



Press Release

September 26, 2019

NextHome KU Realty expands in Honolulu
Expertly-coached agents ready to step into a booming market

Pleasanton, CA — September 26, 2019 — NextHome is proud to announce the expansion of **NextHome KU Realty** in Honolulu, Hawaii. Keahi Pelayo and his agents are thrilled to now be serving clients in the trend-setting Kaka’ako area after two years of growth at the flagship Kaimuki office.

Located on the southwest shore of Oahu, Kaka’ako is an exciting Honolulu neighborhood that is experiencing fast-paced growth.

“I think that Kaka’ako is probably the most relevant sub-market in Honolulu that is being developed and to have a presence in that area is important,” Keahi said.

About 20 high rises are springing up around Kaka’ako as Millennials enjoy the vibrant food scene, stunning beaches, and downtown farmers' markets.

NextHome KU Realty’s doors are open to help clients around Kaka’ako, Ala Moana, Waikiki, Makiki, Punahou, and the remainder of urban Honolulu.

Originally from Maui, Keahi started his real estate career in 1983 while living in California. During his 10 years selling real estate in the golden state, he focused on investment properties – particularly representing developers converting apartment complexes into condominiums.

After moving back to Hawaii in 1991, Keahi dove right into Oahu real estate. Quickly building his business, he became a top-producing agent in his market. He started with a local independent brokerage where he worked for five years before making the move to RE/Max in 1995.

He originally joined as a top agent but found an opportunity to be part of the ownership team of the brokerage. As the broker for RE/Max Honolulu, Keahi was able to sell real estate while leading the office in agent growth and training.

In 2004, Keahi sold his ownership in RE/Max Honolulu and took over as sole owner of RE/Max 808 Realty. After ten years of ownership in a franchise, he made the decision to go independent and open KU Realty.

As an independent, Keahi’s business continued to flourish. In 2016, Hawaii Business Magazine ranked him no. 26 in listings out of nearly 10,000 agents in the entire state of Hawaii.

In 2017, Keahi found NextHome and was attracted to the company’s culture and unique branding. In August 2017, he opened NextHome KU Realty in Kaimuki.

“Joe Hogin (of NextHome Pacific Properties) had a bright, colorful and modern logo and company name,” recalled Keahi. “I remember thinking how nice his concept looked. I did more research and found out NextHome was a franchise. The more I researched, the more I liked what I saw.”

“Ultimately, when it was all said and done, NextHome was a perfect fit for my brokerage,” he added.



After decades of soaking up real estate coaching, Keahi is now giving his agents unique access to his own professional guidance - an advantage that sets NextHome KU Realty apart. His leadership style is a hands-on approach that many brokerages have strayed away from.

“I think my experience from being in the real estate trenches on a daily basis will help agents in our brokerage,” said Keahi. “I want them to do well and thrive in real estate and I will do everything I can to help them be successful.”

With his holistic brand of coaching, Keahi’s team of eight agents have been able to double and sometimes triple their annual sales volumes.

“We have fun here,” Keahi said of NextHome KU Realty's office culture. “At the same time, we love to work with agents who feel they have peaked in their field and want to take their career another level higher.”

Keahi's brand of coaching helped NextHome KU Realty’s eight agents reach a \$40 million sales volume in 2018.

Outside of selling real estate and coaching agents, Keahi and his wife of 28 years, Lynda, enjoy spending time on their 28-acre ranch on Oahu. He is also is an avid canoer and loves competing in canoe races.

The couple has two children – daughter Lehua (age 25) and Cole (21).

Please join us in congratulating Keahi and the rest of his team at NextHome KU Realty on their brand new office location!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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About NextHome, Inc.

NextHome, Inc. is an independently owned national franchisor with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 465 offices and more than 3,800 agents. The company closes over 20,000 transactions annually worth over \$6.4B in volume.



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