

proud to be  
hawaii's #1  
company for  
agents and  
their clients

Summer 2013

# PERFECT location



Our honored agents, from left to right: Brandon Lau, Nicole Choi, Corinda Wong, Bill Chee, Stephanie Chan, Dolores Bediones, Marshall Mower. Photo courtesy of Jon Yamasato.

## Contents

**Innovation Spotlight:**  
Power Search,  
Property Details –  
Fully Translated in 4  
Languages

**'Ohana Happenings**

**Building Community:**  
The Locations  
Foundation

**We Applaud Our Top  
Producers**

## CONGRATULATIONS, BILL CHEE!

Lifetime Achievement Award Recognizes Visionary Leadership

If you congratulate Bill Chee on his recent Lifetime Achievement Award in Real Estate from Hawaii Business magazine, he will laugh humbly and say, "Well, I guess this means I'm old now!" His humor and modesty belie the tremendous impact and success of the kama'aina firm that Bill has built over 44 years.

Prudential Locations is the largest residential real estate business in Hawaii and the only Hawaii Company to be listed in the Top 100 in the nation by RISMedia, the Industry's trade magazine. At the heart of the firm's success lies a culture of client service. By keeping a finger on the pulse of customers and creating innovative tools, Prudential Locations provides high-quality services that resonate with today's buyers and sellers. "The only constant is change," Bill explains. "We're looking at what today's 25-year-olds want, because

Since 1969, our mission has stayed the same: to prosper by providing our clients a clear advantage in the market place."

– Bill Chee

they will set the rules for the next wave of buyers and sellers."

One other thing remains constant: the importance of client satisfaction. From day one, the firm has conducted a Client Satisfaction Survey after every transaction.

The results speak for themselves: 98%

of customers would recommend their agent and the company to friends and family; 97% of customers feel that the overall service they received during their transaction was "very good or excellent".

It's not surprising, then, that for the third year in a row, Prudential Locations was voted the #1 real estate firm in "Hawaii's Best" People's Choice Awards.



Prudential Locations LLC



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

We have no doubt about it: Prudential Locations is the #1 real estate firm in Hawaii because we listen to clients and build our business around their evolving needs. We have developed the best tools and support services in town to serve clients. That's why our agents are able to sell more real estate than any other Hawaii firm.

In today's market, technology is not a luxury; it's a necessity for success. Clients today are on-the-go, so our updated mobile app helps you give them what they need, when and where they need it.

To help you stay in close touch with clients and prospects, we give you a proprietary state-of-the-art CRM with strategic marketing integration.

To free your time and focus your energy on what you do best, our team of licensed Transaction Management specialists handles all administrative tasks, from opening escrow through closing day.

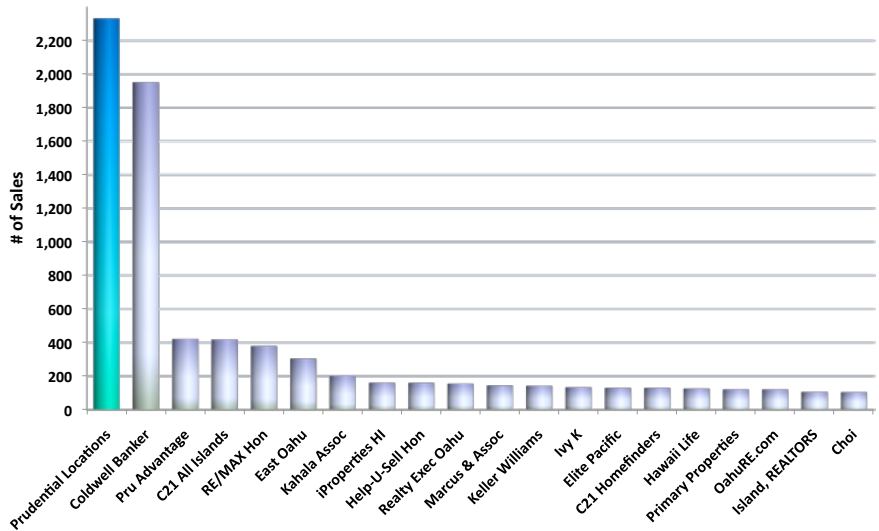
To give you a competitive edge with buyers and sellers, we arm you with strategic marketing and the most compelling market data.

In an industry where innovative thinking and a go-getter mentality are the key drivers of success, we provide industry leaders to coach you toward your personal goals and an outstanding executive team that's always got your back.

At the end of the day, we foster a culture of aloha, because we know that we are better together. So do our clients -- they know that when you hire one Prudential Locations agent, you get the support of our entire team.

Call 808.377.4881 | Visit us at [www.YourPerfectLocation.com](http://www.YourPerfectLocation.com)

## Residential Transactions, Past 12 Months



From Honolulu Board of Realtors Residential MLS Resales, 12 Months through 06/30/2013

## INNOVATION SPOTLIGHT:

Power Search, Property Details - Fully Translated in 4 Languages

At Prudential Locations, innovation is in our DNA. In an increasingly technological world, we find the best ways technology can simplify your life – to make you more productive, to increase your efficiency, and to provide your clients with five-star service.

Our latest innovation reaches out to more buyers than any other real estate website. At PrudentialLocations.com, buyers can now search property listings in 4 languages – Japanese, Chinese, Korean and Spanish. Even better, they can view fully translated property details for each listing.



This provides our agents with the ability to get their clients' listings in front of the largest buyer audience possible in a robust and persuasive way. It also means that our agents can easily provide international buyers with rich, detailed information in their preferred language.

We strive to help our agents achieve their individual goals, whether that be more income or more free time. We also want to provide our clients with the best possible service. By listening to agent and client desires, with smart innovation, we are able to do both.

# 'OHANA HAPPENINGS

It was a flashback to the '80 at Prudential Location's totally awesome annual awards banquet. Sporting mullets, spandex, killer shoulder pads, day-glo and oh so much more, everyone turned out at the Halekulani to celebrate the achievements of our top agents and rising stars.

The revelers enjoyed a group scavenger hunt and 80s trivia, a fabulous 80s fashion show, and "name that agent" featuring genuine 80s photos of our agent 'ohana. Lucky door prize

winners walked away with a Macbook Air, gift certificates to Macy's and more.



Each summer, the Prudential Locations 'ohana comes together for an annual picnic to enjoy each other's company, frolic with our keiki in the sun and the surf, and share an onolicious bounty of barbecue.

Laughs abounded this year, as seeds flew during the annual watermelon-eating contest and brave contestants took on a wild and crazy obstacle course. And while winning chefs walked away with accolades and cash prizes, the crowd were the real

winners of the delicious dessert contest — they got to sample each of the mouthwatering treats.



## BUILDING COMMUNITY: The Locations Foundation

Talk about a ton of clothes: over 3,502 pounds to be exact. This year's annual clothing drive for United Cerebral Palsy was a testament to the big hearts (and closets) of our agents and staff. To double the impact, the Locations Foundation matched every pound of clothing with a dollar donation.

"This year's clothing drive was one of the largest ever for the organization," says Donna Fouts, UCP's Executive Director. "The funds raised will go a very long way in helping the organization provide life without limits to people with disabilities in the state."

This summer we also rolled up our sleeves with Hawaii's 3R's to

"repair, remodel, and restore" Washington Middle School. (Go Eagles!) From planting bougainvillea to painting safety stripes, we joined forces with students and faculty to improve the campus.

The Locations Foundation is funded solely by donations from our agents and staff, many of whom give a percentage of their annual income to the Foundation. In the last year alone, the Locations Foundation has provided close to 2,000 volunteer hours and almost \$150,000 to local charitable causes.

If you'd like to nominate a favorite charity for our support, email us at [foundation@pruhawaii.com](mailto:foundation@pruhawaii.com).



# PERFECTlocation

## PRUDENTIAL LOCATIONS

614 Kapahulu Avenue, Suite 300

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**THE LIFE YOU WANT.  
THE COMPANY YOU DESERVE.**

Find out why we're your perfect location: [YourPerfectLocation.com](http://YourPerfectLocation.com)

## THREE CHEERS!

## Our top producers



Listor of the Month  
and Salesperson  
of the Month:  
**STEPHANIE CHAN**



Newcomer  
of the Month:  
**SUSIE KIMHAN**



Highest Producer  
of the Month:  
**BRANDON LAU**