



Featured Broker: *Greg Gerard, R(B)*

In 1999 when Greg Gerard, a West Hawaii resident for the past 27 years, left his management position with Bank of Hawaii to become a Realtor for Clark Realty Corporation, he discovered his ideal career.

He was an early adopter of the internet with one of the early local Realtor web sites and since has continued to embrace technology wherever possible and enjoys incorporating it into his business. He appreciates very much working with the architecture, interior design and the land. In the process he has built many lasting friendships serving his clients, still, the most fulfilling aspect of his career.

"I have to be of service and useful to be truly happy," he said. "I like to serve my clients in practical ways, geared to their needs."

With extensive career experience and in-depth

real estate education, Gerard is an asset to the buyers and sellers he represents. He ranks in the top tier of Realtors nationwide based on the designations he's earned and, his sales results and experience. He is an Accredited Buyers Representative, a member of the Counsel of Residential Specialist, a Certified International Property Specialist and a Graduate of the Realtor Institute. He also has a degree in commercial lending. Gerard has been a top-producing associate broker with Clark Realty and has also been among the top 100 Realtors in the state as published in Hawaii Business Magazine.

Gerard's life and financial experience help him negotiate effectively for the best outcomes, whether representing a buyer or seller.

In addition to his qualifications, Gerard offers an enjoyable and informative approach to sales and treats those he works with like extended ohana. He appreciates the Hawaiian culture and subscribes to the Hawaiian principle of "kunaole", which means doing the right thing, in the right way, at the right time, in the right place, to the

right person, for the right reason, with the right feeling the first time. With this in mind, he acts in his clients' best interests. He said, "The client is far more important than the commission."

Most of his business comes by referrals from business associates or from clients whom he has helped in the past, and most of the people Gerard serves share his passion for a friendly, sometimes funny, yet professional approach to excellence outcomes.

Gerard has, for the most part, lived in uniquely beautiful surroundings all his life and feels right at home among the people and beauty of Hawaii. He enjoys finding homes for local and mainland families and helping them realize their dreams. He handles a wide range of properties from affordable to luxury or resort residences and of course the classic coffee shack from time to time.

"We really have a very wide ranging wonderfully complex diversity with so many facets here on the Big Island which makes living and working here very interesting. It's very stimulating and enjoyable to live here with aloha."

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 Designations: ABR, CIPS, CRS, GRI Online: LivinAloha.com

West Hawaii Real Estate

"Live Big."

- 3: Featured Broker
Greg Gerard, R(B)
- 4: Featured Home
Holualoa Residence

- 6: MLS Statistics
Sales by price range
- 10: SOLD!
June 17 through 29

- 12: Featured Community
Keaouou View Estates
Mercedes DeCarli

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