



OAHU REAL ESTATE REPORT

2ND QUARTER 2011 SALES ACTIVITY

KEY OBSERVATIONS

Overall sales trended downward for both single-family and condominium markets, down 14.2 percent and 7.9 percent respectively. One factor in the drop in number of sales is that sales in 2010 were noticeably boosted by the First Time Home Buyer government tax credit which came to an end in the second quarter of 2010.

Though there have been dramatic price fluctuations for East Oahu homes, up 54.5 percent, and Ala Moana-Kakaako condos, up 41.5 percent, these can be attributed more to increases in the number of higher end properties selling within those areas than a change in market values. The mix of property sales has changed with more higher priced properties selling this year as opposed to 2010.

If you would like to learn more about sales activity in a specific neighborhood please contact a Prudential Locations agent. In addition to the 30 highlighted areas on the report, Prudential Locations tracks real estate data for over 300 unique neighborhoods across Oahu, many of which have their own unique trends.

James S. More (R) CRS at Jim@MoreHawaii.com

Resales (Over 3-Month Period)

Median Price (Over 3-Month Period)

SINGLE FAMILY	Resales (Over 3-Month Period)						Median Price (Over 3-Month Period)					
	June 2011	Q2 2011	Q1 2011	%ch	Q2 2010	%ch	June 2011	Q2 2011	Q1 2011	%ch	Q2 2010	%ch
All Oahu	244	721	621	16.1%	840	-14.2%	\$570,000	\$580,000	\$565,000	2.7%	\$585,000	-0.9%
East Oahu	6	23	17	35.3%	22	4.5%	\$1,340,000	\$1,350,000	\$1,025,000	31.7%	\$874,000	54.5%
Ewa	45	112	102	9.8%	154	-27.3%	\$425,000	\$425,000	\$432,500	-1.7%	\$435,000	-2.3%
Hawaii Kai	13	50	21	138.1%	44	13.6%	\$785,000	\$879,000	\$910,000	-3.4%	\$859,000	2.3%
Kailua	21	71	46	54.3%	66	7.6%	\$875,000	\$815,000	\$795,000	2.5%	\$713,000	14.3%
Kaimuki	15	43	29	48.3%	44	-2.3%	\$685,000	\$685,000	\$659,000	3.9%	\$762,500	-10.2%
Kaneohe	12	35	44	-20.5%	73	-52.1%	\$652,500	\$640,000	\$607,500	5.3%	\$648,000	-1.2%
Leeward	18	53	41	29.3%	52	1.9%	\$315,000	\$284,900	\$280,000	1.8%	\$311,900	-8.7%
Makakilo	6	16	20	-20.0%	27	-40.7%	\$599,000	\$514,500	\$500,000	2.9%	\$505,000	1.9%
Manoa	3	8	18	-55.6%	15	-46.7%	\$880,000	\$870,000	\$932,500	-6.7%	\$1,045,000	-16.7%
Mililani	20	51	46	10.9%	63	-19.0%	\$570,000	\$590,000	\$536,250	10.0%	\$561,000	5.2%
North Shore	6	16	14	14.3%	23	-30.4%	\$667,500	\$544,500	\$704,500	-22.7%	\$660,000	-17.5%
Nuuanu-Makiki	9	30	27	11.1%	27	11.1%	\$765,000	\$760,500	\$850,000	-10.5%	\$720,000	5.6%
Pearl City-Aiea	17	54	41	31.7%	41	31.7%	\$600,000	\$582,500	\$580,000	0.4%	\$610,000	-4.5%
Waiatae-Kahala	5	26	21	23.8%	31	-16.1%	\$1,225,000	\$1,300,000	\$1,200,000	8.3%	\$1,131,500	14.9%
West Honolulu	13	35	32	9.4%	42	-16.7%	\$540,000	\$525,000	\$582,500	-9.9%	\$547,000	-4.0%
CONDOMINIUM	June 2011	Q2 2011	Q1 2011	%ch	Q2 2010	%ch	June 2011	Q2 2011	Q1 2011	%ch	Q2 2010	%ch
All Oahu	355	1,066	893	19.4%	1,157	-7.9%	\$302,000	\$299,500	\$309,900	-3.4%	\$305,000	-1.8%
Ala Moana-Kakaako	37	90	82	9.8%	101	-10.9%	\$285,000	\$375,000	\$363,500	3.2%	\$265,000	41.5%
Diamond Head-Kahala	8	36	22	63.6%	33	9.1%	\$477,500	\$410,000	\$490,000	-16.3%	\$455,000	-9.9%
Downtown-Nuuanu	32	94	63	49.2%	111	-15.3%	\$389,500	\$357,000	\$335,000	6.6%	\$352,000	1.4%
Ewa	21	76	76	0.0%	91	-16.5%	\$330,000	\$282,500	\$318,000	-11.2%	\$290,000	-2.6%
Hawaii Kai	19	49	38	28.9%	65	-24.6%	\$480,000	\$488,000	\$539,000	-9.5%	\$510,000	-4.3%
Kailua	6	22	14	57.1%	23	-4.3%	\$382,500	\$382,500	\$445,000	-14.0%	\$424,000	-9.8%
Kaneohe	18	39	27	44.4%	45	-13.3%	\$430,000	\$395,000	\$375,000	5.3%	\$379,000	4.2%
Kapiolani-University	22	58	47	23.4%	64	-9.4%	\$277,500	\$325,000	\$300,000	8.3%	\$312,800	3.9%
Leeward	8	28	24	16.7%	25	12.0%	\$96,500	\$95,000	\$89,450	6.2%	\$85,000	11.8%
Makakilo	4	12	19	-36.8%	17	-29.4%	\$242,500	\$245,000	\$250,000	-2.0%	\$235,000	4.3%
Makiki	22	73	52	40.4%	86	-15.1%	\$376,000	\$307,000	\$307,750	-0.2%	\$310,000	-1.0%
Mililani	25	81	64	26.6%	81	0.0%	\$254,500	\$253,000	\$276,000	-8.3%	\$285,000	-11.2%
Pearlridge-Aiea	26	77	72	6.9%	86	-10.5%	\$294,000	\$280,000	\$259,000	8.1%	\$275,000	1.8%
Salt Lake	19	43	37	16.2%	58	-25.9%	\$292,000	\$296,000	\$275,000	7.6%	\$261,500	13.2%
Waikiki	64	210	192	9.4%	193	8.8%	\$285,000	\$250,000	\$291,000	-14.1%	\$299,000	-16.4%

This report contains real estate activity for several general areas of Oahu.

Prudential Locations' Research Department currently tracks sales activity for over 300 Oahu neighborhoods.

For information about a specific neighborhood, please call James S. More (R) CRS (808) 222-3949

614 Kapahulu Avenue Honolulu, Hawaii 96815 • Visit us at: www.MoreHawaii.com