

WELCOME TO

Hawaii

A BRIEF INTRODUCTION
TO THE ALOHA STATE

A REAL ESTATE EBOOK FROM





INTRODUCING ONE OF THE HOTTEST REAL ESTATE MARKETS:

Hawaii

Known for its picturesque coastlines, volcanic landscape, and world-class tourism industry, Hawaii has a little something for everyone. There are 750 miles of beautiful coastline, more than 500 tropical trails to explore, and five breathtaking national parks for nature enthusiasts. It's no surprise that many are making their vacation permanent in the Aloha State.

Top Markets in Hawaii



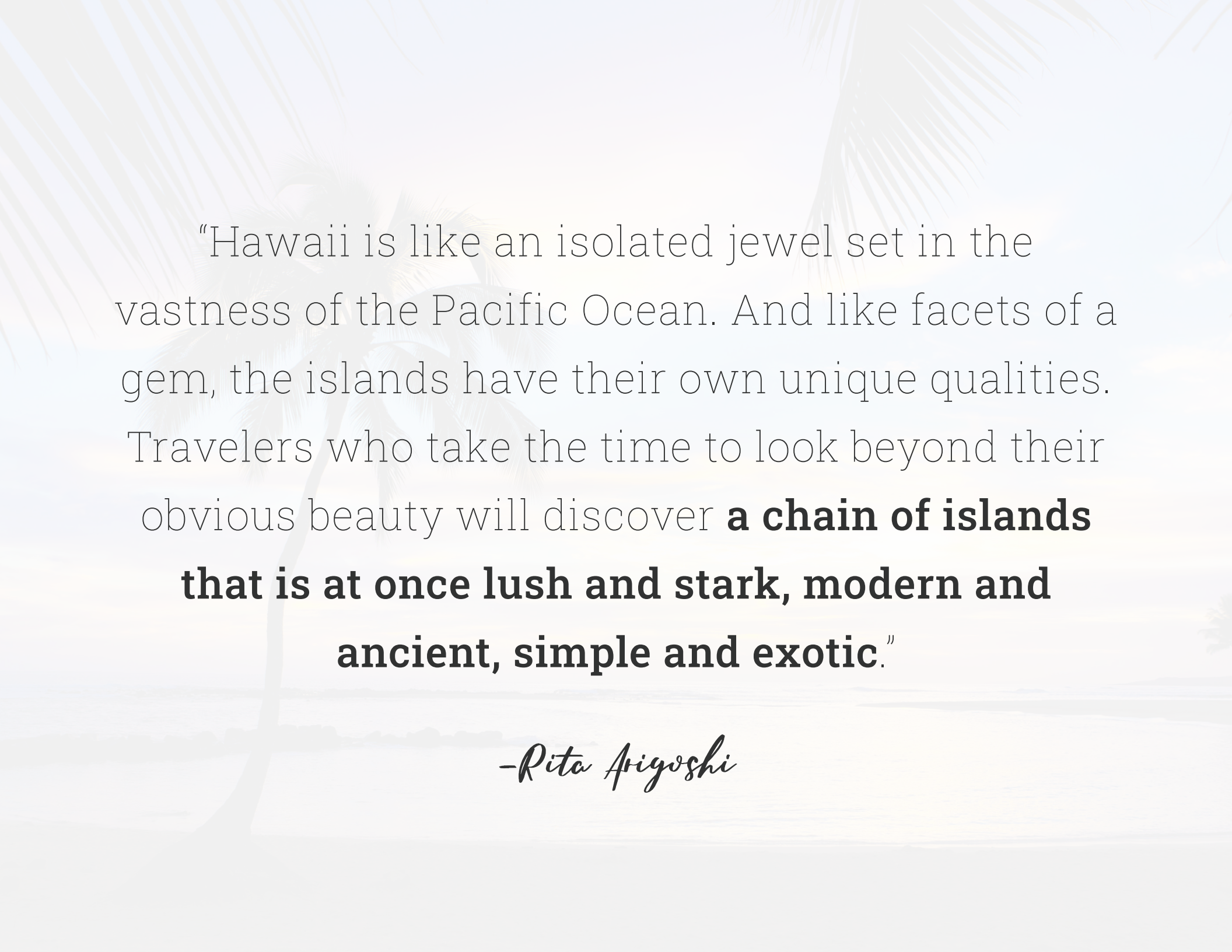
HONOLULU

The largest city in Hawaii, Honolulu is located on the island of Oahu at the heart of the island chain. There are over 100 beaches in the immediate area, more than almost any other city in the world, and the metropolis is considered the state's hub for art, culture, and cuisine. Whether you're looking for a bustling downtown district or white, sandy shores, this diverse city has something to delight you.

Local tip:

Honolulu's Kapiolani Community College hosts a weekly farmers market where you can purchase locally and sustainably grown goods from dozens of dedicated vendors. Pick up a colorful bouquet of native flowers, some freshly-harvested dragon fruit, or even a homemade guava cake.

The median home value in Honolulu is \$721,592, which is a 1% decrease from the previous year. Zillow predicts this figure will rise 5.1% within the next year.

A tropical beach scene with palm trees and a sunset sky. The text is overlaid on the image.

“Hawaii is like an isolated jewel set in the vastness of the Pacific Ocean. And like facets of a gem, the islands have their own unique qualities. Travelers who take the time to look beyond their obvious beauty will discover **a chain of islands that is at once lush and stark, modern and ancient, simple and exotic.**”

-Rita Arigoshi

Top Markets in Hawaii

LAHAINA

Nestled between the mountains of Maui and a meandering coastline, Lahaina is a popular destination for tourists and transplants alike. Volcanic peaks provide a stunning backdrop for surfing, snorkeling, hiking, and horseback riding, while the city offers 19th-century character, reminiscent of its time as a whaling town. Between the picturesque scenery and storied past, history buffs and nature lovers alike will be happy to call Lahaina home.

Local tip:

Lahaina and the West Maui region as a whole house some of the most sought-after golf courses in the world. Get a couple rounds in at the nearby Ka'anapali and Kapalua Resorts, renowned for their thoughtful course layouts, ideal weather, and, of course, perfect views.

The median home value in Lahaina is \$755,937, which is a 1.3% increase from the previous year. Zillow predicts this figure will rise another 5.8% within the next year.





Top Markets in Hawaii

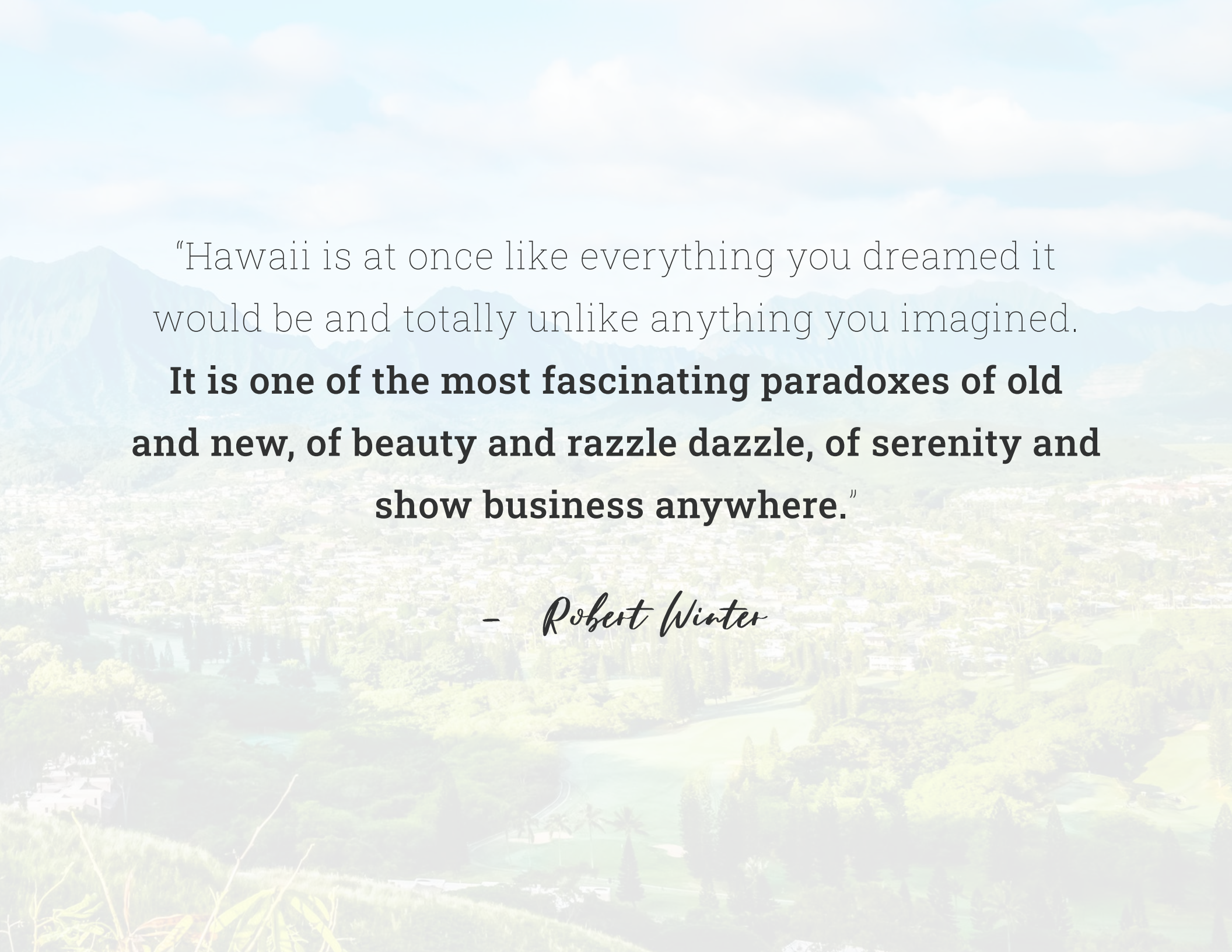
HILO

Hilo sits on the northeastern shore of The Big Island and pairs breathtaking natural beauty with a charming cityscape. The historic downtown features museums, art galleries, and eateries, while the surrounding region offers dramatic waterfalls, lush rainforests, and active volcanoes. Modern amenities meet natural beauty and small-town feel here in Hilo.

*Local
tip:*

: Take a tree-to-chocolate tour at Lavaloha, a Hilo-based Hawaiian chocolatier. Meander through the
: cacao orchards, pick a fresh pod from the trees, and take a peek inside the kitchen. Then, see if you
: can detect the chocolate's added depth and flavor from the rich, volcanic soil.
:

The median home value in Hilo is \$353,627, which is a 0.6% decline from the previous year. Zillow predicts this figure will rise 5% within the next year.

A scenic view of a tropical landscape, likely in Hawaii. In the foreground, there's a lush green golf course with a winding path. Beyond the golf course, a small town or village is visible, nestled among dense tropical vegetation. In the background, majestic mountains rise against a sky filled with soft, white clouds. The overall atmosphere is serene and picturesque.

"Hawaii is at once like everything you dreamed it would be and totally unlike anything you imagined.

It is one of the most fascinating paradoxes of old and new, of beauty and razzle dazzle, of serenity and show business anywhere."

- Robert Winter



Top Markets in Hawaii

KIHEI

Kihei sits on the sunniest and driest portion of Maui's southwest coast. The city's six miles of sparkling shoreline offer unmatched opportunities for swimming, surfing, snorkeling, and kayaking. In true beach town fashion, Kihei proper also offers an eclectic array of shops, museums, and eateries, from fine dining to food trucks.

Local tip:

Stop by the Maui Brewing Company, a fixture in the community, for a seat in the tasting room or a guided tour. Locally-produced beverages are packaged in the most eco- and beer-friendly materials, and all spent grain is donated to local farmers for feed and compost.

The median home value in Kihei is \$749,078, which is a 2.9% increase from the previous year. Zillow predicts this figure will rise another 6.1% within the next year.



Why Hawaii Real Estate?

With a high demand for real estate, strong economic growth, and world-class recreation, Hawaii markets are some of the best in the country for real estate professionals.

Quick Stats - HAWAII

AVERAGE HOME PRICE IN HAWAII 2010:	\$472k
AVERAGE HOME PRICE IN HAWAII 2020:	\$652k
MEDIAN HI HOME VALUE:	\$649,905
AVERAGE RENT:	\$2,300
AVERAGE DAYS LISTED:	121

THE LOCAL ECONOMY:

Hawaiian government employs over 25,000 people locally, and the state remains a major hub for large industries like tourism, hospitality, farming, and fishing. With a diverse job market and strong economic forecast, we can expect real estate to follow.

MARKET OUTLOOK:

According to Zillow, the Hawaii real estate market is predicted to grow 5.6% in the next year.



THERE'S NEVER A BETTER TIME TO BECOME A

Hawaii Real Estate Agent

Between the world-class beaches, the colorful communities, and the fact that there's always something unique going on, Hawaii has become an appealing destination for employers, families, and real estate agents alike. In September 2020, Oahu saw a home value increase of 13% compared to the same month a year ago, reaching a new record high. As for Maui, the typical home value was up 9.1% year-over-year in September 2020. With numbers projected to grow in each respective market, now is the time for new real estate agents to start selling in Hawaii.

About Us

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