



HAWAII LIFE

Forbes
GLOBAL PROPERTIES

Design and Marketing Guidelines



Our Global Luxury Affiliate Membership begins with Hawai'i Life's exclusive statewide membership with Forbes Global Properties™, a luxury real estate marketplace, marketing platform, and member network led by top-tier brokerages in key global markets.

As a Founding member, Hawai'i Life has a key ownership stake in this exclusive new international network, in addition to a seat on the Forbes Global Properties Board of Directors.

Hawai'i Life will continue to remain true to our core values, principles, style, and independence. Forbes Global Properties did not purchase Hawai'i Life. This is a powerful connection, and an alliance. Our usage of the Forbes Global Properties brand must clearly and consistently communicate the nature and hierarchy of the relationship.

This is an *internal* document that provides examples, standards, and information on the integration of Forbes Global Properties with Hawai'i Life marketing.

Terms and Conditions

Hawaii Life employees are prohibited from using the Forbes Global Properties service, marketing and logo marks without a signed membership contract agreeing to the terms and conditions outlined in the contract.

Contact Rhonda Lee Hay, Director of Operations, for information



HAWAI'I LIFE

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Clarity. Consistency. Hierarchy.

Hawai'i Life is our company, our brand. We are *an exclusive member* of Forbes Global Properties. This relationship must be clearly communicated graphically and literally across all marketing in a manner that is easy for our clients and public to understand. The following disclaimer may be included: "*Hawai'i Life is an exclusive member of Forbes Global Properties.*" Also, per DCCA regulations we must always clearly state our registered brokerage is "Hawai'i Life."



DO

1. Use an all black logo lock-up to improve legibility in small use cases such as email signatures.



DON'T

1. Improperly lock up the Hawai'i Life icon with the Forbes Global Properties logo.
2. Do not alter color combinations.



Logo Lock-up Configurations

Hawai'i Life and Forbes Global Properties brands may be used in a variety of configurations depending on the purpose, media and design. The objectives remain consistent; to clearly communicate the affiliate relationship and represent of both brands. The logo can be used in the color versions presented on this page.

Hawai'i Life is a *member* of Forbes Global Properties, not a franchisee, partner, or affiliate.

DO

1. Refer to Hawai'i Life as a:
 - "Forbes Global Properties member"
 - "exclusive member of Forbes Global Properties"
 - "exclusive/proud member of Forbes Global Properties in Hawai'i"
2. Use one of the disclaimers below on your company website and marketing materials:
 - "Hawai'i Life is an exclusive member of Forbes Global Properties. Forbes® is a registered trademark used under license."
 - "Hawai'i Life is an exclusive member of Forbes Global Properties in Hawai'i. Forbes® is a registered trademark used under license."

DON'T

1. Don't use "Forbes" or "Forbes Global Properties" in our trade or doing-business-as (DBA) name.
~~Forbes Global Properties Hawai'i~~
~~Forbes Hawai'i Life~~
2. Don't use a backslash or ampersand with our company name and Forbes or Forbes Global Properties.
~~Hawai'i Life /Forbes Global Properties~~
~~Hawai'i Life & Forbes~~

Abbreviations

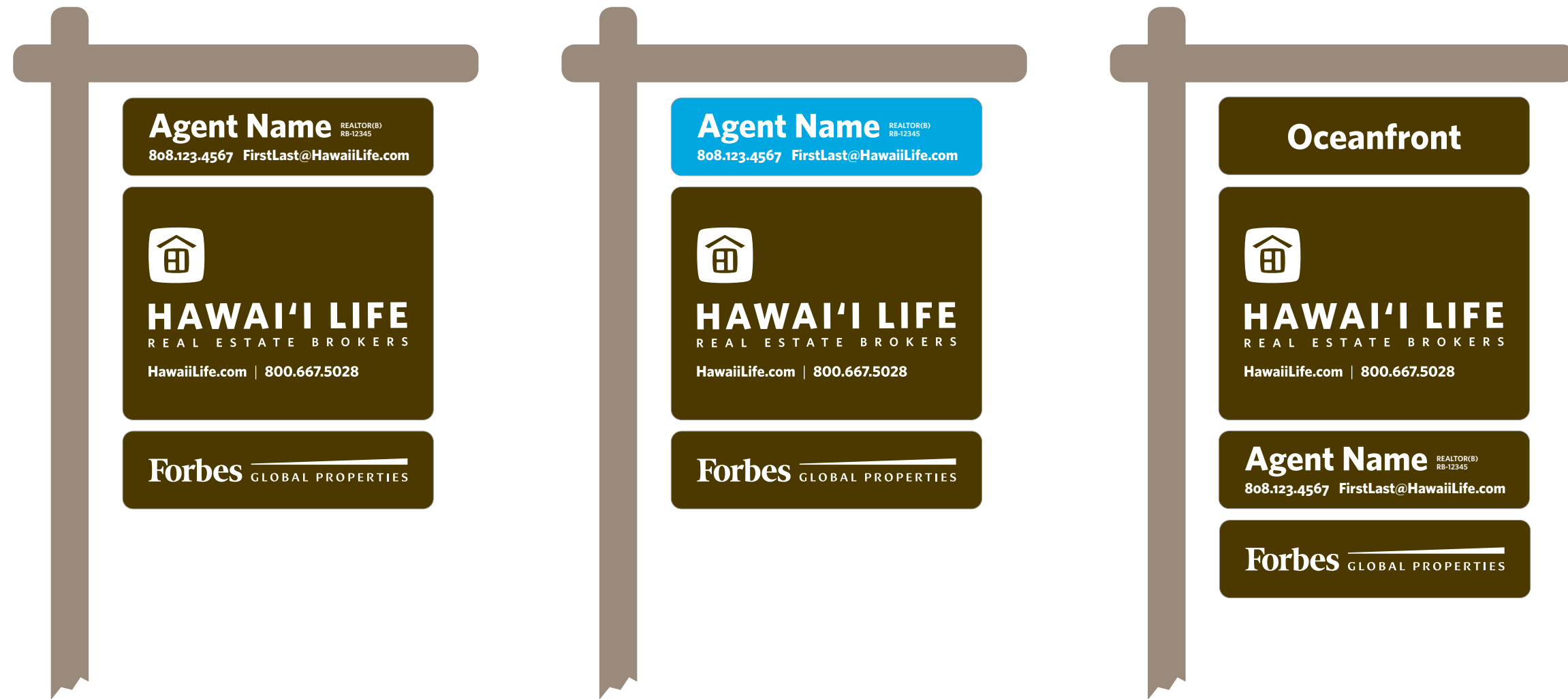
Never use "FGP" or "Forbes" when referring to Forbes Global Properties. When referencing forbesglobalproperties.com, it must always appear in lower case with no spaces and no "www."

Tone of Voice

Headlines and key messaging should be clear, confident, concise, and informative. Property descriptions and body copy should avoid flowery language and tell a story that engages and delights readers.

Co-branding & Writing Style

How to describe Hawai'i Life's membership with Forbes Global Properties



Remember that more information is more to read. Also multiple riders tend to sway in the wind.

Hawai'i Life Signs and Riders with Forbes Global Properties

Flexible, modular system allows combinations of information. Forbes Global Properties information works with existing signage. Design can be adapted for our high-wind system and custom signage.



HAWAI'I LIFE

Agent Name

REALTOR(B), RB-20563

808.123.4567 | Agent.HawaiiLife.com

FirstLast@HawaiiLife.com



HawaiiLife.com | 800.667.5028

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24" x 30" panel design

Three days.

Properties like this sell quickly. Call us and be ready to act on future deals.

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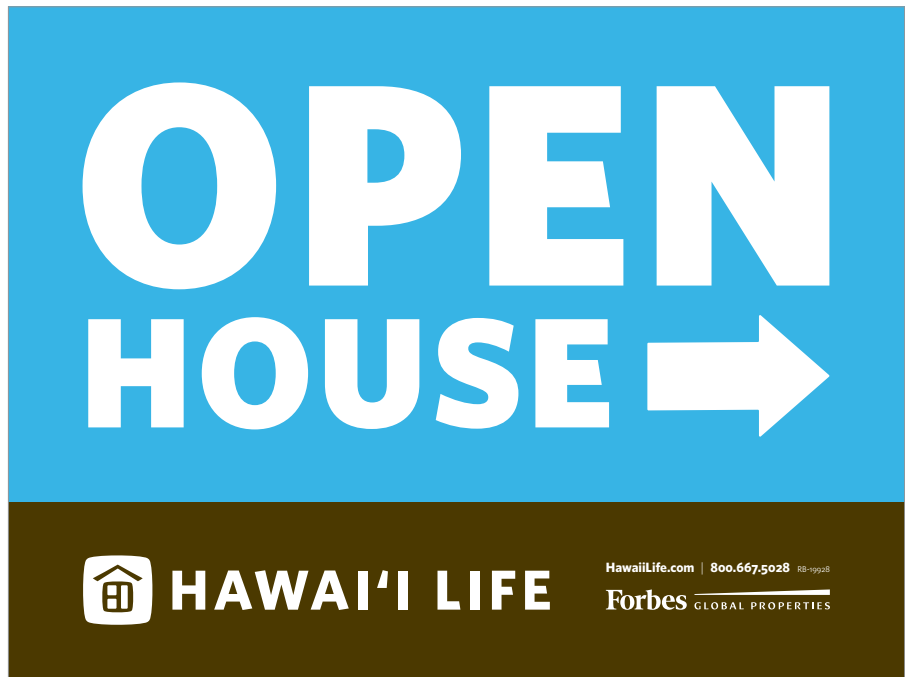
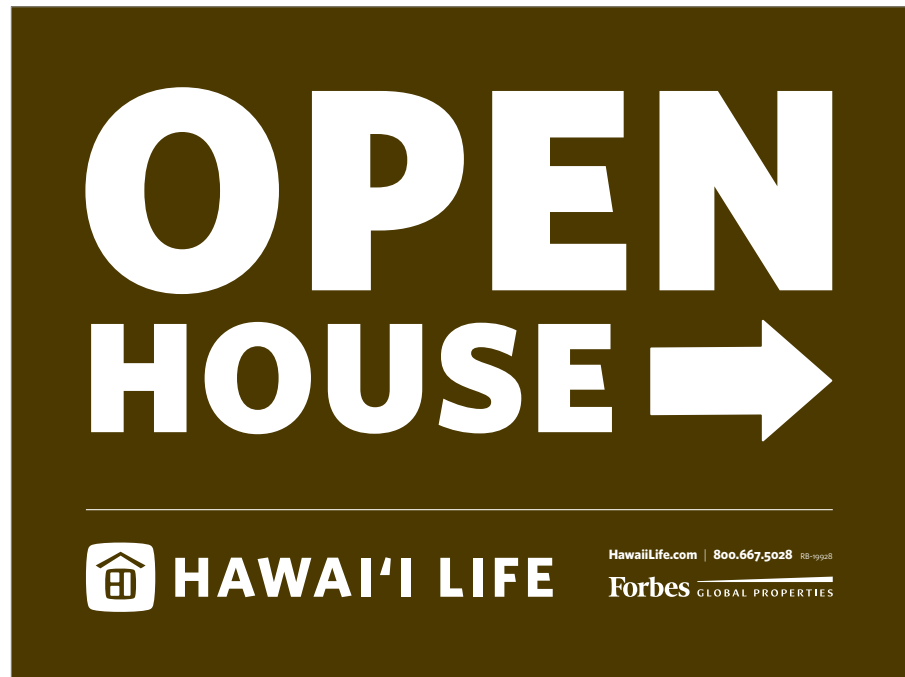
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24" x 18" panel design, brokerage and personalized versions

Custom Signage

Design can be adapted for larger panels and specific properties or developments. Common sizes are 24" x 24", 24" x 30" or 20" x 28". Custom sizes are available.



Open House Signs

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Hawai'i Life Real Estate Brokers
 OFFICE LOCATION | RB-19928
 1215 Hunakai Street, Suite 200
 Honolulu, HI 96816
HawaiiLife.com

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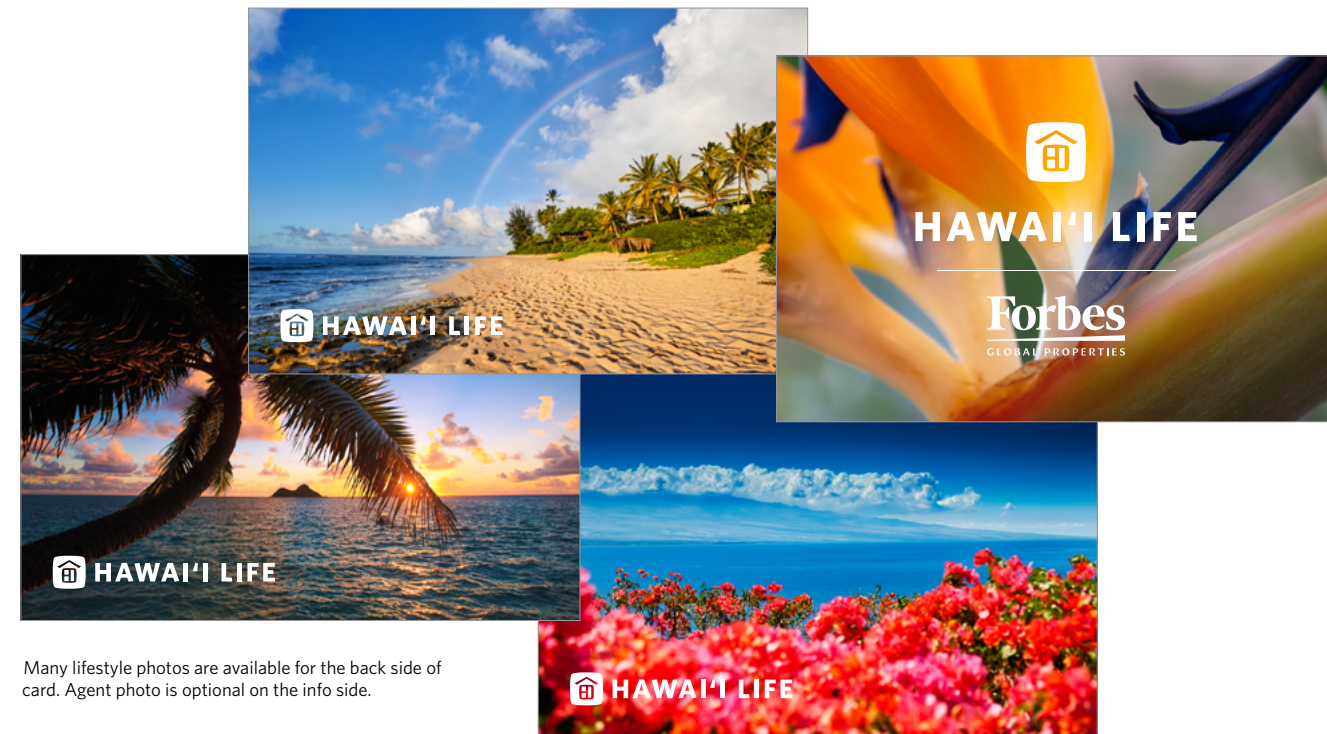



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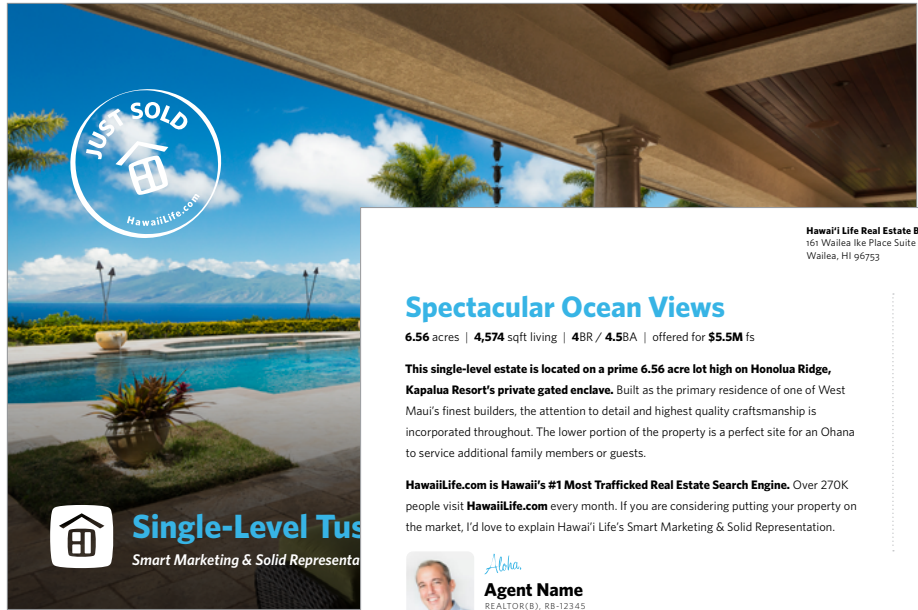
Hawai'i Life Real Estate Brokers
 OFFICE LOCATION | RB-19928
 1215 Hunakai Street, Suite 200
 Honolulu, HI 96816
HawaiiLife.com





Many lifestyle photos are available for the back side of card. Agent photo is optional on the info side.

Business Card Options



Hawai'i Life Real Estate Brokers
161 Wailea Ike Place Suite C-103B
Wailea, HI 96753

Spectacular Ocean Views

6.56 acres | 4,574 sqft living | 4BR / 4.5BA | offered for \$5.5M fs

This single-level estate is located on a prime 6.56 acre lot high on Honolua Ridge, Kapalua Resort's private gated enclave. Built as the primary residence of one of West Maui's finest builders, the attention to detail and highest quality craftsmanship is incorporated throughout. The lower portion of the property is a perfect site for an Ohana to service additional family members or guests.


Hawai'iLife.com is Hawaii's #1 Most Trafficked Real Estate Search Engine. Over 270K people visit Hawai'iLife.com every month. If you are considering putting your property on the market, I'd love to explain Hawai'i Life's Smart Marketing & Solid Representation.

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Postcard



Factual Header or Open House

Selling Point or Property Address

1-2345 Street, Town
\$X.XM | X acres | X,XXX sqft Living | XBR / X.XBA | MLS# 123456

Quality built custom home in the popular, upscale Kona neighborhood of Wainani Estates. Designed with clean lines and high end, modern finishes this home stands out from the competition. The large, custom etched glass double doors introduce you to the spacious great room. Slide the extra large Fleetwood pocket sliding doors into the walls to open the living room to the lanai and out to views of the pacific. You'll feel relaxed and rejuvenated by the warm tones and attention to detail that make this home unique.

MORE INFO


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Listing Emailer



This is a Concise, Factual Headline

House for Sale in Town, Island | Offered for \$X,XXX,XXX fs

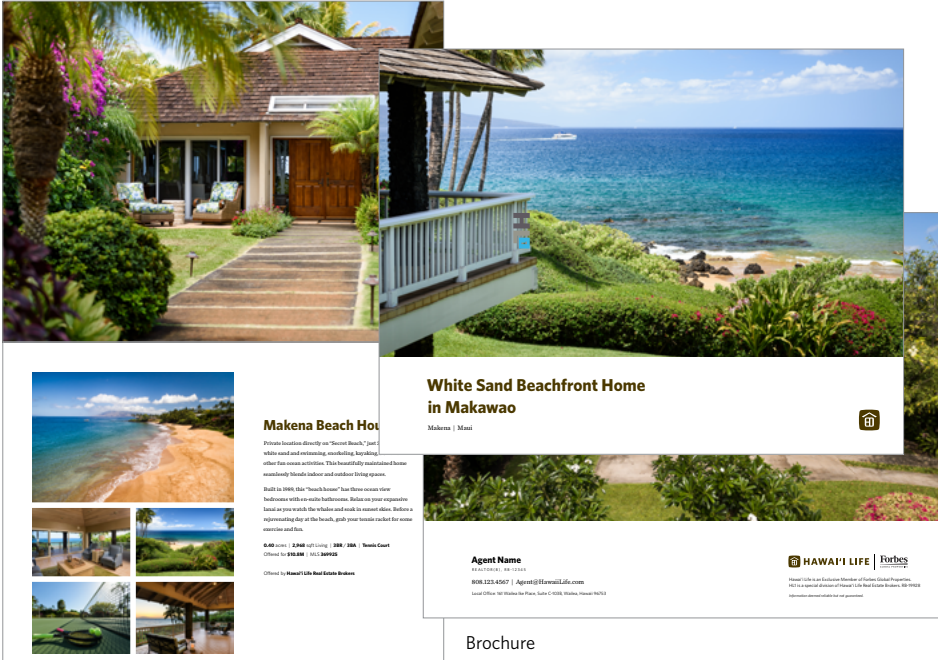
X.XX acres land | X,XXX sqft living | XBR / XBA | MLS# XXXXXXXX

Exceptional ocean, mountain and sunset views from this six-bedroom estate. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In bibendum cursus elit, eu bibendum neque vulputate at. Pellentesque nulla sapien, finibus et sodales sodales, ultricies quis nulla. Praesent eget dignissim urna. Ut rutrum accumsan ullamcorper. Phasellus non volutpat justo. Aenean feugiat enim sit amet dolor sagittis convallis. Duis non nibh odio. Vivamus sit amet bibendum nulla. Sed ultricies interdum ornare. Quisque non lectus scelerisque arcu malesuada semper sit amet at nunc. Curabitur vitae erat et nisi congue porta.

Agent Name REALTOR-BROKER, RB-XXXXX | 808.123.4567 | FirstLast@HawaiiLife.com
Agent Name REALTOR-SALESPERSON, RS-XXXXX | 808.123.4567 | FirstLast@HawaiiLife.com

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Local Office: 2829 Ala Kalanikaumaka Street Ste #B202, Koloa, HI 96756

Listing Flyer



White Sand Beachfront Home in Makawao

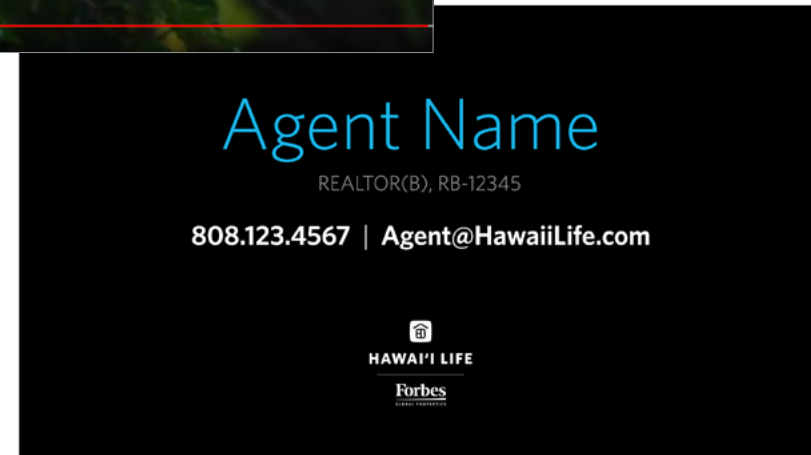
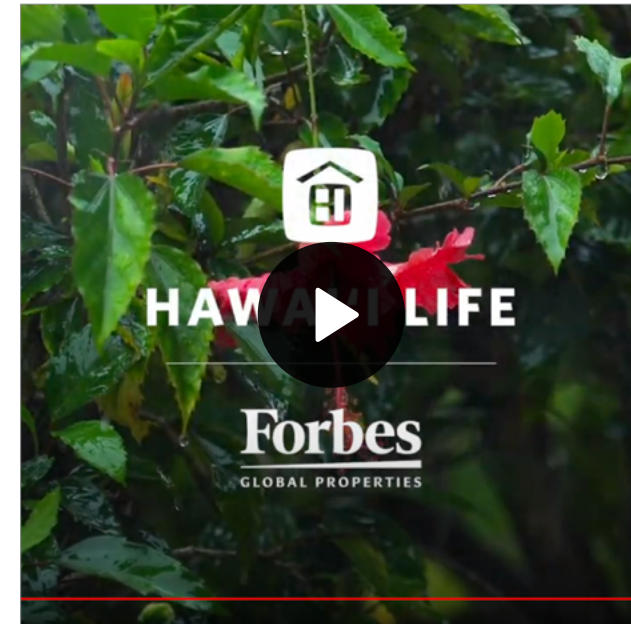
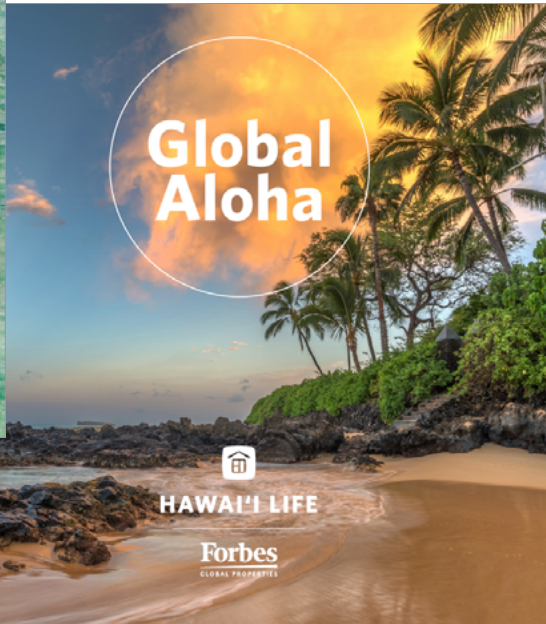
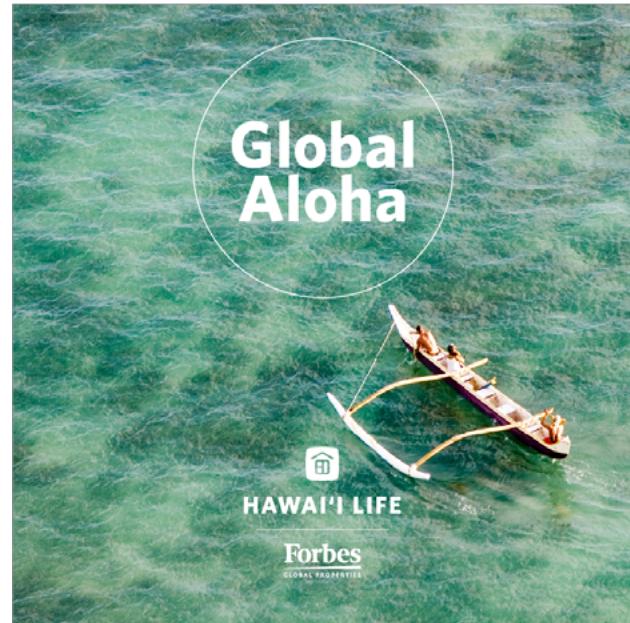
Makawao | Maui

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Brochure

Direct Marketing Collateral



Social Media Templates

Video

Social Media and Video

Historic Beachfront Home on Hanalei Bay
 1.07 acres | 3,000 sqft living | 3BR / 2.5BA | \$17.5M | MLS# 284403

Ha'ena, Kauai Beachfront | 8.29 acres | 2,340 sqft living | 3BR / 3BA | \$20M | MLS# 290071

Hanalei, Kauai Beachfront | 2.01 acres | 3,792 sqft living | 7BR / 4BA | \$21.95M | MLS# 282344

Kihei, Maui | 3.5 acres | 4,482 sqft living | 4BR / 3.5BA | \$6.65M | MLS# 293545

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Two page spread, multiple listing

Maui
 \$10,500,000

MAUI GOLD COAST-TWO OCEANFRONT PARCELS
 Kihei, Maui | 30,056 SQFT Land | MLS# 388360

RARE OFFERING... 2 parcels at the very north end of a quiet residential street. Over 205 LINEAR FEET of frontage in this epic beachfront setting! 2 contiguous lots comprising 30,056 sq.ft., lot #1 is 18,527 sq.ft. and lot #2 is 11,509 sq.ft. Seller's preference is to sell as one. The land is perched on a small knoll maximizing views of the West Maui Mts and solar year round sunsets. All utilities to site. Price upon request.

David W. Richardson (BR-10788)
 Hawaii Life Real Estate Brokers
 Direct: 808-870-9916
 www.MauiNow.com
 Doreen@HawaiiLife.com
 HL-1 Director | "Top 2 agent on Maui 2018"
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Luxury Home Magazine template

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Dillingham Ranch • Oahu, HI • \$45,000,000
 68.4 ± 4.7 Acre Prime Highway
 Maui Real Estate | Maui@HawaiiLife.com | 808.348.1413

Villa Bella Vista • Monterey, CA • \$29,900,000
 1000 Oak Creek Canyon Road
 Keller Partners Global Group • team@kellerpartners.com | 808.955.8100

Maui Gold Coast • Maui, HI • \$10,500,000
 3000 Inspiration Drive
 Keller Partners Global Group • team@kellerpartners.com | 808.955.8100

The Secluded Hill • Beverly Hills, CA • \$19,900,000
 1400 Angelo Drive
 Keller Partners Global Group • team@kellerpartners.com | 808.955.8100

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Forbes Global Properties template

Kapalua's Finest with Ocean, Resort & Sunset Views

Papua Estate, Honoana Cove Ocean Access
 33 Papua Place, Maui, HI | \$2.5M | 0.22 acres
 3,782 sqft living | 3BR / 3.5BA | Other/Furnished
 MLS# 277796

Modern Design with Ocean/Golf Course Views
 204 Kapaemahu, Lahaina, Maui | \$4.5M | 0.34 acres
 4,827 sqft living | 4BR / 3BA / 2 Full BA | Walk-in Wine Room | Pool & Spa
 MLS# 282224

Living Lanai with Ocean/Mountain Views
 932 Kap Palua Place, Lahaina, Maui | \$3.95M
 1,582 sqft living | 4BR / 4.5BA | Pool & Spa
 MLS# 282225

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 Ray@RayChin.com

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Full page, multiple listings

Pe'ahi Farms on Maui's North Shore

Upcountry's Exclusive Kulamalu Hilltop
 25 Ona Ona Place, Pahele, Maui | \$2.25M | 0.24 acres | 2,299 sqft living
 4BR / 3BA | MLS# 278563

Josh Jerman REALTOR®, BR-18728
 808.283.2222 | Josh@HawaiiLife.com

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Full page, multiple listings

Sunset Paumalu
 Across from famous Sunset Beach on Oahu's North Shore.

ABOUT
 This rare, incomparable parcel offers incredible 200' ocean views from approximately 3079 acres of rich soil, lush terrain and magnificent trees, just steps from Sunset Beach. Sub-divide or build up to four dream homes. Create your organic farm, equestrian estate or family neighborhood in the country. The possibilities are endless.

Hawaii | 107.90 Acres | Ocean Views | 515M | MLS# 201506281

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Full page, single listing

Private & Peaceful - Yet Well Connected

Lake Oahu | \$6.9M | 1.36 acres | 3,200 sqft living | 5BR / 5.5BA | MLS# 20184171 | MauiNow.com

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 808.283.7932 | Julia@HawaiiLife.com

Kyle Bernhard REALTOR®, BR-19273
 808.391.9749 | Kyle@HawaiiLife.com

John Cimaldi REALTOR®, BR-21197
 808.487.2890 | JohnCimaldi@HawaiiLife.com

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Full page, single listing

Single Level Ocean View

Hokulani Golf Villas #25
 2BR / 2BA | 1,898 sqft Living
 MLS# 369742 | \$1.295M

Hokulani golf villas offers single family residences with the carefree convenience of a condominium lifestyle.

Models open daily from 9am - 5pm

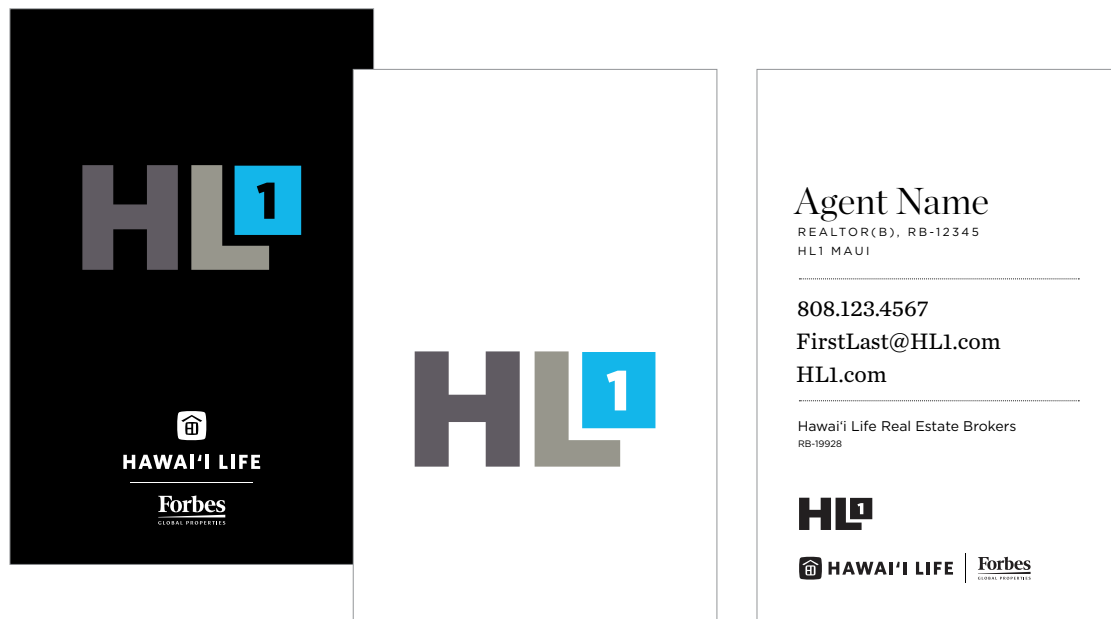
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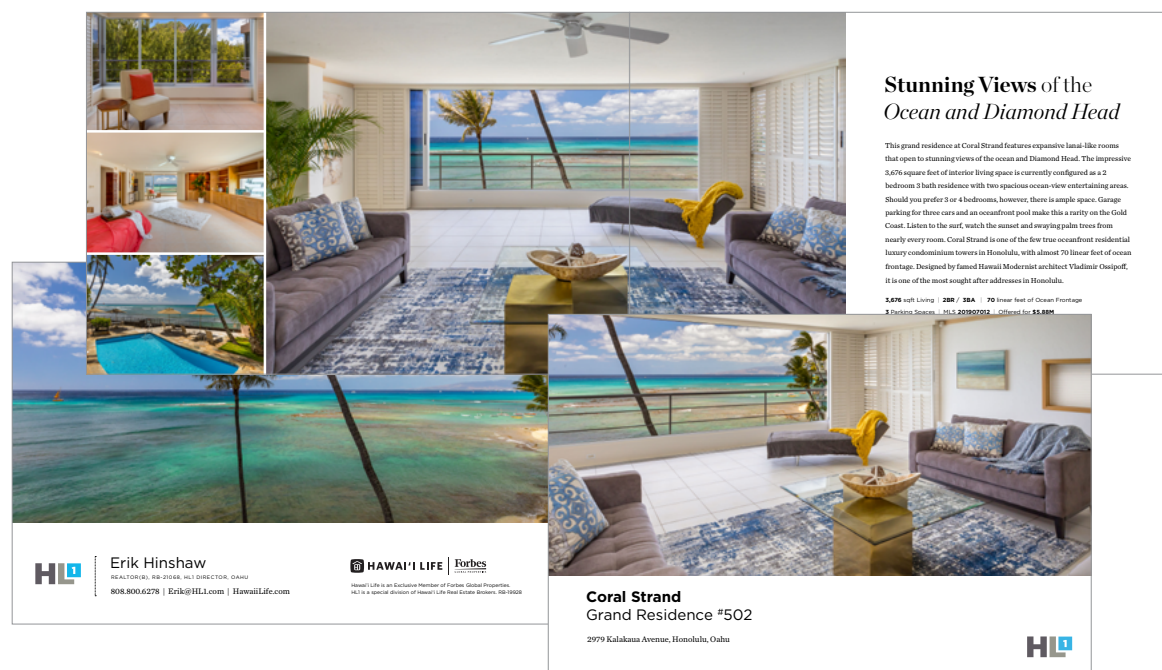
Column ad

Print Ad Layouts

Working with styles and the layout grid, the create team can adjust these layouts to work for your quantity of listings, publication specs, agents involved and marketing objectives. Flexibility with consistency, style and clarity.



Business cards



Brochure



Factual Header or Open House

Selling Point or Property Address



1-2345 Street, Town [More Info](#)

\$X.XM | X acres | X,XXX sqft Living | XBR / X.XBA | MLS# 123456

Quality built custom home in the popular, upscale Kona neighborhood of Wainani Estates. Designed with clean lines and high end, modern finishes this home stands out from the competition. The large, custom etched glass double doors introduce you to the spacious great room. Slide the extra large Fleetwood pocket sliding doors into the walls to open the living room to the lanai and out to views of the pacific. You'll feel relaxed and rejuvenated by the warm tones and attention to detail that make this home unique.

[MORE INFO](#)

Agent Name

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Listing Emailer

HL1 Collateral



MAUNA KEA
REALTY
A Hawai'i Life Company

James Sullivan
Realtor (S)
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Office: 808.882.5600
james@maunakearealty.com

62-100 Mauna Kea Beach Dr.
Kohala Coast, HI 96743
maunakearealty.com

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Business cards

MAUNA KEA
REALTY
A Hawai'i Life Company

Just SOLD in Keolani Estates
Smart Marketing & Solid Representation from Frank & Nic Schenk

MAUNA KEA REALTY | **MaunaKeaRealty.com** | **Forbes**
Main Office: 808.882.5600

Postcard

Villa #35 | Mauna Kea Resort
Located at 62-103 Nu'u Way, Kohala Coast, Hawai'i Island

MAUNA KEA REALTY
A Hawai'i Life Company

Steve Hurwitz
RE/MAX GOLDEN GATE

808.937.9000 | steve@maunakearealty.com

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Brochure



Factual Header or Open House

Selling Point or Property Address



69-1560 Puako Beach Drive, Kamuela [More Info](#)
\$800,000 | 0.6 acres | 1,234 sqft Living | 3BR / 3.5BA | MLS# 123456

This 71,349 sqft (1.64 acres) oceanfront property is comprised of 3 separate TMKs, a significant feature as the aggregate value of the separate lots is greater than the price of a single large lot. Parcels (3) 6-9-2-4, 24 and 25 have V-1.25 resort zoning, professionally landscaped and feature a reef protected black sand and pebble beach. Each lot has its own water meter, total of 3. Rock walls surround entire property, private gate.

MORE INFO

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Custom Listing Sign

Mauna Kea Realty Collateral



Business cards

THE CHOI GROUP

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THE CHOI GROUP

Factual Header or Open House

Selling Point or Property Address

1234 Kahala Avenue, Honolulu
\$987,654 | 1.2 acres | 1,234 sqft Living | 3BR / 3.5BA | MLS# 123456 [More Info](#)

Quality built custom home in the popular, upscale Kona neighborhood. Designed with clean lines and high end, modern finishes this home is a cut above the competition. The large, custom etched glass double doors introduce you to the great room. Slide the extra large Fleetwood pocket sliding door into the living room to the lanai and out to views of the pacific. You'll feel the warm tones and attention to detail that make this home a true gem.

MORE INFO

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Multiple Listings Flyer

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KYŌLO Leading REAL ESTATE COMPANIES OF THE WORLD

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Signage

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Open House

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This is a Concise, Factual Headline

House for Sale in Town, Island | Offered for \$X,XXX,XXX fs

X.XX acres land | X,XXX sqft living | XBR / XBA | MLS# XXXXXXXX

Exceptional ocean, mountain and sunset views from this six-bedroom estate. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In bibendum cursus elit, eu bibendum neque vulputate at. Pellentesque nulla sapien, finibus et sodales sodales, ultricies quis nulla. Praesent eget dignissim urna. Ut rutrum accumsan ullamcorper. Phasellus non volutpat justo. Aenean feugiat enim sit amet dolor sagittis convalis. Duis non nibh odio. Vivamus sit amet bibendum nulla. Sed ultricies interdum ornare. Quisque non lectus scelerisque arcu malesuada semper sit amet at nunc. Curabitur vitae erat et nisi congue porta.

Agent Name REALTOR-BROKER, RB-XXXXX | 808.123.4567 | FirstLast@HawaiiLife.com
Agent Name REALTOR-SALESPERSON, RS-XXXXX | 808.123.4567 | FirstLast@HawaiiLife.com

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Listing Flyer

The Choi Group Collateral

Next Steps...

Get marketing, celebrate the brands, be consistent and use the provided tools!

Learn more & get started at:

smarket.hawaiilife.com/products/fgp