



OAHU REAL ESTATE REPORT

THIRD QUARTER 2012 SALES ACTIVITY - KEY OBSERVATIONS

The Oahu real estate market continues to heat up. The pace of sales is increasing and median prices are rising all across Oahu for both single family homes and condominiums. In the three-month period ending September 2012, most single family market areas saw an increase in median price of 9.6%, compared to the same period last year, to \$625,000. The condominium median price increased 0.7% over this same period to \$320,000, and prices increased in almost every market area. Only the Ala Moana-Kakaako market area showed a drop in condominium median prices, but this was due more to the changing mix of property sales in that area rather than changing values.

Sales increased 10% for single family homes, and 15% for condominiums in the three months ending September 2012 compared to last year. All market indicators point to continued increases in sales and prices. With record low interest rates, the time to act is now before prices rise even higher. Talk with your Prudential Locations real estate agent to learn how you can benefit from these changes in Oahu's unique real estate market.

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Resales (Over 3-Month Period)

Median Price (Over 3-Month Period)

SINGLE FAMILY	Sep 2012	Jul-Sep 2012	Apr-Jun 2012	%ch	Jul-Sep 2011	%ch	Sep 2012	Jul-Sep 2012	Apr-Jun 2012	%ch	Jul-Sep 2011	%ch
	All Oahu	300	881	735	19.9%	801	10.0%	\$635,000	\$625,000	\$625,000	0.0%	\$570,099
East Oahu	12	25	16	56.3%	17	47.1%	\$1,075,000	\$1,050,000	\$875,000	20.0%	\$1,425,000	-26.3%
Ewa	41	169	98	72.4%	134	26.1%	\$477,000	\$468,000	\$464,400	0.8%	\$442,000	5.9%
Hawaii Kai	25	63	37	70.3%	50	26.0%	\$860,000	\$907,000	\$940,000	-3.5%	\$883,750	2.6%
Kailua	23	69	74	-6.8%	76	-9.2%	\$825,000	\$810,000	\$777,000	4.2%	\$790,000	2.5%
Kaimuki	13	51	55	-7.3%	47	8.5%	\$785,000	\$825,000	\$740,000	11.5%	\$769,000	7.3%
Kaneohe	21	54	45	20.0%	50	8.0%	\$585,000	\$647,500	\$668,000	-3.1%	\$588,500	10.0%
Leeward	22	49	43	14.0%	59	-16.9%	\$308,000	\$310,000	\$302,000	2.6%	\$270,000	14.8%
Makakilo	13	30	33	-9.1%	34	-11.8%	\$610,000	\$584,500	\$565,000	3.5%	\$522,450	11.9%
Manoa	8	18	25	-28.0%	21	-14.3%	\$1,000,000	\$965,500	\$955,000	1.1%	\$830,000	16.3%
Mililani	20	73	62	17.7%	58	25.9%	\$582,500	\$585,000	\$590,750	-1.0%	\$623,334	-6.1%
North Shore	5	15	19	-21.1%	20	-25.0%	\$450,000	\$564,900	\$640,000	-11.7%	\$657,500	-14.1%
Nuuanu-Makiki	8	24	39	-38.5%	29	-17.2%	\$643,500	\$709,500	\$760,000	-6.6%	\$700,000	1.4%
Pearl City-Aiea	26	61	42	45.2%	46	32.6%	\$652,000	\$615,000	\$577,000	6.6%	\$559,000	10.0%
Waiialae-Kahala	11	35	28	25.0%	28	25.0%	\$1,760,000	\$1,550,000	\$1,550,000	0.0%	\$1,470,000	5.4%
West Honolulu	13	37	29	27.6%	31	19.4%	\$640,000	\$650,000	\$592,000	9.8%	\$501,000	29.7%
CONDOMINIUM	Sep 2012	Jul-Sep 2012	Apr-Jun 2012	%ch	Jul-Sep 2011	%ch	Sep 2012	Jul-Sep 2012	Apr-Jun 2012	%ch	Jul-Sep 2011	%ch
All Oahu	354	1,152	1,075	7.2%	1,002	15.0%	\$319,500	\$320,000	\$300,000	6.7%	\$302,750	5.7%
Ala Moana-Kakaako	30	95	97	-2.1%	103	-7.8%	\$282,125	\$315,000	\$310,000	1.6%	\$330,000	-4.5%
Diamond Head-Kahala	11	31	24	29.2%	29	6.9%	\$442,000	\$452,000	\$425,000	6.4%	\$435,000	3.9%
Downtown-Nuuanu	29	113	82	37.8%	76	48.7%	\$383,000	\$390,000	\$371,750	4.9%	\$351,662	10.9%
Ewa	26	74	67	10.4%	58	27.6%	\$242,000	\$310,000	\$310,000	0.0%	\$293,500	5.6%
Hawaii Kai	16	48	42	14.3%	44	9.1%	\$527,000	\$544,000	\$507,500	7.2%	\$517,000	5.2%
Kailua	7	35	29	20.7%	17	105.9%	\$505,000	\$447,000	\$430,000	4.0%	\$357,000	25.2%
Kaneohe	9	48	26	84.6%	39	23.1%	\$435,000	\$437,500	\$346,250	26.4%	\$361,000	21.2%
Kapiolani-University	31	78	67	16.4%	65	20.0%	\$351,176	\$324,500	\$311,000	4.3%	\$315,000	3.0%
Leeward	7	14	22	-36.4%	20	-30.0%	\$90,000	\$89,500	\$90,500	-1.1%	\$80,000	11.9%
Makakilo	6	21	27	-22.2%	28	-25.0%	\$242,500	\$262,000	\$230,000	13.9%	\$250,000	4.8%
Makiki	19	70	63	11.1%	76	-7.9%	\$338,000	\$302,500	\$300,000	0.8%	\$259,500	16.6%
Mililani	28	91	65	40.0%	70	30.0%	\$269,500	\$299,000	\$253,000	18.2%	\$281,875	6.1%
Pearlridge-Aiea	25	81	82	-1.2%	59	37.3%	\$290,000	\$275,000	\$268,500	2.4%	\$275,000	0.0%
Salt Lake	18	58	51	13.7%	43	34.9%	\$399,500	\$319,000	\$285,000	11.9%	\$283,000	12.7%
Waikiki	64	221	256	-13.7%	191	15.7%	\$292,000	\$295,000	\$281,500	4.8%	\$279,000	5.7%

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

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