

## ROB KILDOW: *Hualalai Realty*

FROM BREWMASTER TO PRINCIPAL BROKER AND DIRECTOR OF SALES, ROB KILDOW HAS HELPED ESTABLISH HUALALAI REALTY AS THE PREMIER RESORT COMMUNITY IN HAWAII

### HOW DID YOU GET YOUR START IN REAL ESTATE?

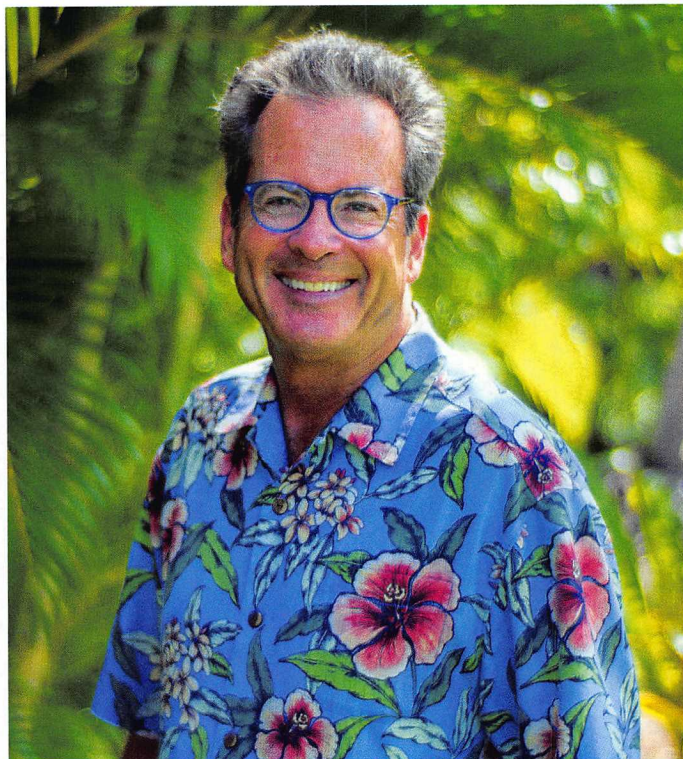
In my early twenties, I had what I thought was the perfect job, working in the brewmaster program at Olympia Brewing Company. One of my daily assignments was to taste various beers from around the world. How could life possibly get better? Fortunately, my racquetball partner was selling residential real estate for a local company, James W. Hodges, Inc., and he convinced me to meet with the founder. I still remember that meeting - his "close" on me was the phrase "unlimited income potential." I decided to give it a go.

### WHAT PATH HAS YOUR CAREER TAKEN?

I was fortunate to have early successes, and three years after joining the firm I was part of a small group that purchased the company from the founder. Shortly thereafter, I became President/CEO of the company. We grew to three offices and 100 agents, built 1,100 homes, and established our commercial division as a leader in our market. Twenty-two years later, I was ready for a change. I had been talking with my old racquetball partner about my desire to "semi-retire" and he asked if I'd like to help launch a new 1,550-acre private golf community on the South Kona Coast. I was flown to Phoenix to meet with the principals, then to Hawaii to look at the site, where I called my wife to tell her we were moving. As you can imagine, she was thrilled. I flew home and informed my partners that it was someone else's turn to be president, then left my hometown for Kona, to become the Director of Sales at Hokuli'a. While at Hokuli'a my wife and I purchased a villa at Hualalai Resort, a world class resort community on the North Kona Coast. Shortly after purchase, the ownership group at Hualalai asked me to run their real estate program. We had lived at Hualalai for three years, and I agreed to give them another three years. This December will be 13 years. Hualalai is truly one of the most remarkable communities in the world and I'm very proud of our sales team's accomplishments. In the last 13 years, with four agents, we have closed 485 transactions worth over \$2,000,000,000, with an average sales price of \$4,125,000. I'm happy I gave up the chance to be a brewmaster!

### WHY IS YOUR COMPANY SUCCESSFUL?

Resort sales differ from general sales, especially second home resort sales. With general sales, you build a wonderful organization, create a great brand, and execute. In resort sales, you need a solid organization and brand, as well as a brand for the resort itself. When marketing a project that's located furthest from any land mass in the world, you have to be very strategic on how to publicize it. There are a number of very attractive homes throughout the state, but the key is how you execute a vision and put it together so it moves, in unison, with one voice, one sense of place. That is what makes Hualalai stand out.



### WHAT ARE YOUR FAVORITE PARTS OF YOUR JOB?

Over 1,100 people show up daily at Hualalai and work their hearts out. I love when I have the chance to speak to large groups, thanking them and reminding them they're a very important part of my sales team. Honoring their commitment is what inspires me to give everything I have every day. Our successes in sales are linked to job security for all. We are all one Ohana (family). Oh, and commuting to work in a golf cart and wearing shorts every day ranks up there too!

### WHAT DO YOU ENJOY DOING OUTSIDE OF WORK?

I'm a cyclist, golfer, wine collector, gym rat, heli-skiier, paddler, hiker, and enjoy cruising through the San Juans and Canadian Gulf Islands. I like traveling, but I am always happy to return home. I love wonderful meals shared with friends. I'm appreciative to be part of organizations focusing on education, health, helping others who need a gentle hand, and I support the Hawaii Island Humane Society. So much for semi-retirement.

**For more information** about Hualalai Realty and their properties, please visit [LuxuryRealEstate.com](http://LuxuryRealEstate.com) or [HualalaiRealty.com](http://HualalaiRealty.com).