



Monte D. Fitts, Realtors
The Whaler Vacation Rental Program
Maui Vacation Company

September/October 2012

TRADEWINDS TRIBUNE

MONTE D. FITTS, REALTORS
PHONE: (808) 661-8863 / FAX (808) 667-5922

WHALER'S VILLAGE, SUITE A-1
LAHAINA, MAUI HAWAII 96761

Monte D. Fitts, Realtors Celebrates Our 30th Anniversary



Thirty years ago the real estate market was as difficult as it is today. Successful real estate offices were closing, as was the one that Monte and I worked for, so we struck out on our own. On October 13, 1982, we opened the doors of Monte D. Fitts, Realtors for the first time. We were living at The Whaler and soon took a small space at Whalers Village.

Our first client was P.N.R. Morrison, a humble and unpretentious gentleman who, unbeknownst to us, began the largest independent oil company in Canada. We will always be grateful for his friendship and support from his entire family. Business after that first sale improved and we moved to a larger space in Whalers Village and added more agents and staff.

The Whaler Vacation Rental Program, which we had started from the beginning, was also growing to the point where we began to charge for our services. It continues to be very successful thanks to our dedicated and loyal staff. The ever capable **Jessica Valenzuela** heads up our rental program and is beginning her sixth year with us. Another dedicated employee is our niece, **Debbie Fitts**, who joined us nine years ago. Her professional marketing skills and excellent sales ability have played an integral part in our success. Our newest addition is **Marion Peck**. Her upbeat attitude and friendly approach provides our guests with a sense of aloha every time they contact our office.

Many of our clients have become great friends and we look forward to seeing them each time they are on Maui. Our mutual love and respect for beautiful, magical Maui keeps us in touch and on common ground. Please visit us at our office, still in Whalers Village, Suite A-1. **We are the oldest continuing company in Whalers Village**, a distinction for which we are proud.

As we celebrate our 30th year in business, thank you for making our Maui dreams come true and continued good fortune, health and happiness to you all.

Aloha and Mahalo,
Monte and Michelle Fitts

(((Stay Connected)))

www.tradewindstribune.com

Our newsletter is also blog with new information posted every week.

Facebook:

www.facebook.com/montefittsre

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HB 2078 Becomes Law

HB 2078 became law on July 10, 2012. This law requires that individual condominium owners who operate vacation rental properties but do not live on the same island as the property to

- have an on-island contact who can act on the owners behalf and assist rental guests
- Provide name of on-island contact to the Homeowners' Association
- Requires the Homeowners' Association to inform the Dept. of Taxation of all owners operating rental properties.
- Requires rental operators to display their TAT registration ID number in all website advertisements.



Put in a Good Word

The Whaler Vacation Rental Program advertises on Flip Key - one of the largest online travel sites. Please take a few moments to logon and tell the world about your experience renting from Monte D. Fitts, Realtors.

Find The Whaler Vacation Rental Program properties at: www.flipkey.com/frontdesk/view/43998/



What Our Guests Had to Say About Their Recent Stays

Whaler 1102—2 Bedroom, 2 Bath Ocean Front

My husband and I normally stay at a (hotel) on Kaanapali but decided to rent a condo for the two of us and my sister with her husband. This turned out to be a wonderful experience. The condo is just beautiful. Being on the 11th floor made the views simply incredible. We saw more whales from the balcony of the condo than we've seen in the last 5 years of visiting Maui. The location is fantastic. We were only steps away from shopping at Whalers Village and all the great restaurants there [...] The location is incredible, the wrap around balcony made for fantastic views and the comfort factor was terrific. You will love this condo.

- Bonnie & Tim, Chatsworth CA

Whaler 259—1 Bedroom, 1 Bath, - Garden View

This newly renovated unit was perfect. The 2nd floor location was very convenient, we rarely used the elevator. We have stayed at The Whaler for the last 25 years in February. We continue to stay at The Whaler because of the location, everything is very convenient, the beach is just outside the doors, restaurants and shopping next door. Our stay at was wonderfully relaxing.

- Pat Murray, Nibley, UT

Whaler 815—Studio, Ocean View

The unit was tastefully decorated and clean. We enjoyed the ocean view from the lanai and could see whales jumping! I have stayed at the Whaler many times over the years since 1981 and really don't want to stay any place else.

- Beth, Seattle, WA

Whaler 1260—1 Bedroom, 2 Bath Ocean View

Prompt & cheerful check in. Maintenance personnel were prompt when requested. Loved the washer & dryer. We wish all the units had them. Room was very clean and modern. Location is fantastic, pool and gardens were always well manicured. Enjoyed the view and tranquility on our lanai the best.

- Bob & Sandy, Alberta Canada

Travel by the Numbers

For the month ending June 30, 2012

		(2011)
Domestic Arrivals	677,218	(+11.5%)
International Arrivals	488,151	(+5.9%)
Visit Oahu only	425,482	(+14%)
Visit Maui only	122,953	(+5%)
Stay in a Hotel	428,027	(+14%)
Stay in a Condo	119,592	(+6.5%)
Stay in a Timeshare	75,577	(+15.5%)
First Time Travelers	36.8%	(+1.3%)
Repeat travelers	63.2%	(-1.3%)
Pleasure travelers	568,885	(+12%)
Honeymoon.....	55,734	(14.6%)
Getting Married.....	9,968	(-17.6%)

Conventions/ Incentives

33,518 (+30%)

Booked package

248,746 (+14.5%)

No Package

428,472 (+9.8%)



Please Welcome Our Newest Real Estate Agent



Monte Fitts Realtors is proud to introduce **Teresa Nelle** as our newest addition to our team of real estate professionals.

She has work experience with escrow companies, legal offices, and in real estate sales both in

her native Washington and as a Realtor on Maui for over 20 years.

Prior to moving back to West Maui, Teresa and her two children Philip, and Andrea lived Upcountry. She held an active sales license with an Upcountry firm, providing with her experience and knowledge in the many different areas of the island.

Teresa says, "I am looking forward to being of assistance to you with all your Maui real estate needs and the wonderful opportunity to affiliate myself with Monte Fitts Realtors. This is something I cherish as much as being able to live here on Maui, and do what I love to do."

West Maui Continues to Grow

Maui County's General Plan Committee has approved including the 600 acre Olowalu Town project within Maui's urban and rural growth boundaries, moving the 1,500 home project one step closer to construction.



Olowalu will offer a wide range of housing for all ages and income levels. From single family lots to live/work units, Olowalu homes will be dignified and close to the town center, parks and beaches.

The plans include 200+ acres of parks and open space. Stores, schools, parks, beaches and community services will be integrated within walking distance of homes. Town centers will provide business and commercial opportunities for residents to live and work in the same community.

One of the problems with the existing flow of traffic through Olowalu is that cars make left turns off the highway slowing traffic. A new approach to solving this problem is the "O-turn" It is an efficient solution that allows for easy and safe turns without interrupting the flow of traffic and is successfully being used in other states. The relocation of Honoapi'ilani Highway at Olowalu will be constructed in conjunction with the first phase of re-establishing the Olowalu Community. Visit www.olowalu.net to learn more.

Maui Real Estate Numbers at a Glance

July Year to Date—Residential

Residential unit sales 511 homes 0% change)
Median Price = 462,000 (+5%)
Residential Average Sold Price—\$719,177 (-7%)
Total Dollar Volume Sold = 367,499,288 (-7%)

July Year to Date—Condominium

Condo sales up by -4 units (-1%)
Average Sold Price = \$466,071 (-9%)
Median Price = \$350,000 (+8%)
Total Dollar Volume Sold = \$344,892,362 (-9%)

July Year to Date—Kaanapali Residential

Number of Sales: +50% [6 in 2012, 3 in 2011]
Avg. Sales Price: +16% \$1,558,383
Total Volume: 28,050,900 [30,826,000 in 2011]

July Year to Date—Kaanapali Condos

Number of Sales: +14% [100 in 2012, 88 in 2011]
Avg. Sales Price: -24% [\$619,492]
Total Volume: -14%

Honolua Ridge Masterpiece



Perched above Kapalua Resort in the Honolua Ridge subdivision, 130 Keo'awa Street is nestled on 3.52 acres that offer a spectacular panoramic view that includes both islands of Lanai and Molokai. This 4 bedroom, 4.5 bath house (including attached ohana) has approximately 3,800 sq ft of living area with approx 6,000 sq ft under roof. The home has a 2 car garage with a beautiful circular driveway entrance along with gorgeous landscaping and ample parking for guests.

The home is designed for relaxation in the Zen/Minimalist style with Japanese Shoji door/window coverings and German Nana Wall Folding Doors that recede for indoor/outdoor living. The furnishings are simple yet functional and match well with the Hawaiiana accents.

Entertain in the "Fire & Ice" living room with decorative glass fireplace or outside next to the saltwater pool and spa. All interior and exterior living areas are wired for iPod "A-Bus" surround sound system.

The large kitchen has a commercial style range with built in Teppenyaki grill plate, dual Fisher-Paykel dishwashers, and a reverse osmosis drinking water system.

This energy conscious property has:

- (2) instant-on tankless electric water heaters
- (2) 5-ton multi-zoned A/C units
- Electric drop down sun shades on front lanais and in bedroom and bathroom windows
- Pool/spa has both propane heater and electric heat pump for energy efficiency
- Australian wall-mounted laundry drying rack in garage
- All landscaping areas have automatic irrigation system
- Landscaping designed for low maintenance and water conservation
- Multiple fruit-bearing orange, lemon, lime, grapefruit and papaya fruit trees

Completed in 2008 as a primary residence, the owner of the home is a builder who managed every detail making this one of the best built residences on Maui. Offered at \$3,995,000

Tom Hill, Realtor (S)
Monte D. Fitts, Realtors
(808) 280-4015 | tomwest@aol.com

Summary of Sales Activity for The Whaler For the last 60 days

- There are **currently 28 units offered** for sale at The Whaler on Kaanapali Beach ranging in price from \$392,900 for a studio up to \$3,100,000 for a 2 bedroom, ocean front.
- So far in 2012, there have been **5 units sold compared** to 6 units sold over the same period in 2011. This year, two of the 2 bedroom units sold. There were no 2 bedrooms sold in 2011.
- Price, value, and competition continue to be the main factors in procuring a sale in this buyers market with many motivated **Sellers lowering their list prices** over the past 60 days.

Building	Unit	Date	HotSheet Type	Status	List Price	LT
Whaler II	365	7/30/2012	NEW LISTING	ACTIVE	\$392,900	FS
Whaler II	664	7/18/2012	NEW LISTING	ACTIVE	\$675,000	FS
Whaler II	957	6/21/2012	NEW LISTING	ACTIVE	\$925,000	FS
Whaler II	251	8/9/2012	NEW LISTING	ACTIVE	\$1,550,000	FS
Whaler I	411	8/15/2012	was \$1,350,000	ACTIVE	\$1,100,000	FS
Whaler II	469	7/25/2012	was \$595,000	ACTIVE	\$595,000	FS
Whaler II	657	8/2/2012	was \$975,000	ACTIVE	\$845,000	FS
Whaler II	270	7/9/2012	was \$598,500	ACTIVE	\$519,000	FS
Whaler I	624	7/17/2012	was \$749,000	ACTIVE	\$699,000	FS
Whaler II	1170	6/22/2012	was \$925,000	ACTIVE	\$750,000	FS
Whaler II	162	8/1/2012	Status to Expired	EXPIRED	\$850,000	FS
Whaler II	352	8/9/2012	Status to Expired	EXPIRED	\$3,100,000	FS
Whaler II	670	8/16/2012	Status to Expired	EXPIRED	\$1,150,000	FS
Whaler I	602	8/1/2012	Back on Market	ESCROW CANCELING	\$2,100,000	FS
Whaler II	1251	8/6/2012	Sale Pending	In Escrow	\$1,795,000	FS
Whaler II	1161	7/31/2012	SOLD	Sold - 7/31/2012	\$612,750	FS



Be the first to know!

Subscribe to the TIO HotSheet

See any new listings right away, watch as units go into escrow and follow the market as the sales close. Subscribing is easy. Visit www.whalertio.com/hotsheet and enter your

THE TIO HOT SHEET							
Time Interval Ownership of The Whaler on Kaanapali Beach							
HotSheet Date	Building Name	Unit	Status	Price	Sold Price	Closing Date	HotSheet Comments
2/4/2011	Whaler II	818 Z	ACTIVE	\$18,000			NEW LISTING
2/9/2011	Whaler I	818 S	ACTIVE	\$9,000			ACTIVE
2/11/2011	Whaler II	851 M	ACTIVE	\$65,000			PRICE REDUCED BY \$10,000
2/8/2011	Whaler I	901 I	IN ESCROW	\$74,000			SALE PENDING
2/1/2011	Whaler II	1162 E	IN ESCROW	\$33,500			SALE PENDING
2/1/2011	Whaler II	360H	IN ESCROW	\$39,000			SALE PENDING
2/4/2011	Whaler I	614 X	SOLD	\$9,000	\$9,000	2/3/2011	SOLD
2/7/2011	Whaler II	551S	SOLD	\$40,000	\$40,000	2/4/2011	SOLD
2/7/2011	Whaler II	851R	SOLD	\$43,000	\$43,000	2/4/2011	SOLD
2/9/2011	Whaler I	1012 Q	SOLD	\$32,500	\$32,500	2/8/2011	SOLD

[Click here to view Sales Summary for ALL Whaler TIO units](#)

A Taste of the Islands

Garlic Cilantro Shrimp

Ingredients

- 2 TB peanut oil
- 4 cloves garlic, chopped
- 1/2 lb. shrimp, peeled
- 1/4 tsp. black pepper
- Pinch red pepper flakes
- 1 TB soy sauce
- 2 TB fresh cilantro, chopped
- 2 stalks green onion, chopped
- 1 c. cabbage, shredded; garnish



Cooking Process

In a large wok over high heat, stir-fry garlic in oil. Add shrimp and peppers; stirring until shrimp is pink. Add remaining ingredients. Serve over shredded cabbage. Serves 2.

By: *Deirdre K Todd*

www.cookinghawaiianstyle.com

Leonard's Bakery Malasadas

Ingredients

- 1 Pkg. Active Dry Yeast
- 1 Tbs Sugar
- 1/3 Cup Water
- 8 Cup Flour
- 1/2 Cup Sugar
- 1 Tsp Salt
- 2 Cups Scalded Milk
- 1/2 Cup Butter, melted
- 8 Eggs, beaten
- Oil for frying



Cooking Process

Dissolve yeast and the 1 tablespoon of sugar in warm water. In large mixing bowl, combine flour, sugar and salt and make a well in the center. Add milk, butter, eggs and yeast mixture. Beat thoroughly to form a soft, smooth dough. Cover and let rise until doubled. Heat oil to 350 degrees. Spoon teaspoons of dough into oil and fry until browned. Drain on absorbent paper towels, then shake in a bag with sugar.

Courtesy of Leonard's Bakery

Napili Bay Breeze (or Malibu Bay Breeze)

- 3 oz coconut rum
 - 4 oz cranberry juice
 - 4 oz pineapple juice
- Combine in shaker and serve over ice.



Makes 2 servings

MAUI EVENTS CALENDAR

Ka'anapali Fresh



Fri, Aug. 31- Sun, Sept. 2 | 808-661-3271
Kā'anapali Fresh, is a new three-day summer event highlighting Kā'anapali as the premium spot for exquisite cuisine, meaningful experiences, and superb activities such as a golf tournament, Progressive Dinner from resort restaurants, coffee farm tour, a brunch at Kaanapali Beach Hotel and the Kaanapali Fresh Food & Wine Festival and more. Tickets range from \$42 for the tour up to \$150 for the Food & Wine Festival. The all-inclusive package is \$365.
www.kaanapalifresh.com

Festivals of Aloha, Maui Nui Style

Saturday, September 16, 2012 9:00 am—5:00 pm
Honors and celebrates pageantry, parades, street parties concerts, crafters, artisans and family activities. All events are open to the public. Banyan Tree Park 648 Wharf Street Lahaina
www.festivalsaloha.com

42th Annual Maui Marathon & Half Marathon

Saturday, September 16, 2012
The Maui Marathon is recognized as one of the most scenic courses in world with its point-to-point route starting in Kahului and ending in Whalers Village in Kaanapali. Lots of smaller races are planned including the Run Forrest Run Front Street Mile, Maui Tacos 5k, and multi-event Warrior Challenge. Learn more at
www.mauimarathonhawaii.com



Lahaina Plantation Days

October 18– October 20 5:00pm-10:00pm
Pioneer Mill Co. Smokestack
Thursday 6-9 pm, Fri& Sat 5-10pm
4th Annual event held on the former Pioneer Mill site. Outdoor film, historical displays and exhibits, cultural areas, restaurant food booths, a beer tent and a kid zone. Comedy duo & hosts Da Braddahs will share the stage with popular Hawaii entertainers including The Brothers Cazimero. Call 808-661-3262

XTERRA World Championship

Ritz Carlton Kapalua 1 Ritz Carlton Drive, Kapalua
Sunday, October 28 9:00am-2:00pm
The last in a series of nearly 100 off-road amateur and pro-athlete triathlon races held in 16 countries and 30+ states. The world's premier off-road triathlon, combining a 1.5 kilometer rough water swim, a 29.5 kilometer mountain bike and a 9.8 kilometer trail run best described as a tropical roller-coaster ride through pineapple fields and forests. | www.xterramaui.com

Halloween in Lahaina

Wednesday, October 31 | Front Street Lahaina
Lahaina is famous for having the biggest Halloween celebration in Hawaii. Every year over 25,000 people come to Lahaina's Front Street in Maui. Festivities include a costume contest and keiki parade.
www.lahainahalloween.com



Restaurant Reviews

Baan Thai

This great new addition to Napili Plaza and a new local favorite is a quick and easy take-out option with good value and big portions. The menu includes authentic Thai cuisine such as Pad Thai, rice dishes, soups and curries.



808-214-6470 | 5095 Napilihau Street, Napili Plaza

Italian Delight

A new addition to Lahaina Gateway Mall with Authentic Italian cuisine, pizza, pasta, Stromboli, Philly Cheese stake and more all made with fresh ingredients.



808-662-0077 | 305 Keawe Street, Lahaina

West Side Farmer's Markets

Honokowai Farmer's Market

Monday, Wednesday, Friday 7AM-11AM
3636 Lower Honoapiilani Rd, Honokowai

Lahaina Produce, Ka'anapali

Hwy 30 & Pu'ukolii at the Sugarcane Train Stop
Daily 10:00 AM– 6:00 PM
www.lahainaproduce.com



Napili Farmer's Market

Hwy 30 & Napilihau Street - mountain side
Wednesdays from 9am-12:00 Noon

Upcountry Pumpkin Patch



Featuring a corn maze and their fresh Maui grown produce, fruits, plants and flowers, Kula Country Farms invites families to enjoy their Pumpkin Patch beginning October 1st.

www.kulacountryfarms.com



MONTE D. FITTS, REALTORS

Serving West Maui for Over 30 Years

Whaler's Village, Suite A-1
2435 Kaanapali Parkway
Lahaina, HI 96761
(808) 661-8863
www.thewhaler.com

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*Winter is an etching,
spring a watercolor,
summer an oil painting
and autumn
a mosaic of them all.
~Stanley Horowitz*

Hawaii's trees don't undergo the usual fall transformation into the orange and red leaves. Instead, Hawaii has beautiful tropical colors year-round. It's always paradise!

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