



4359 Kukui Grove Street #103  
Lihue, HI 96766  
Phone: (808) 245-4049  
Email: [kbr@kauaiboard.com](mailto:kbr@kauaiboard.com)

Be proud, but be humble.

Kauai Board of Realtors is now up to 652 members, up 9.5% from 2020. Sales prices are up 53% YOY (year over year), according to HIS. Median prices touched \$1,327,500 in July 2021. Thankfully interest rates on a 30-year fixed remain steady around 3.8% which means locals can still buy homes even with the rise in prices.

Now is the time to educate your entry level clients about purchasing power at low interest rates. Everyone should be talking to a lender and prepping to pounce when opportunity knocks, and it will. Patience and working with a realtor is key. Talk to them about entry level opportunities and get them dialed in to money management with the litany of resources now available. Live small, save big, and their day will come.

Many agents on Kauai will say that after the initial Covid upheaval and uncertainty that was created in March 2020, they started to feel a significant upturn in their real estate transactions right around September/October 2020. We can verify this by the jump in median prices around the same time.

Side note for context: From January 2019 to December 2019 median prices fluctuated slightly month after month between a range of \$685,750 and \$715,000 for single family homes. Remember that median prices mean half the sales were above these prices and half were below these prices. These are not averages. Know the difference and spread hope to your local first-time home buyer prospects.

And yes, shockingly, from September 2020 the median prices did this:

September 2020: \$815,000  
October 2020: \$985,000  
November 2020: \$769,007  
December 2020: \$915,000  
January 2021: \$1,025,000  
February 2021: \$1,026,000  
March 2021: \$1,077,500  
April 2021: \$979,500  
May 2021: \$1,125,000  
June 2021: \$1,100,000  
July 2021: \$1,327,500  
August 2021: \$912,000  
September 2021: \$1,077,000

August and September start to wane as expected as summer fades and fall begins. This is normal and could reveal some opportunity to on island purchasers. But as Paul Brewbaker said in his last educational meeting with Kauai Board of Realtors, this is, in his opinion, the next big push in property values for the State of Hawaii. We will continue to grow upon these prices listed above. They may level off and we may see some slight pricing corrections, but this is the beginning of the new normal.

For those who remember the ad campaign for E. F. Hutton financial advisor back in the 80s, it was *"When E.F Hutton talks, people listen"*. I feel that way about Paul Brewbaker for our industry and this generation. Please, if you ever get a chance to listen to him, it is not only educational in a no-nonsense/data driven content kind of way, he is also hilarious. #justthefactsmaam #nomnomdatanomnom #learnandlaugh

On the bright side of things, those who own property are seeing a significant rise in their property values allowing them to refinance or apply for equity lines of credit for home repairs, an addition, college tuition, travel, or purchasing something new from the equity they've gained. Wealth builds upon wealth and the market rising provides wealth opportunities for locals and investors alike.

As always, as a group, we seek to inform, educate, assist, and plan for the opportunities that each client deserves, with aloha.