



# THE CK SELLER'S MANUAL

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Real estate in the palm of your hand.





Make high quality real estate transactions  
And have fun doing it.

**WE CONNECT YOU**

With our wealth of professional experience,  
knowledge, and resources.



When we say we have “a modern approach to real estate”, we mean it! We pride ourselves on our use of technology and innovation to maximize the exposure of your home. That’s why we created Condo Kakaako, the first real estate team and website dedicated to selling real estate exclusively in Kakaako/Ala Moana.

Selling a home in today’s market can be challenging - the Condo Kakaako Team understands that. There are many real estate agencies that can “list” your home.

We believe in “marketing” your home to sell it. With the right combination of digital marketing savvy, real estate sales experience and a forward-thinking vision for the neighborhood, we believe you are in the right hands.

You can count on us to be there every step of the process. Now more than ever, who you work with matters!

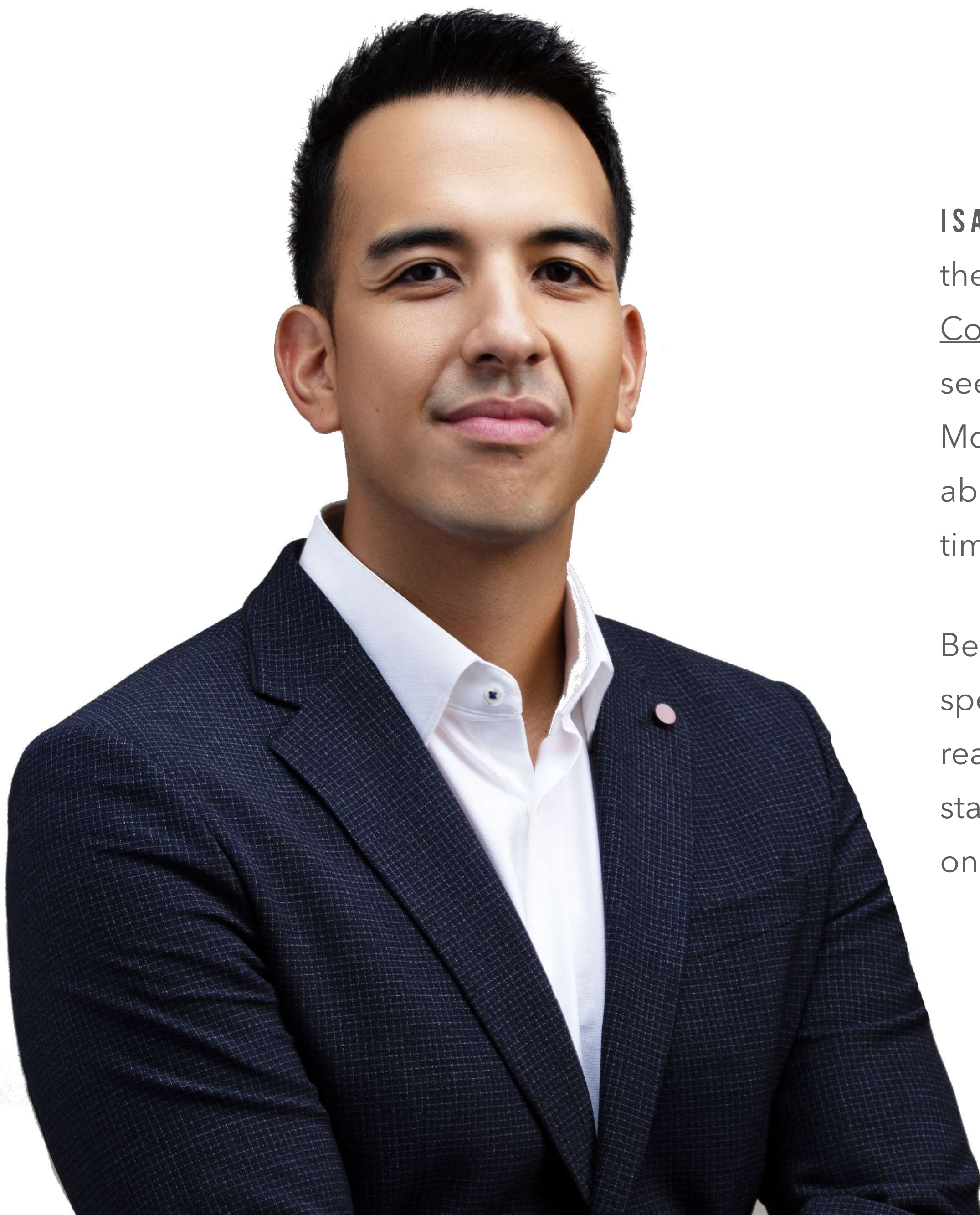




# OUR TEAM

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**ISAIAH BLOCK** is a licensed Real Estate Broker with 10+ years of experience in the diverse and ever changing Honolulu market. Isaiah created [CondoKakaako.com](http://CondoKakaako.com) in 2017 as an informational hub for prospective buyers seeking options in the fastest growing neighborhood in Hawaii, Kakaako-Ala Moana. Isaiah is bilingual in English and Japanese and prides himself on being able to work with a wide-range of clientele from all walks of life including first-time home buyers, affordable housing, investors + luxury buyers.

Before starting CK, Isaiah served as the Principal Broker for a brokerage specializing in new projects and vacation property sales. Isaiah also serves as a real estate coach for Century 21 iProperties Hawaii and mentors new agents starting their real estate careers. When not doing real estate, you can find Isaiah on the tennis courts, or on his stand-up paddle board.

**CENTURY 21**  
iProperties Hawaii



**PARKER ELLENBURG** is a Real Estate Agent that draws on a wealth of experiences to provide exceptional service. He has enjoyed success as business owner, inventor (patent holder), and teacher (business management and ESL). Combining skills from inside and outside the Real Estate industry makes Parker uniquely able to work with buyers and sellers. He expertly communicates complex information and is an outstanding partner during collaboration and negotiations. He brings professional level photography and videography production skills to our brokerage which makes our marketing materials stand out among other agencies; something indispensable to our clients during the home buying and selling process.

**CENTURY 21**<sup>®</sup>  
iProperties Hawaii







# IN THIS COMPETITIVE MARKET YOU WANT AN UNFAIR ADVANTAGE...

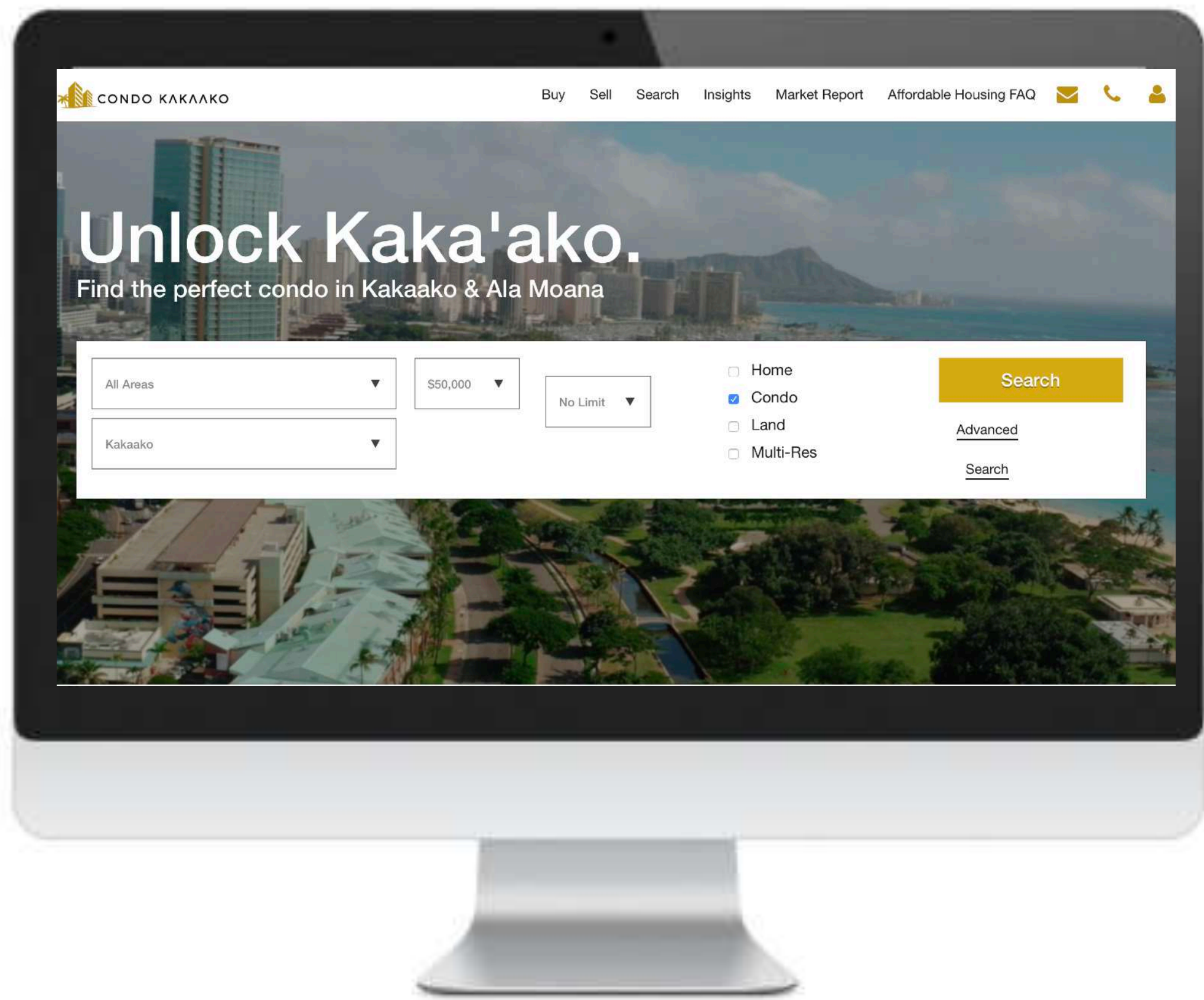
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## WE HAVE SEVERAL

1. We have access to and the attention of buyers FOCUSED on Kakaako/Ala Moana.
2. We are top-ranked in Google search.
3. We have thousands of registered users searching for real estate in Kakaako/Ala Moana.



Our custom-designed website **CONDOKAKAAKO.COM**  
is the perfect place for us to professionally market your home



It's where we'll highlight your property's assets, show off interior photos, and give buyers more information about your neighborhood, Kakaako. We've spared no time or expense making this site, the only one of its kind.

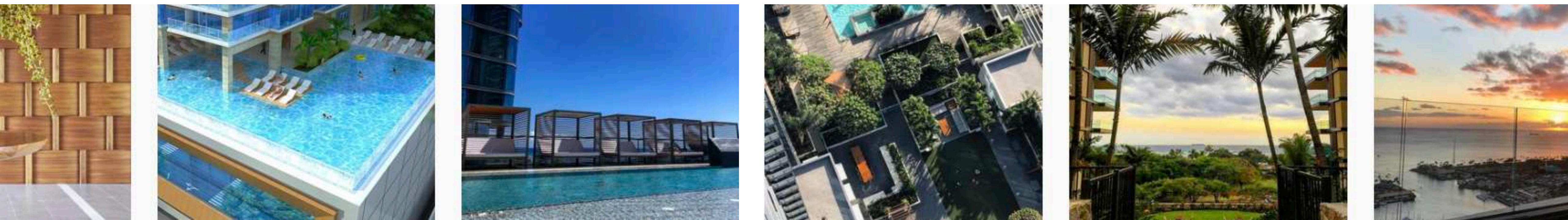




A uniquely powerful **INSTAGRAM** platform

Do you want a newspaper ad, or do you want us to take your home live to over 3K qualified followers?

@condokakaako





# PHOTOGRAPHY MATTERS

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We take a Pro's Only approach to marketing.

## HERE'S THE PLAN

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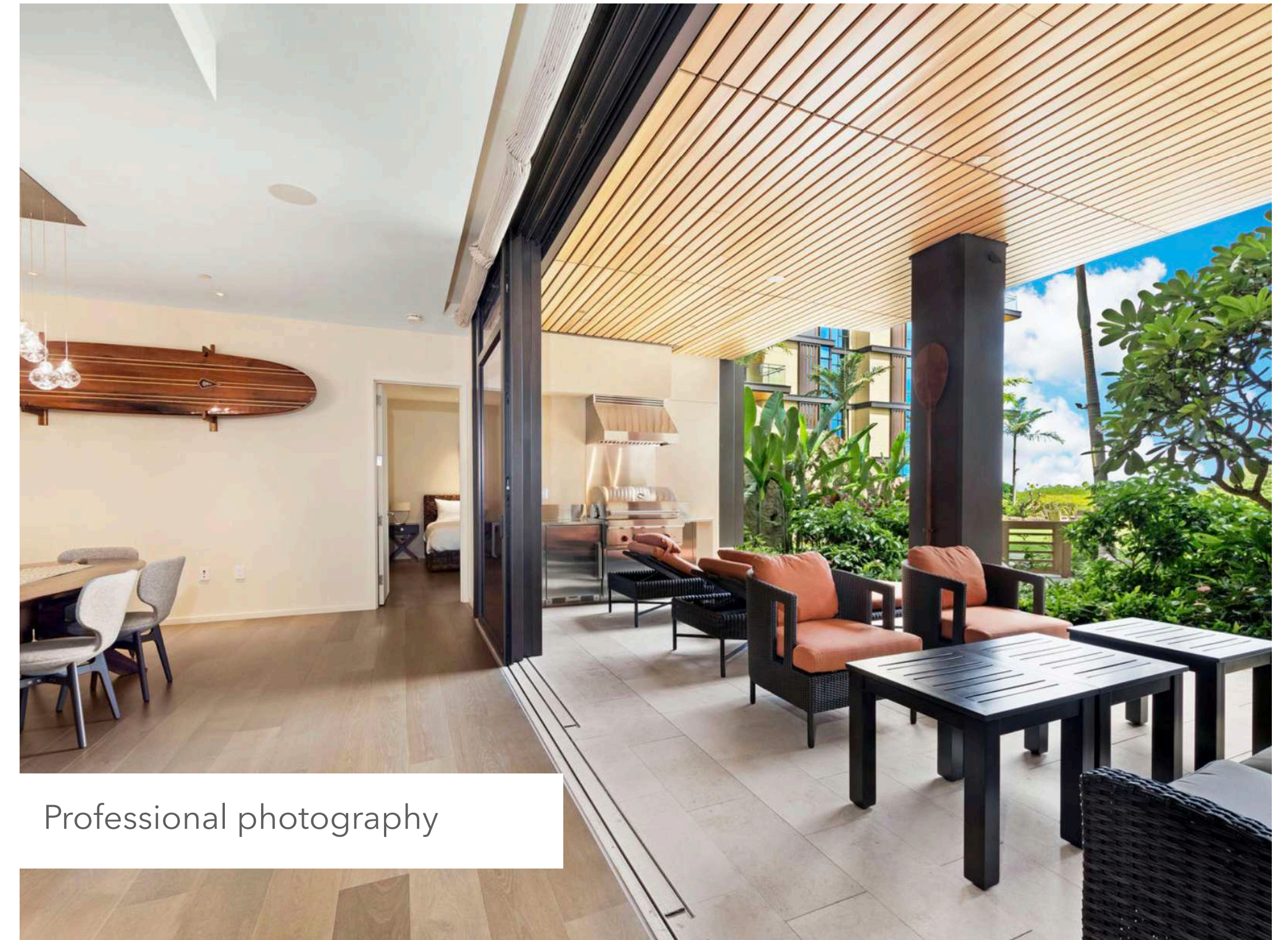
Photography  
Videography  
Virtual Tour  
Virtual Staging  
[BOXBROWNIE.com](https://BOXBROWNIE.com)





Non-professional photography

\$1,240,000 listing (Nauru)



Professional photography

\$1,900,000 listing (Park Lane)

All buyers + agents search online when researching a property...

**PHOTOGRAPHY  
ABSOLUTELY MATTERS.**

We believe that no matter the listing, professional photography is an absolute critical component to make your home stand out. We treat each listing the same when it comes to accentuating the best features of your home with amazing photography.



# 14 POINT MARKETING PLAN

- 1

PROFESSIONAL PHOTOGRAPHY
- 2

VIRTUAL TOUR
- 3

CONDOKAKAAKO.COM

We place your listing on our specialized Kakaako real estate website.
- 4

MLS

We place your listing on the MLS (Zillow, [realtor.com](#), [trulia.com](#), [homes.com](#))
- 5

STAGING if necessary
- 6

SPREAD THE WORD

Notify agents in our local office, Tokyo office, and mainland affiliates about the property.
- 7

HOLD OPEN HOUSES
- 8

BROKERS OPEN

Invite outside brokers for a preview
- 9

MARKETING

Email marketing of our database featuring your listing.
- 10

PAY PER CLICK

Advertising (Facebook, Google, Bing)
- 11

SOCIAL MEDIA

Promotion of your listing through Instagram and Facebook.
- 12

CHECK-IN

Weekly check-in calls to “stay on the pulse”
- 13

REVIEW

Pricing weekly and notify you immediately of market changes
- 14

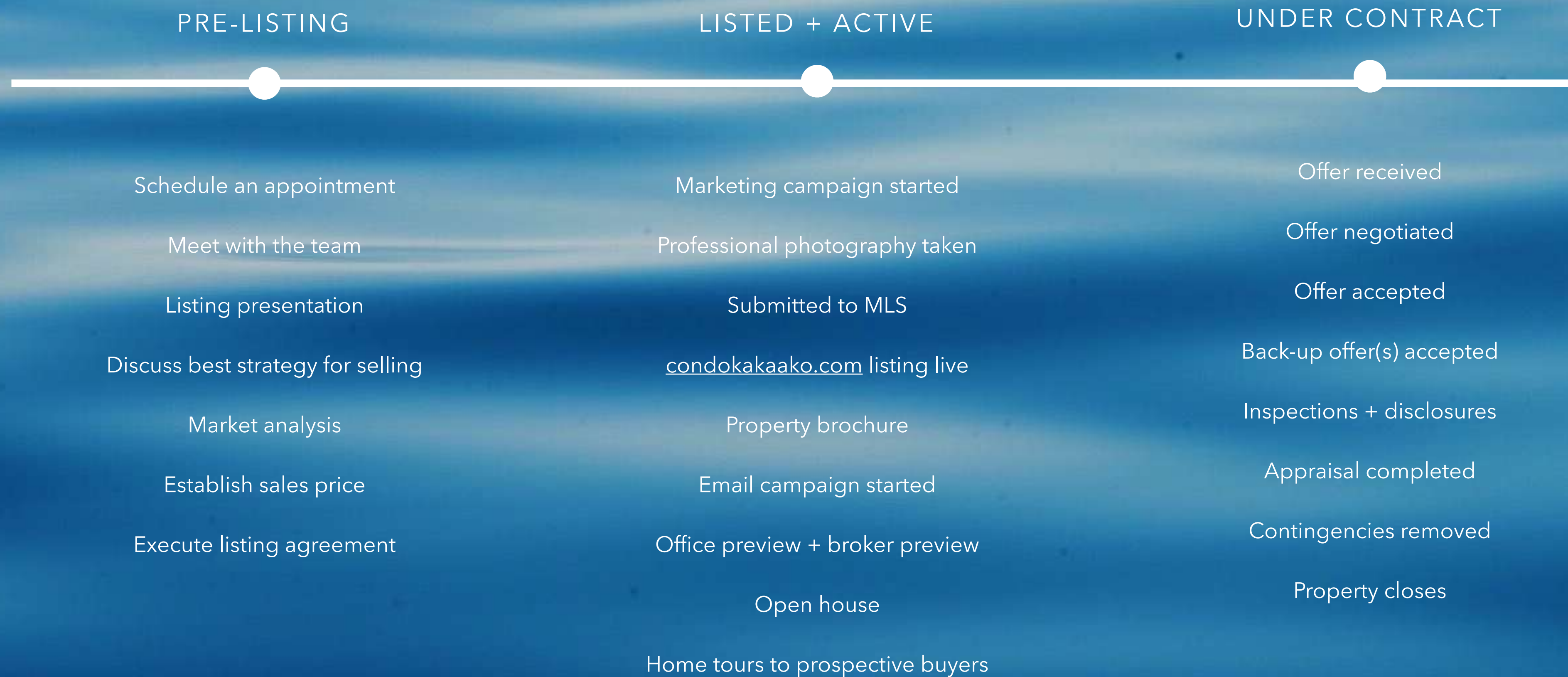
SHOWINGS

100% of the showings are done by us - you hired us to “sell” your home, that’s our job.





# HOME SALE TIMELINE





# LET'S TALK 🏡

CALL  
TEXT  
FACETIME  
ZOOM  
EMAIL

ISAIAH BLOCK

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