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Smart Living Hawaii Team

Thank you for considering Smart Living Hawaii Team brokered by eXp Realty to help you sell your property. We hope you find this pre-listing guide helpful and informative; please don't hesitate to ask any questions along the way. Selling your home can be a big endeavor and at times overwhelming. There are many steps to the process and many things that need to be executed before your property is sold. That is why you need an experienced agent and team working on your behalf during the entire listing and sale. Whether you are selling a single family home, a condominium, multi-family dwelling, building or vacant land, we are at your service with the best marketing plan that suites the property and market conditions.

We come to you with over 65 years of real estate experience here on Oahu, servicing the entire island and have great REALTOR® connections statewide, nationally and internationally. We are members of the Honolulu Board of REALTORS® as well as the Hawaii and National Associations of REALTORS®. Our agents abide by the REALTORS® Code of Ethics. These ethical standards of professional behavior are more stringent than the minimum standards prescribed by law. And we believe that honesty and integrity are of primary importance in our relationships with our clients, customers and colleagues.

We bring very unique attributes to our partnership, our company and to you, our clients. Yumi's 45+ years as a seasoned Broker agent, has extensive experience as a Broker-in-Charge, a mentor/coach for many agents over the years will give you the confidence in our abilities and expertise to assist you in selling your property here in Hawaii. Christina's energetic and executing persona offers you the pulse of the real estate market. She closely monitors the business environment in Hawaii, nationally and internationally to keep on top of the trends and the future. She excels in building relationships through her networking, social media, blogging, podcasts, video and marketing strategies. She has recently started a non-profit reaching the Millennial, Generation X and Active Baby Boomer: www.SmartLivingHawaii.org that also connects with its Facebook page: <https://www.facebook.com/SmartLivingHawaii/> and our Instagram account, handle: [@smartlivinghawaii_org](https://www.instagram.com/smartlivinghawaii_org) (click to open account) and Podcast: <https://www.smartlivinghi.org/podcast>. Please visit our Smart Living site, Facebook, Instagram and/or Podcast pages and see the innovative platforms we integrate into our business plan to elevate our marketing, services and personal touch to you all. Last but not least, Ryan's skill set lies in marketing, interior design, fundraising and partnerships. He is attentive, thorough and creative with all he pursues. Our primary goal is to assist our clients with their real estate endeavors and we are committed to ensure our clients' real estate experience goes beyond their expectations. We truly believe in building a genuine relationship with you and look forward to the opportunity to assist you in selling your property here in Hawaii. Thank you again!

Sincerely,

Christina, Yumi & Ryan

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Smart Living Hawaii Team



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CHOOSING EXP

Our Brokerage

ONE BROKERAGE WORLDWIDE

eXp is also the largest independent real estate brokerage in the world. It is one company, no franchises, agent owned and agent centric. Our global presence is growing to over 24 global markets and we are the fastest growing residential real estate brokerage in the world!

TECHNOLOGY

Pioneers in the virtual real estate industry with a cloud-based model that provides agents with state-of-the-art tools and technology, and access to a global community of top league advisors, agents, leaders and partners, building a powerful network of professionals.

EDUCATION

As members of the Honolulu Board of Realtors, National Association of Realtors, and West Hawaii Association of Realtors, we abide by a strict code of conduct and participate in annual trainings and continuing education courses. eXp Realty offers our agents the eXp University with live classes daily, mentorship & mastermind programs.

LUXURY

eXp Luxury is a global network of eXp agents who provide elevated service to clients anywhere in the world, at any time. Incorporating bespoke marketing capabilities and assets, the program features luxury certification courses and coaching, masterminds and events, and exclusive access to a council of experienced eXp Luxury agents.



SMART LIVING HAWAII

Who We Are



SERVICE WITH ALOHA

We have a wide range of clientele that we have worked with over the years, from first-time homebuyers to experienced investors. Regardless of price point we serve everyone with the same heart, excellence and aloha!

RELATIONSHIP BUILDERS

At the heart of our business are trust and relationships. We've cultivated wonderful connections with local lenders, escrow and title companies, home vendors, and clients, ensuring a friendly, full-service experience and a seamless transaction. Our commitment to you extends far beyond a simple sale – we're here for the long haul, building lasting friendships along the way!

GREEN & HEALTHY HOMES

We have a niche in Green & Sustainable Building/Sales, Luxury High Performance Homes, Smart Homes, Healthy Homes, Agricultural/Sustainable Land Acquisitions and Affordable Housing.

OUR REPUTATION

We're a selective team comprised of respected Agents and Listing & Transaction Coordinators known for community engagement, high ethical standards, and a spirit of service. Renowned among colleagues, both within and beyond our brokerage, for attracting top-tier buyers and offering quality listings.

65+ YEARS OF COMBINED EXPERIENCE

With extensive experience across multiple real estate cycles in Hawaii, our team excels in handling diverse challenges within transactions. From short sales and relocations to bank-owned properties, senior services, downsizing, 1031 exchanges, loan assumptions, and beyond, we've successfully navigated a wide spectrum of scenarios, making us adept at handling any real estate challenge.

Meet Our TEAM

Christina Laney Mitre

SMART LIVING HAWAII TEAM
FOUNDER & TEAM LEAD

REALTOR®-ASSOCIATE
CRS, GREEN, SRES
RS-67243

808.282.1399
CHRISTINA@LANEYRE.COM



Over seventeen years as a Hawaii Realtor and Smart Living Hawaii Team's innovator and lead, she is focused on building out her team statewide. She is passionate about developing sustainable communities, green and healthy homes and luxury high performance homes. She devotes most of her free time to the community through volunteering on boards like Catholic Charities Hawaii and the Eco Rotary Club of Kaka'ako. In addition to serving at her church, Inspire Church and numerous nonprofits that support Hawaii's Sustainable Initiatives, she started Smart Living Hawaii Foundation in 2017.



She is a podcast host interviewing sustainable leaders of Hawaii and a blogger on Green and Regenerative Real Estate. She is married with two beautiful children and enjoys the outdoors, especially trail running, hiking & ocean activities. Whether it's a eco service project planting trees, cleaning water sources, removing tons of trash, composting or farming, she brings the community together through volunteerism. Don't be surprised if she invites you to join in on one of her adventures. Just say yes, you will be happy you did!

Meet Our TEAM

Yumi Lanez

SMART LIVING HAWAII TEAM
PARTNER

REALTOR®
CRB, CRS, GREEN, GRI, RENE, SRES
RS-10898

808.371.9906
YUMI@LANEYRE.COM



Throughout her 45+ years in real estate, Yumi has successfully sold homes from Waikiki to Windward Oahu and Waianae to Hawaii Kai. Whether a first-time buyer or a seasoned property owner, Yumi is committed to serve with professionalism and integrity. Her expertise in marketing, contract negotiations and escrow follow-up, financing, and other related areas ensures timely transactions for her many satisfied clients - both buyers and sellers in all price ranges.

Yumi began her real estate career in 1978 and obtained her broker's license in 1980. She earned the designations of Graduate Realtors Institute (GRI), Certified Residential Specialist (CRS), Senior Real Estate Specialist (SRES)



and Green Designation (GREEN)). She is a member of the National and Hawaii Association of Realtors, and the Honolulu Board of Realtors. Yumi also served on the Board of Directors of the Honolulu Board of Realtors, Kahala Associates and was the Broker-In-Charge at LIST Sotheby's International Realty. Acknowledged as one of Hawaii's Top 100 Realtors, Yumi is also a Corporate Relocation Specialist who assisted many families with their move to the islands.

Yumi was born in Hiroshima City, Japan and is a graduate of the University of California in Santa Barbara. Her interests are traveling, reading, church and family activities. Hawaii was a natural place for Yumi to settle with her husband Rick and their children, Christina and John-David.

Meet Our TEAM

Ryan Naka

SMART LIVING HAWAII TEAM
PARTNER

REALTOR®-ASSOCIATE

RS-67243

808.724.9357

RYAN@RYANNAKA.COM



Ryan was born and raised in Hawai'i and a proud graduate of the Kamehameha Schools. Ryan comes from a long line of judges, attorneys, and business owners. This sense of entrepreneurship continues through Ryan and his businesses. He is a partner with the Smart Living Hawaii Real Estate Team, and Founder of American Campaign Finance.

Giving back to the community is very important to Ryan as he serves as Director of Philanthropy & Marketing for Project Vision Hawai'i, a state-wide nonprofit committed to increasing access to health



and human services for access-challenged communities and vulnerable populations. Ryan also serves as a board member for Lima No'eau Career Academy, a newly-emerging charter school which aims to bring world-class education to students who face barriers to a quality learning experience.

Ryan brings his passion for building relationship and exceptional services to every client he encounters.

Getting Ready TO SELL

SCHEDULE A CONSULTATION WITH
OUR TEAM



DISCUSS HOME'S HISTORY, ANY
POTENTIAL REPAIRS, UPGRADES,
STAGING, AND PHOTOGRAPHY TO BE
DONE BEFORE LISTING YOUR HOME



ESTABLISH AN ASKING PRICE
BASED ON THE CURRENT MARKET
AND COMPARABLE PROPERTY
LISTINGS



PREPARE YOUR HOME TO BE
PHOTOGRAPHED AND PUT ON THE
MARKET



7 Easy Curb Appeal Tips That Will Make Buyers Fall In Love



Fresh coat of paint on the front door

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

Add flowers to the front porch

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

Pressure wash the driveway

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

Update exterior light fixtures

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

Keep the lawn and garden tidy

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing. Lots of watering on those hot sunny months!

Add or replace house numbers

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

Add a welcome mat

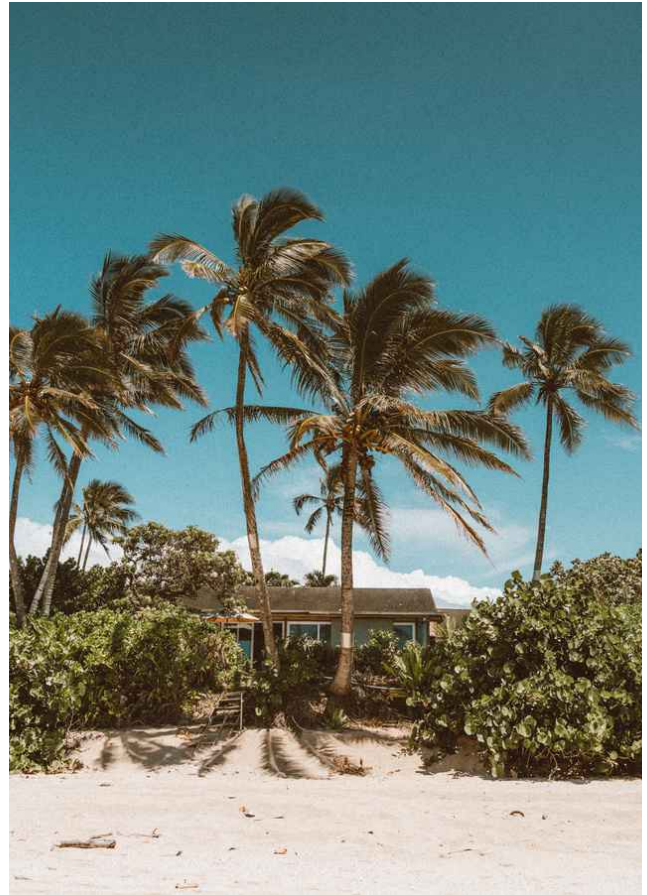
Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.



Pricing Your Home TO SELL

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

Understanding the market is essential when determining the price of your home. A valuable method for assessing your home in comparison to others is to attend open houses in your neighborhood before settling on a price.

LISTING & MARKETING

Plan & Timeline

Week 1 & 2 “Pre-Marketing”

HOME ENHANCEMENT PROPOSAL

- Exterior Repairs*
- Exterior Improvements*
- Garden Landscape*
- Interior Cleaning*
- Interior Repairs*
- Interior Improvements*
- Staging* (We will assist w/ small props, but plant service & large staging items are hired out by seller)

RESEARCH & BACKGROUND INFORMATION

- Title (Preliminary Title Report)
 - Seller’s Disclosure
 - Assist seller w/ questions
 - Survey*
 - Easements & Encroachments
 - Deed Restrictions
 - Shoreline Setback
 - Special Design Districts
 - Property Zoning
 - Flood Hazard Zone
 - Building Permits* & Ordering Building Permit Package*
 - Home Inspection*
 - Past Termite Inspections/Reports/Plans*
 - Utilities: Water, Sewer, Trash, Gas, Cable/Internet, Electric, Etc.
 - Maintenance: Pool Service, Yard Service, House Cleaner, Handyman, Property Manager
 - Legal Issues/Liens*
 - Obtain Copy of Short Form Trust and/or Power of Attorney* (If Applicable)
 - Probate Documents & Procedures (If Applicable)
 - Short Sale/Foreclosure Documents & Procedures (If Applicable)
 - HARPTA/FIRPTA Forms (If Applicable)
 - Rental Agreement & Management Agreement (If Applicable)
 - Leasehold Information & Docs* (If Applicable)
 - Home Warranty Plan* (If applicable)
 - Contact Home Owner’s Association to confirm fees, assessments, litigation, house rules and policies.
 - Order Subdivision/Association Documents* (If Applicable)
- If Condo:
- Contact Resident Manager to confirm fees, house rules and policies
 - Contact Management Company to confirm fees & answer additional questions
 - Create a 3x5 “For Sale” Card for Condo’s Bulletin Board (if applicable)
 - Order Condo Association/Subdivision Documents*

*We can refer the necessary vendors needed for repairs/improvements, all are typical seller’s expenses.

LISTING & MARKETING

Plan & Timeline Con't

MARKETING PREPARATION

- Listing Agreement & Additional Forms Signed
- Complete a Comparative Market Analysis
- Develop Pricing Strategy
- Stage the Property
- Photograph the Property
- Develop Marketing Calendar
- Create "Just Listed" Postcards (sending to neighbors, agents, sphere)
- Identify Targeted Brokers (Sold in Area)
- Identify Buyer Profile
- Create a Story About the Home
- Write Advertising Copy
- Create a List of Features of the Property
- Create a Fact Sheet/Brochure in Color
- Schedule 1st Sunday Open House (If Applicable)
- Schedule 1st Broker's Open House & Input into MLS (If Applicable)
- Schedule & Coordinate Joint Broker's Open & Input into MLS (If Applicable)
 - Coordinate w/ other broker's w/ listings in neighborhood to be open the same day/time
 - Create a flyer
 - Email brokers list to attend
 - Print in color as invitations to be delivered
 - Provide Refreshments
- Schedule Neighbor's Open House (If Applicable)
 - Send Postcard Invites
 - Provide Refreshments
- Schedule Star Advertiser Newspaper Ad (If Applicable)
- Schedule MLS Open House Notice for All Public Opens
 - Helps promote to all major online search engines that feature open houses

Week 3 "Grand Launch"

- Load into MLS Listing Service w/ 10-25 photos & add captions (If Applicable)
- Install Yard Sign (If Applicable)
- Install Sentrilock Lockbox (If Applicable)
 - Educate seller/tenant on directions & safety enhancements
- Just Listed Postcards Send to Sphere, Neighborhood, Agents
- Just Listed/Open House Emails Sent to Broker Email List
- Provide Seller w/ Ad Copies of all Marketing Pieces
- Market to Broker Network via Calls, Emails, Text, In-Person
- First Broker's Open/Neighbor Open/Joint Broker's Open
- First Open House
- Log all Showings & Calls
- Provide Feedback on all Listing Activity After Opens & Have a Weekly Check-in



8 Questions To Ask Every Realtor

ARE YOU A MEMBER OF THE NATIONAL ASSOCIATION OF REALTORS?

We commit to adhering to the Code of Ethics established by the National Association of Realtors (NAR). Alongside maintaining a favorable standing with the NAR, we are members of the Hawaii Association of Realtors, Honolulu Board of Realtors, and West Hawaii Association of Realtors.

HOW ARE YOU GOING TO MARKET MY HOME FOR SALE?

We understand that relying solely on listing your home in MLS and placing a yard sign is no longer sufficient in today's market. That's why we've developed a comprehensive listing and marketing plan for each property. With over 200 steps involved in executing this plan, our dedicated team of full-time professionals is committed to delivering on our promise to you.

DO YOU HAVE A DEDICATED AND LEGALLY TRAINED REAL ESTATE EXPERT LOOK AT YOUR CONTRACTS BEFORE WE SIGN THEM?

Certainly, we have a specialized team for contract review exclusively dedicated to reviewing and supporting eXp Realty agents with contracts every day of the year. Each contract undergoes meticulous scrutiny by this team before you proceed to sign.

DO YOU HAVE A FULL-TIME, PROFESSIONAL TRANSACTION COORDINATOR TO ASSIST YOU?

We have a designated transaction coordinator responsible for overseeing our escrow process once we secure a contract. This coordinator plays a crucial role in keeping us organized and ensuring thorough documentation throughout the entire process. This setup allows us to concentrate on the critical aspects of the sale without getting bogged down in paperwork.

DO YOU HAVE FLEXIBLE LISTING COMMISSION OPTIONS?

Each home sale is unique, and as a seller with eXp, you have the flexibility to select the program that best suits your needs. Regardless of the program you choose, rest assured that every home sale plan is exceptional, with no compromise in the quality of marketing or our unwavering commitment to you.

DO YOU OFFER A SALES GUARANTEE?

We are confident that a home priced at fair market value, prepared following my recommendations, and marketed through our comprehensive plan will result in a successful sale. That's why we are prepared to provide Home Selling Plans that come with a sales guarantee.

HOW MANY SPECIFIC BUYERS DO YOU ALREADY HAVE FOR MY HOME?

We manage an internal Client Relationship Management database containing numerous potential buyers, along with their contact details and specific property preferences. Your property will be carefully matched with potential buyers based on criteria such as location, price, and size. Subsequently, we will initiate direct contact with them to introduce your listing.

WHAT HAPPENS IF I'M NOT HAPPY WITH HOW THINGS ARE GOING?

Our objective is consistently surpassing your expectations. We aspire to earn your trust and become the go-to referral for your friends and family in their future real estate endeavors. If, at any point, we fall short of meeting your expectations, simply inform us. With our straightforward exit listing agreement, we are committed to releasing you from the agreement if you are dissatisfied with our service or performance. Your satisfaction is our priority.



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