assure you the statement is absolutely genuine. My wife and I came to Big Island when I took a job with Hawaiian Tug and Barge, Jon went above and beyond in every sense of the word. The woman we purchased our home from was an absolute nightmare, Jon negotiated that minefield with both grace and class.

Additionally, Jon took the time to show my wife the island and has been a tremendous help with figuring out the Hawaii state animal quarantine, automotive shipping, security system installs, and utilities. We honestly would never have been able to make the move without Jon and James help.

Buying a house super sucks, Jon made a painful process as streamlined and simple as he could. He's a class act and I couldn't be happier with his service and his constant aid.

T.Lindman - Kamuela

ELITE PACIFIC'S TESTIMONIALS



I felt I was being helped by the whole firm.

We have used Elite Pacific in selling two houses and buying two others in the course of a year. While there are other reputable firms around, I always felt I was being dealt with openly and frankly in terms of the state of the market and realistic pricing of properties. Our agent was, of course, the most important link to the firm but I also felt I was being helped by a whole firm as opposed to just an individual and our agent was always quick to utilize the extensive resources of the firm, including drawing on the expertise and experience of other members of the firm.

B. Castle

We'll always be thankful for Elite Pacific Properties and their top-of-the-line staff.

Our Elite Pacific Properties realtor was excellent! She positioned our condo to sell and helped us find the right single-family home. She knew her stuff and worked hard for us. We got the second home that we bid on – and it was so much better than the first one we thought we wanted. We love our home and the location. With a very few exceptions, it's pretty much exactly what we had in mind when we started the process. We'll always be thankful for Elite Pacific Properties and their top-of-the-line staff.

D. Kicker

Looking forward to more real estate purchases with this team!

Elite assisted me in closing out two transactions in a record time and made sure that I had the key to my property handed to me the day I came back from a lengthy trip thus avoiding the hassle of staying in hotels. The team was attentive to all the details and made sure there were no surprises during the process. Looking forward to more real estate purchases with this team!

D. Sagherian



THE POWER OF TEAMWORK BEHIND EVERY SALE

In this market, no individual can do it all! At Elite, we know the power of a team is necessary to deliver on our mission to you. We have experts at each step in the process supporting the success of your home sale:



Headed by
Scott Villard
Broker in Charge

FIVE CONTRACT REVIEWERS

Negotiating the best terms for your specific situation means no two contracts are the same. The careful eyes of our dedicated contract reviewers examine every document before it is executed to ensure the accuracy and validity of the details and terms. We know many transactions are time-sensitive, which is why our team works from 8 a.m. to 8 p.m., 365 days a year.



Headed by
Andy Leskowitz
Director of Agent Brokerage

SEVEN TRANSACTION COORDINATORS

Missing a deadline or signature during escrow can mean the difference between a successful closing and a disastrous cancelation. Each of our clients receives a dedicated transaction coordinator to assist with escrow timelines, document signatures and overall tracking of your closing.



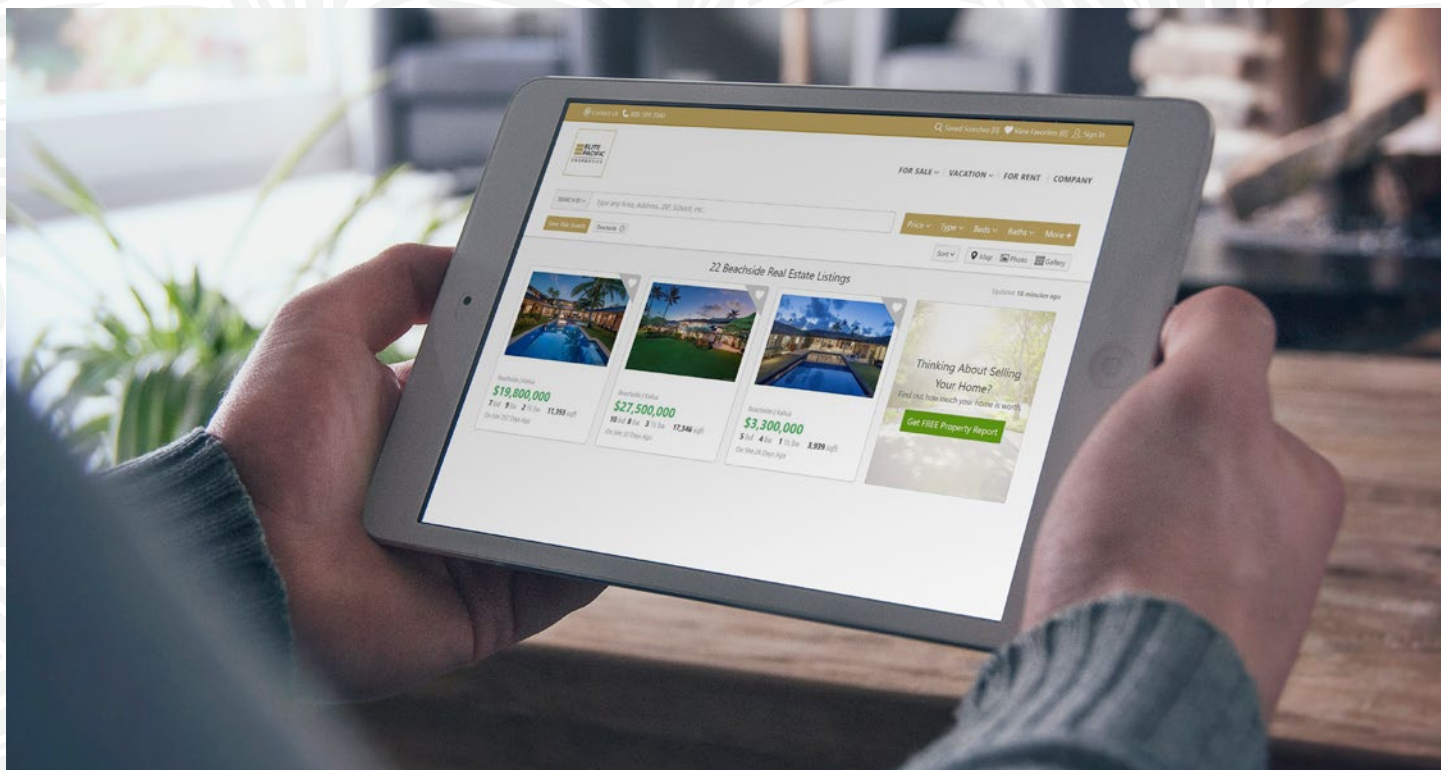
Headed by
Joanna Langada
Director of Marketing

SEVEN FULL-TIME MARKETING STAFF MEMBERS

At Elite Pacific, we promise to execute on our extensive marketing program, which requires dozens of personnel hours for each and every listing. Our team works seven days a week to deliver the most innovative, comprehensive and professional marketing, social media, and public relations strategy in the state.

OUR PROVEN MARKETING SYSTEM

SEE FOR YOURSELF...



1. Team Approach
2. Professional Photography
3. Luxury Yard Sign and Post
4. 24/7 Information Sign Rider with Text Code
5. Distinctive Professionally Printed Flyers
6. Custom Website Specific to Your Property
7. Comprehensive Social Marketing Campaigns
 - a. Blog Post
 - b. Instagram Post
 - c. Search Engine Optimization
8. Highly Targeted Facebook Campaigns
9. Paid Targeted Advertising on Google
10. Premier Exposure on Zillow
11. Virtual Tour on YouTube
12. Multiple Public Open Houses
13. Broker's Preview Showings
14. Top Local Agent Preview Email
15. Local Brokerage Network Reach
16. National and International Distribution
17. Prospecting the Elite Buyer Database
18. Your Property, Your Choice



Team Approach

Hundreds of man-hours go into the marketing for each and every Elite Listing, and no agent can do it alone. We have a team of 7 full-time marketing staff to execute 100s of steps to deliver on our marketing services to you.



Professional Photography

95% of homebuyers look online for properties during the home buying process. How your home looks online is critical to getting Buyers through the door for showings. If the photos online don't wow them, they may never come, which is why Elite has strict professional photography guidelines for all listings.



Luxury Yard & Post Sign

First impressions matter in the sale of your home. Our clean and professional signs let potential Buyers know you are working with a reputable firm in the sale of your home without detracting from the curb appeal of the property.



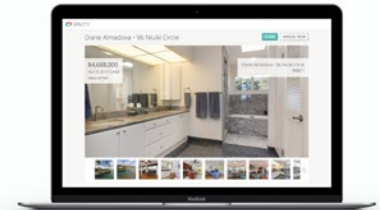
24/7 Information Sign Rider With Text Code

Potential Buyers want information at the tip of their fingers. Our Text Code sends them your property details instantly and allows me to follow up on their inquiry afterwards.



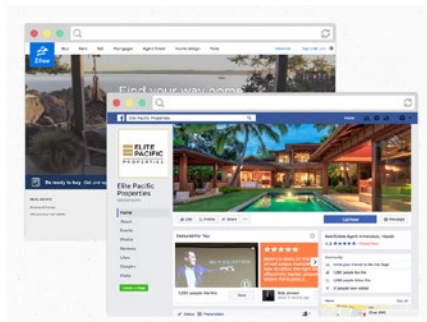
Distinctive Professional Flyers

Professionally designed and commercially printed, our Elite Pacific Properties flyers allow buyers to take away a favorable representation of your home after every showing.



Custom Website Specific to Your Property

We build a custom website specifically for your property, where potential buyers can follow the status, share with friends, request showings and much more. This encourages engagement with your home online and showcases your property individually.



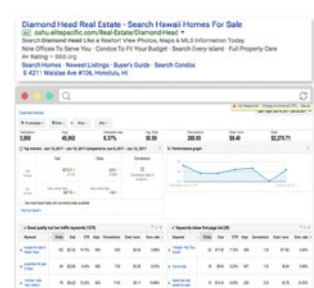
Comprehensive Social Marketing Campaigns

We leverage the power of our significant social network when marketing your new listing. Using blog posts, Facebook and Instagram we place your home in front of a wide audience of potential buyers.



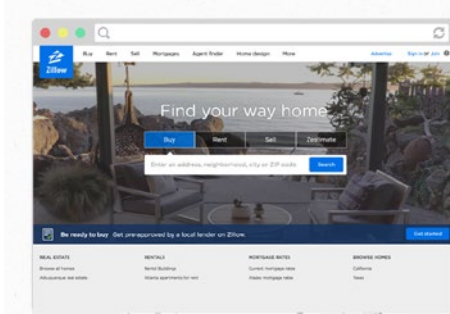
Highly Targeted Facebook Campaigns

Targeted Facebook posts allow us to laser focus ads to possible buyers based on dozens of behavioral, geographic, and demographic metrics. We use your property location, price, and unique characteristics to showcase your home to Facebook users who most closely match your ideal buyer.



Paid Targeted Advertising on Google

Using specific keywords, targeted locations, and search behavior, we craft custom Google Pay-Per-Click campaigns to drive potential buyers to your home's listing. This helps your listing stand out to those who may be most interested.



Premier Exposure on Zillow

We understand buyers' search preferences can vary and don't rely on just our website to promote your listing. We provide Premier exposure on Zillow, one of the most used real estate search websites in the country, to ensure your home is seen by a wide audience.



Virtual Tour on YouTube

Video Tours help Buyers feel like they are right in the home, giving better perspective to the floor plan and details. Adding your home to YouTube allows Buyers to virtually view your home from anywhere in the world.



Multiple Public Open Houses

There's no better way to sell your home than to have interested Buyers walk through the front door. We advertise and promote your home to potential buyers and their agents in advance to ensure successful Open Houses.



Broker's Preview Showings

Most Buyers work with an agent in the purchase of their home, so generating excitement with the Broker Community is critical to the success of your sale. By showcasing your property to outside Brokers, we build a sales team of agents who want to sell your property.



Top Local Agent Preview Email

Not all agents will have clients interested in your home. We specifically target the top agents bringing buyers to your neighborhood and your price point. Our focused communication means that agents pay attention when they hear from us.



Local Brokerage Network Reach

By participating in our local MLS, your home will reach all agents on the island as well as show on other Brokerage websites. This increases exposure, and allows us to better cooperate with other agents who may have the perfect Buyer for your home.



National & International Distribution

We display your property on dozens of the top national real estate websites in order to reach Broker's outside of Hawaii. Luxury properties are also displayed on over 80 of the top international real estate websites."



Prospecting the Elite Buyer Database

We maintain an internal Client Relationship Management database consisting of over 100,000 potential buyers complete with their contact information and the exact properties they are interested in. We will match up your property to specific buyers based on location, price and size and contact them directly about your listing.

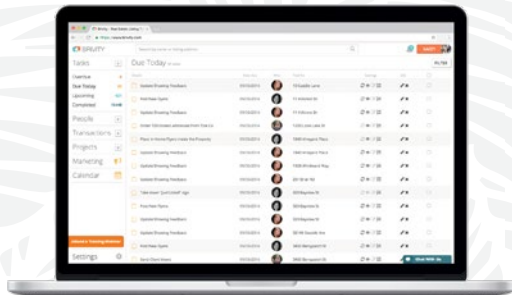


Your Property, Your Choice

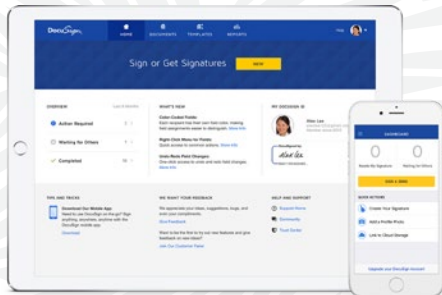
If your home and desired selling strategy requires more from us, we can do it! Every home sale is different, and we can't wait to create the perfect plan for you.

THE TECHNOLOGY

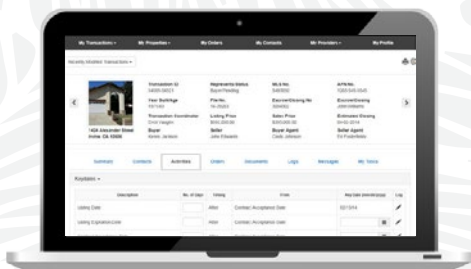
To Keep You Seamlessly Updated on the Status of Your Sale



Your Client Portal to keep you informed of the status of marketing activities, showings and Open House results. Log in 24/7 or wait for your weekly report.



Sign documents electronically from any device, anywhere in the world. We can handle your sale seamlessly, even if you aren't here.



TransactionPoint®

From **Real Estate Digital**

Managing your escrow to keep you on track and aware of the closing timeline.

We store a complete record of all executed documents and emails to and from the transaction management team.

WHAT DOES AND DOESN'T MATTER IN THE SALE OF YOUR HOME



Pricing your home at Fair Market Value is the single most important factor in selling your home for the most amount of money, in the shortest amount of time. There are several factors we use to determine this value:

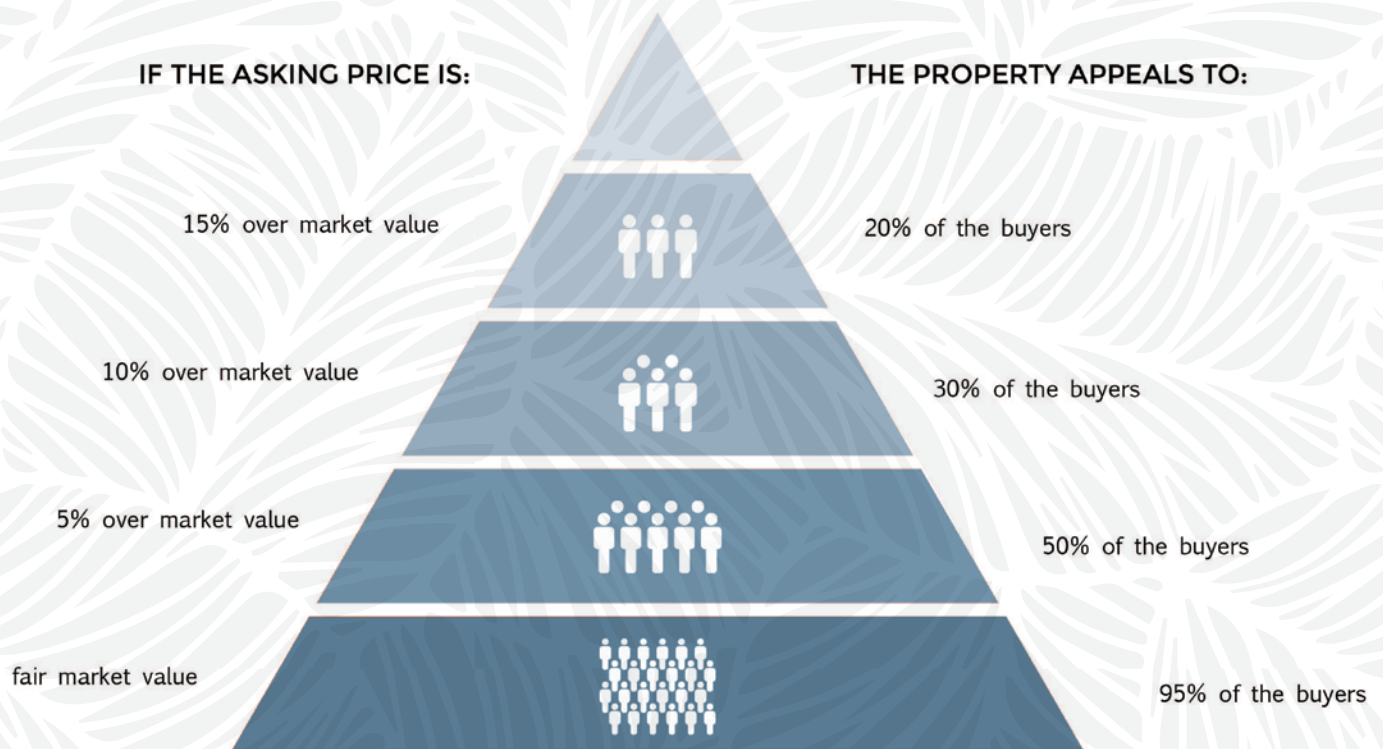
FACTORS IMPACTING SALES PRICE:

- LOCATION
- LOT SIZE
- HOUSE SIZE
- HOUSE CONDITION/FEATURES
- RECENT SALES
- COMPETITION
- TIMING
- FINANCING
- SPECIAL CONDITIONS

Regardless of what you paid, what you owe, how much you want, or what any other agent may say they can sell the house for, in the end it is the Buyers who will determine the selling price.

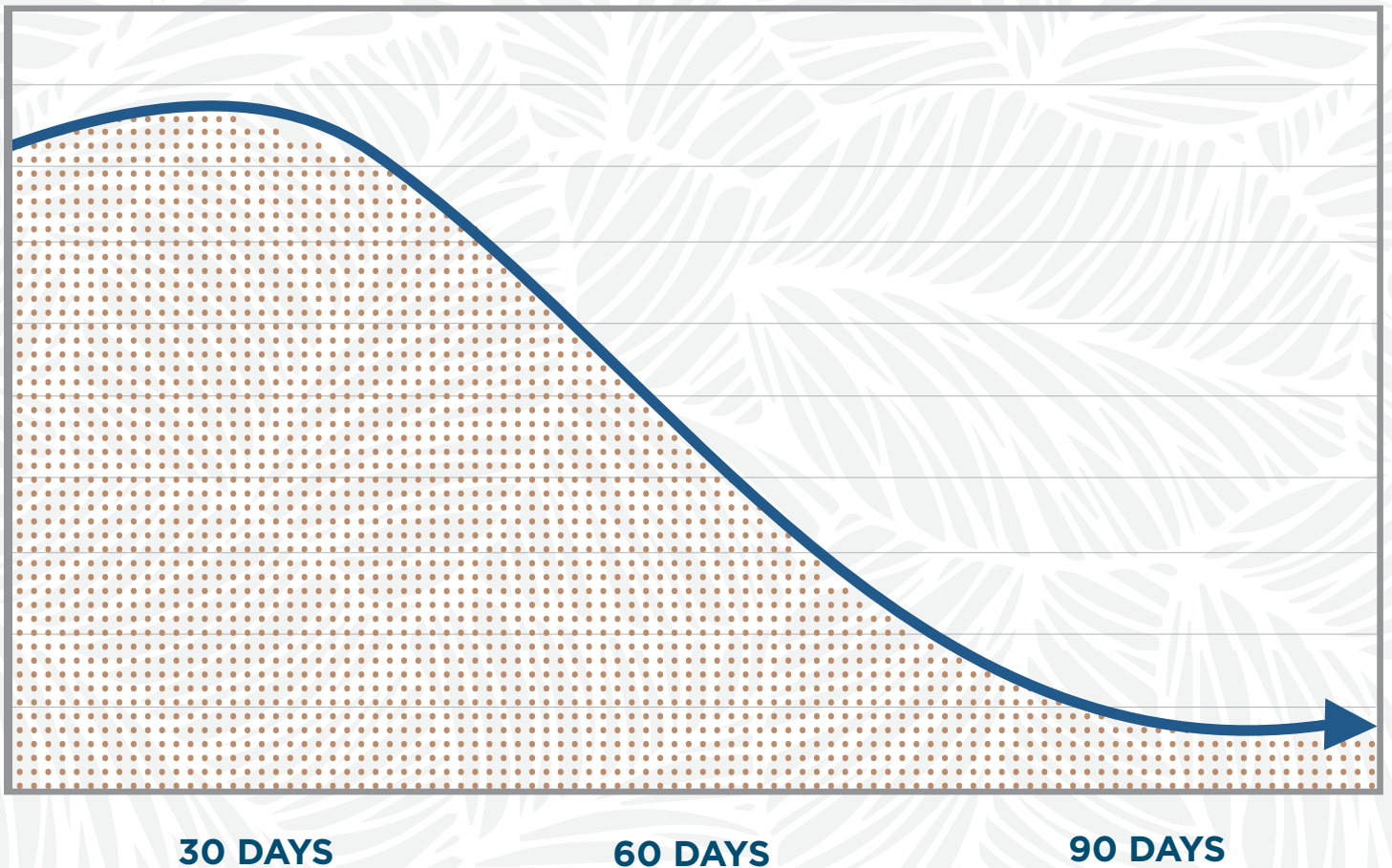


PRICING YOUR HOME AT FAIR MARKET VALUE



If the asking price of a property increases beyond fair market value, the market of potential buyers decreases dramatically.

PROPERTY INTEREST LEVEL



Your home receives the most exposure to the greatest number of potential Buyers within the first 14-30 days on the market. Pricing at fair market value from the beginning ensures the highest number of interested Buyers see the home. As time passes, perceived value decreases, resulting in a lower sales price.

OUR PROVEN HOME SELLING PROCESS



- Activate on MLS
- Launch Active Marketing Campaigns:
 - Email to Top Agents
 - Email to Elite Database
 - PPC and Facebook Campaigns
 - Premier Distribution
 - Video Marketing on YouTube
- Office Preview
- Broker's Open
- Open House
- Private Showings
- Weekly Feedback
- Strategy Discussions Based on Feedback

- Schedule Appointment
- Review Pre-Listing Materials
- Meet with Your Elite Agent
- Discuss Key Selling Points of Home
- Select Home Selling Program
- Determine Fair Market Listing Value
- Sign Listing Paperwork
- Pre-Listing Home Inspection
- Repair, Declutter and Clean According to Recommendations
- Complete Seller's Real Property Disclosure Statement
- Professional Photography
- Install For Sale Sign with Text Code (where possible)
- Launch Marketing preparation
 - Design Flyers
 - Custom Website
 - Complete MLS Data Entry
 - Post as Coming Soon on Elite Website
 - Send "Sneak Peak" Marketing
 - Coming Soon Marketing on:
 - Facebook
 - Zillow
 - Twitter
 - Craigslist



- Receive Offers
- Review Offers Together
- Negotiate Offers
- Accept Offer and Begin Escrow Process
- Negotiate Back-up Offer
- Home Inspection
- Survey, Termite Inspection, HOA Doc Review
- Clear Escrow Contingencies
- Schedule Signing Closing Docs
- Remove Personal Items from Home
- Professionally Clean Home
- Close Sale And Hand Over Keys

**IF YOUR ELITE AGENT HAS EXCEEDED YOUR EXPECTATIONS, THEN
WE'D LOVE FOR YOU TO REFER US TO YOUR FRIENDS AND FAMILY!**

CONSUMER ALERTS

AVOID REFERRAL CONFLICT

As you conduct your real estate research online, you will come across various websites and real estate portals that provide detailed property information. Most are also lead capture systems that may contact you and refer you to a different real estate agent or resell your contact information. To limit such conflicts, consider limiting the number of sites that you register with and always indicate that you are already working with a real estate agent.



AVOID WIRE FRAUD

Real estate buyers and sellers are prime targets for wire fraud. Each year, hundreds of thousands of dollars are lost through fraud. Once wired to a false account, these funds cannot be retrieved. Always call either your Elite Pacific Properties broker or the escrow agent to confirm wire instructions BEFORE you send money. It is very important to obtain your broker AND escrow agent's contact phone numbers to confirm your wire instructions before wiring funds.

Please do NOT rely on email communications to ensure the process of wiring your funds, as hackers frequently use email to carry out fraud. If you receive any email instructions to wire funds, be suspicious and always reach out to the broker and/or escrow officer by

10 QUESTIONS TO ASK EVERY REALTOR

1 Is Real Estate your full time job?

Yes. Not only that, Elite Pacific Properties only hires full time professional Realtors. Maintaining another job while trying to sell real estate is distracting and can take away valuable attention to detail. Buying and selling your home is often the biggest financial decision you make in your life, and it takes a full time Realtor to stay focused and dedicated to the successful sale of your home.

2 Are you a member of the National Association of Realtors?

Yes I am, which means I pledge to uphold the Code of Ethics set forth by the National Association of Realtors (NAR). In addition to maintaining good standing with the NAR, we are also members of **Who's Who in Luxury Real Estate** - Who's Who in Luxury Real Estate is an exclusive organization of the top luxury brokers in the world.

3 How are you going to market my home to sell?

We know that simply putting your home in MLS, placing a sign in the front yard and hoping for the best will no longer cut it in this market. We have an extensive 18 point marketing program for each property. There are over 200 steps to implementing this marketing plan, and I have a team of seven full time professionals to execute on our promise to you.

4 Do you have a dedicated and legally trained real estate expert look at your contracts before we sign them?

Absolutely, I have a dedicated contract review team consisting of current and former attorneys who exclusively review and assist Elite agents with contracts, 365 days a year. Each contract is carefully reviewed by them before you sign.

5 Do you have a full time, professional, in-house Transaction Coordinator to assist you?

In addition to my marketing and review teams, I have a dedicated transaction coordinator to manage our escrow once we are under contract. Our coordinator keeps us on track and ensure complete documentation of the entire process. This allows me to focus on the important aspects of the sale instead of getting tied up in paperwork.

Do you have flexible listing commission options?

6 Yes. Every home sale is different, and as a Seller with Elite, you have the choice in the program that is right for you. Each home sale plan is excellent and there is no sacrifice in quality of marketing or our commitment to you based on which you choose.

Do you offer a Sales Guarantee?

7 Yes. I know that a home priced at fair market value, prepared according to my recommendations and marketed through our 18 point plan will sell. This is why I am willing to offer Home Selling Plans that include a sales guarantee.

How many specific Buyers do you have for my home already?

8 At Elite we maintain an internal Client Relationship Management database consisting of over 100,000 potential buyers complete with their contact information and the exact properties they are interested in. We will match up your property to specific buyers based on location, price and size. We will then contact them directly about your listing.

What happens if I'm not happy with how things are going?

9 My goal is to always exceed your expectations. I hope that you will want to refer me to your friends and family for their future real estate needs. If I'm not doing that for you, you just need to let me know. We have an Easy Exit listing agreement and I will immediately let you out of the agreement if you aren't happy with my service or performance.

What sets your firm apart from other Brokerages?

10 Elite Pacific Properties is one of the highest-volume luxury brokerages in Hawaii. At Elite we believe luxury is an experience, not a price point. This means that no matter what your home's sales price, you get the same luxury service we provide to all of our clients.



NOTES:

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 **ELITE
PACIFIC**
PROPERTIES



Luxury with Aloha



ALOHALUXURYHOMES.COM

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PROPERTIES

WWW.ELITEPACIFIC.COM