EXHIBIT W-2

MAUI RENTAL MARKET

AFFORDABLE RENTAL HOUSING STUDY UPDATE, 2014

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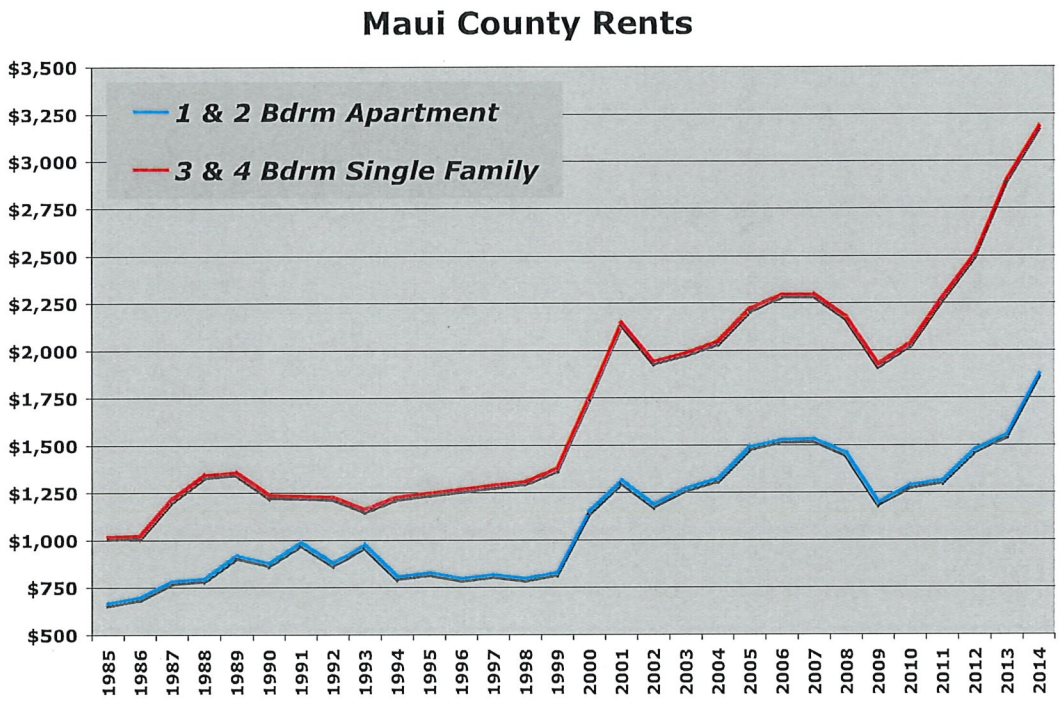
Affordable Rental Housing Study Update, 2014



FOR:

Department of Housing and Human Concerns

County of Maui

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I. INTRODUCTION OF RESEARCHER & SCOPE OF WORK

Ricky Cassiday is a market researcher who specializes in analyzing residential real estate markets and has been retained to perform a study analyzing the rental and for-sale housing market on the island of Oahu. This study focuses on the historical, current, and projected rental market conditions and trends to help forecast the depth and breadth of the need on the island for housing, both rental and for-sale.

The data and statements herein are based on independent research by Ricky Cassiday and are in no way contingent upon outside findings or recommendations. He focuses exclusively on residential market research in the state of Hawaii, servicing the developer, lending and landowning community with regular reports on the housing markets. Additionally, he conducts numerous feasibility studies, including the for-sale and for-rent affordable housing projects – to date, 32 on Oahu, 5 on the Big Island, 4 on Maui and 7 on Kauai.

The author makes every effort to verify that all of the information in the study and in particular the market description and analysis is accurate, but is aware that 100% accuracy is unlikely. Finally, the analysis and statements herein are based on independent research by the author.

II. SCOPE OF WORK

The general objective was to update the 2011 Rental Housing Study, and in doing so, to address current needs. The RFP was written as follows:

1. Provide updated rental housing information using data from existing sources including the U.S. Census, American Community Survey, reports on homelessness, newspapers, and online advertising for rental properties.

2. Provide analysis of information and data and assess future rental housing needs by county and where possible, by specific community or neighborhood area:

    - Describe the rental housing market, including a comparison of the overall rental market with recently developed projects that have been financed in part with public funds;
    - Compare renter and owner household and housing characteristics, including condition, extent of crowding, extent of cost burden, etc. in ACS and Census data;
    - Identify changes from the previous Study data (e.g., rental housing supply, costs, conditions, etc,) and possible public policy implications;
    - Describe housing trends;
    - Identify emerging issues; and
    - Assess future rental housing needs for seniors and family households by community or neighborhood area, and by income group, specifically 30, 50, 60, 80, 100, 120 and 140 percent of area median income (AMI, as determined by the US Department of Housing and Urban Development, or HUD).
    - To the extent feasible, provide Rental Housing information and analysis by race (i.e., Native Hawaiian and Other Pacific Islander alone).

The study entailed collecting, comparing and analyzing information that has a bearing on the numerous aspects of market demand for rental housing in the state and the county, including but not limited to publicly available real property, economic and commercial data. Rental information was collected from rental agencies, condominium resident managers, and the classified ads on-line with Craigslist, Rental Jungle, and other services, as well as in the Sunday Star Advertiser.

Income and demographic information was obtained from the State of Hawaii, City and County of Honolulu, Bureau of the Census, Ribbon Demographics and CLARITAS, a Nielsen Company.

The study will address these items and issues, but in an analytic format. It will be starting with an overview of the housing market and the factors that drive it, and then begin drilling down from there to talk about the rental market.

In doing so, it will look at the rental market, in terms of supply and demand. These will be the major components of the study.

The first to be described, analyzed and discussed will be supply of rental housing using updated rental data, as called for in the RFP, which originated in Craigslist. The data will be presented twice: the first being just the recent data, as performed by this researcher; and the second being putting the recent data into a historic context, using the data series developed over decades and presented in the Hawaii Housing Study Update.

This will be followed by a description, analysis and discussion of the demand for rental housing. This will focus in on the demographics of market demand and look at it by renters, by age group and by income group. It will illuminate the present condition of rental housing demand and make a projection as to conditions in the future. It will specify data by AMI for seniors and family households, as mentioned above, for the 30, 50, 60, 80, 100, 120 and 140 percent of area median income (as determined by the US Department of Housing and Urban Development, or HUD).

In both, there will be a discussion as to the source of the data, the process of collecting, compiling and presenting the data, both current and historical, and finally a note about the accuracy of the data in reflecting the reality of the market. This will speak to the integrity of both the Craigslist and Census data.

Finally, there will be sections that address the other items in the RFP:

- Looking at the overall market in the context of recently developed projects;
- Looking for distinctions between renter and owner housing characteristics, including quality, crowding and costs; and
- Looking at changes and trends since the last study and before, both mentioned in that study and not.

STUDY LIMITATIONS: Due to budgetary limitations, we could not produce and analyze rental demand below the level of the county, i.e., down to the specific community or neighborhood area. While the data exists, the collection and analysis called for went beyond the resources we were able to allocate to this study. By the same token, we were unable to descend to the level of looking at the demand for rental housing by race (i.e., Native Hawaiian and Other Pacific Islander alone).

III. MARKET DEFINITION & DESCRIPTION

A. MARKET AREA

Maui County is the third largest county in the state, as ranked by population and economic activity, behind the City & County of Honolulu (Oahu) and the Big Island of Hawaii. Historically, Maui- Lahaina - was the original port of the nation of Hawaii, as well as the first resort area in the state. Maui has since grown into the state's second largest tourist destination, thanks to the major resort areas in West and South Maui.

Agriculture, specifically sugar cane and pineapple crops, had been the historic mainstay of Maui's economy starting in the 19th century. However, high costs and third world competition gutted those businesses, and, in their place arose Diversified agriculture (macadamia nuts, vegetables

and flowers). The tourism and service industries replaced agriculture as the driver for the county's economy. The visitor industry encompasses three primary destination-resort master planned communities, several similar vacation oriented communities, and the ancillary businesses of real estate, retail, restaurant, service and travel industries. With the growth of tourism, the population growth was stimulated, rising almost 75 percent since 1975.

Today, it has one of the strongest brands in the global visitor industry, as well as a somewhat diversified economy, at least relative to the other neighbor islands in the state (with agriculture, services and high technology being the other mainstays). That said, the main driver on the island of economic activity is money spent by visitors and homeowners from outside the island on recreation or lifestyle. Indeed, like the rest of the state, the county's economy's comparative advantage involves a very high quality of life, relative to the rest of the world, including resorts and second home communities.

This quality of life, both for visitors and residents alike, is based on the number of unique advantages that Hawaii has relative to other visitor or second home locations: it's in America, it's socially safe, politically stable, under American jurisprudence. Additionally, it is naturally beautiful, with a benign environment and near perfect climate. Indeed, the proof of its attractiveness can be found in the quality of the number of 'rich and famous' who have bought in Hawaii, starting with Lawrence Rockefeller in 1960 (followed by John Wayne, Paul Allen, George Harrison, Peter Gruber, George Roberts, Charles Schwab, Michael Dell, Ben Stiller, Oprah Winfrey, Akio Morita, Michael Creighton, Mark Zuckerberg, etc.) .

Maui has three major resort destinations:

- **Wailea/Makena**, a 45-minute drive from the Airport, runs along the South Maui coastline, with Haleakala Mountain and, open pastures lands above and the extraordinarily beautiful Maalaea Bay below.

- **Kaanapali**, along the western shore, 10 miles south of Kapalua Airport, was once the favored area of Hawaiian royalty and today hosts one of the largest percentage of accommodations, shops and historical sites in a single destination.

- **Kapalua**, also along the western shore, 10 miles north of Kapalua Airport, was once a working pineapple plantation and now has two major hotels and a significant residential population.

The majority of the primary housing development is located in Central Maui, within the Kehalani and Maui Lani master planned communities. There are several secondary sources of housing activity, in and around Wailuku, Kihei and Upcountry.

Second home development is a major component of the housing development on the island, accounting for around 25-30% of total sales and 50-60% of the gross revenues (on average, 2003-2013).

Sales records show that upwards of 60% of the condo sales on Maui went to out of state buyers. Census records have shown that a quarter of Maui County's housing stock and more than 40 percent of housing in West Maui did not house residents in 2000. Thus, while the Census categorizes these units as "vacant," they may be actually rented to vacationers, reserved by owners as a second home, or both. Demand in the housing market hence comes from residents, investors, and non-residents. As a result, the average prices for the various types of dwellings mentioned in this study do not accurately reflect residents' ability to pay for housing.

Historically, the Wailuku-Kahului market has appealed to local residents, who are owner-occupants or investors, which is consistent for Kehalani (and inconsistent for neighborhoods further south, such as Kihei, or the resorts of Wailea, Kaanapali and Kapalua where buyers are mainly off-shore second home purchasers).

B. HOUSING CHARACTERISTICS

The following are highlights from the 2013 American Community Survey 1-Year Estimates:

- Hawaii's **median housing value** increased from $496,600 in 2012 to $500,000 in 2013. This increase, however, was not statistically different. Hawaii remained #1 in the ranking with the highest median housing value in the U.S.

- **Median housing value** was the highest on Oahu at $573,800 in 2013, followed by Kauai County at $498,300. Median housing value on Maui was $471,800 while Hawaii County had the lowest median housing value at $291,900 in 2013.

- The **median housing costs for owners with a mortgage** fell slightly from $2,273 in 2012 to $2,220 in 2013. This difference was not statistically different.

- **Median housing cost for owners with a mortgage** was the highest in Honolulu County at $2,362 per month in 2013, followed by Maui County at $2,261 per month, Kauai County at $2,022, and Hawaii County at $1,637 per month.

- Oahu renters paid the highest **median rent** in 2013 at $1,535 per month, followed by Maui County renters at $1,292 per month, Kauai County rents at $1,281, and Hawaii County renters with the lowest rent at $1,017 per month.

- Hawaii County had the highest **homeownership** at 66.0% in 2013, followed by Kauai County at 61.7%. Maui County had a homeownership rate of 59.1%, while Honolulu County had the lowest homeownership at 53.2%.

- An indicator of **crowding** is the percentage of occupied housing units with 1.01 or more occupants per room. In 2013, Hawaii ranked #1 in the nation with 8.8% of our households statewide residing in crowded conditions.

IV. THE ECONOMIC BACKGROUND

Simply put, real estate sales and values move closely in synch with an area's economic growth, and the mechanism by which this growth occurs is via rising incomes and higher job counts. Both feed directly into demand for housing.

In the short run, economic growth is determined by trading activity, the most important of which is the level and balance of trade between the area and it's major trading partners. In the case of the state, the major trade is in recreational goods and services, the largest of which is the visitor industry. The health of this industry is tied to the health of the economies that send visitors to the state.

In the longer run, economic growth is also determined by population changes (both migration and demographic) and lifestyle preferences.

We start by looking at the economic outlook for the state, which will be closely followed by examining the residential market. Both the state's economy and the state's residential real estate market are affected by the global and national economy, as well as the national real estate market.

As the state's major industry is tourism, the major trading partners here would be the US, Canada and Asia on the international level: then California, and the west coast states, on the national level: and finally on the state level. As such, we examine the economic health of these trading partners in order to get an understanding of their ability to trade (send visitors, home owners and capital funding) with the state, currently and for the future.

A. GLOBAL ECONOMY

The overall global economic forecast by the International Monetary Fund (IMF) earlier this year noted that the recovery had solidified, but the unemployment and underemployment has remained stubbornly high. It said financial conditions are improving, and those risks have shrunk meaningfully, but with a chance of a fallback in economic activity (a double dip). The advanced economies have been repairing their public and financial balance sheets, which would then act to stimulate more employment. The emerging markets need to beware of overheated economies, financial markets and property markets.

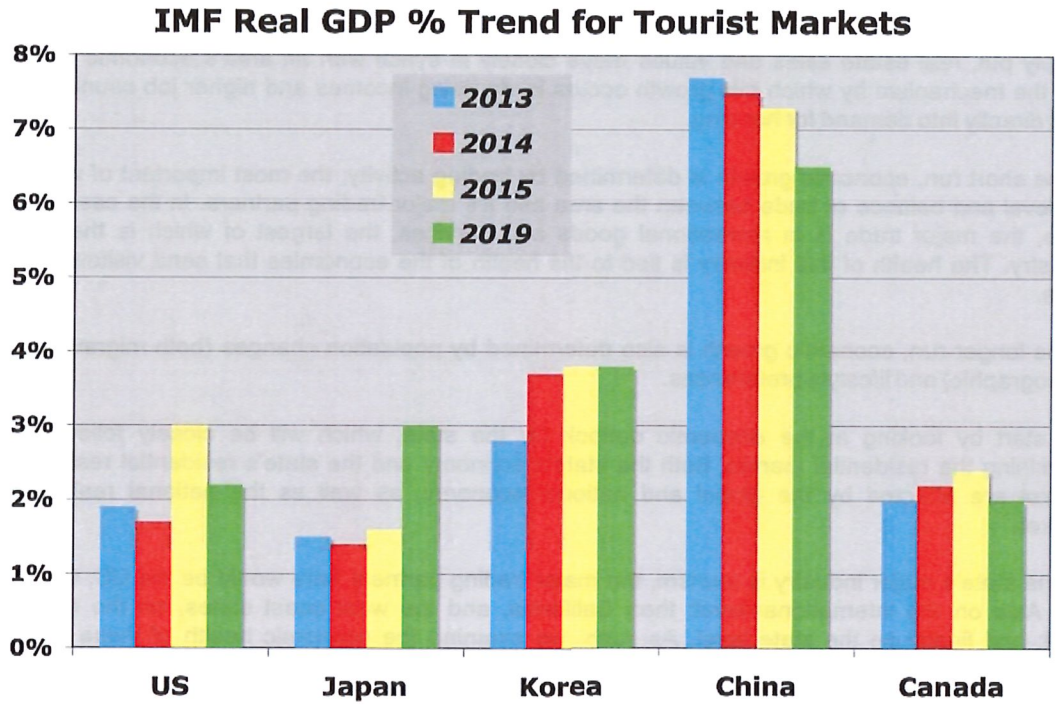

Figure IV-1. IMF Real GDP % Trend for Tourist Markets

The IMF predicted that if the advanced economies continue to repair their public and financial balance sheets, and stimulate employment, and if emerging markets do not overheat their economies, global financial markets and property markets will continue to grow. Indeed, this is what seems to be happening, as witnessed by the willingness of the US Federal Reserve Bank to begin to talk to the markets about reducing their support of low interest rates.

B. UNITED STATES

Per the IMF, the US economy is projected to grow by 2 percent in 2014, as firmer private final demand takes the burden to stimulate the economy off of federal fiscal policy. More and more, the risks to the economic outlook are abating - the recovery in housing prices and the slight growth in the job market are big positives looking ahead. Given the slack in the economy, inflation is expected to remain subdued, but then so is consumer purchasing power generally.

That said, the key markets for Hawaii, the higher income households and the West Coast, are well positioned to spend more and more of their discretionary income on vacationing, particularly to the neighbor islands.

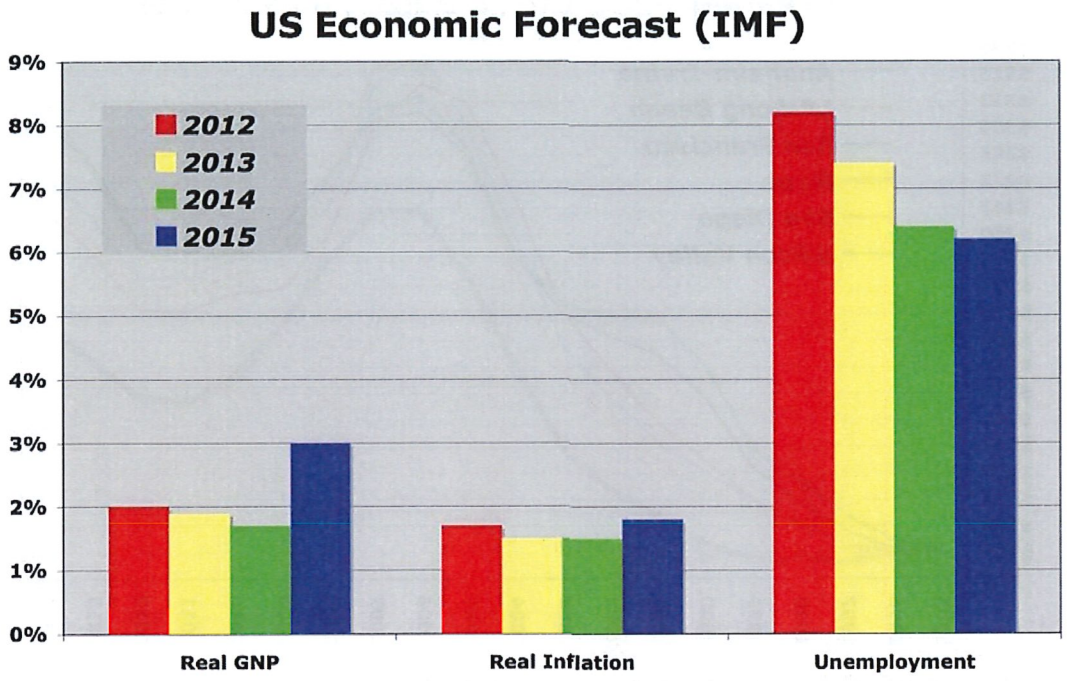

Figure IV-2. US Economic Forecast.

Looking ahead, the IMF expects the US economy will continue to see rising economic activity (in inflation adjusted real terms). An improved US economy is manifested in terms of higher visitor industry revenues, which itself feeds the demand for second homes. The state's, and the county's major source of second homebuyers is California.

C. CALIFORNIA

Like the rest of the nation, California has been saddled with negative and near negative economic growth, since 2007-2008. However, as of September 2014, the state's economic fortunes have rebounded, with the state GDP forecast to move higher: Real income growth is positive and increasing, as have housing prices, and job creation, while somewhat sluggish, finally topped its July 2007 peak for non-farm employment (as have two other major sources of Hawaii tourists and second home buyers, Colorado and Washington).

Further good news is that the major negative drag over the last 4-5 years on the economy – housing - has significantly turned around, with sales, prices and new homes production all positive. This is of particular import to the county's visitor industry, and therefore the overall economy and real estate market.

As seen in the next few charts using statistics on the prices of single-family homes across the nation (from Federal Housing Finance Agency), the areas where those visitors (and then, second home buyers) live have enjoyed rising home prices the last three years. Better, there's a positive correlation between the county's housing prices and those municipalities where visitors and resort homebuyers originate.

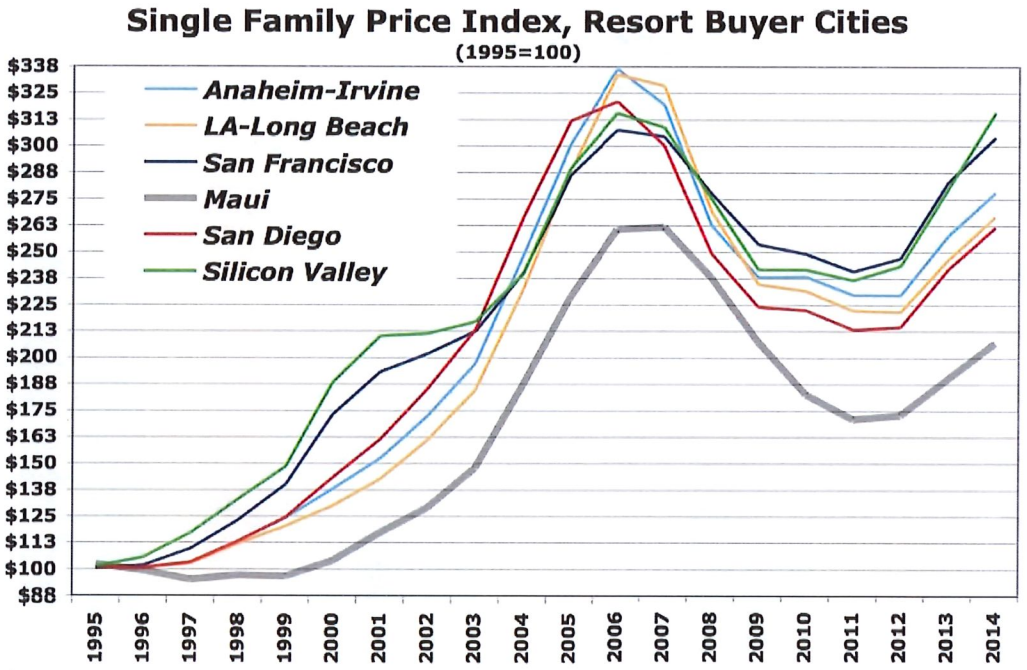

Figure IV-3. Single Family Price Index, Resort Buyer Cities (1995 = 100).

Finally, the following chart shows that the price trends in comparable visitor oriented cities on the mainland are trending upward.

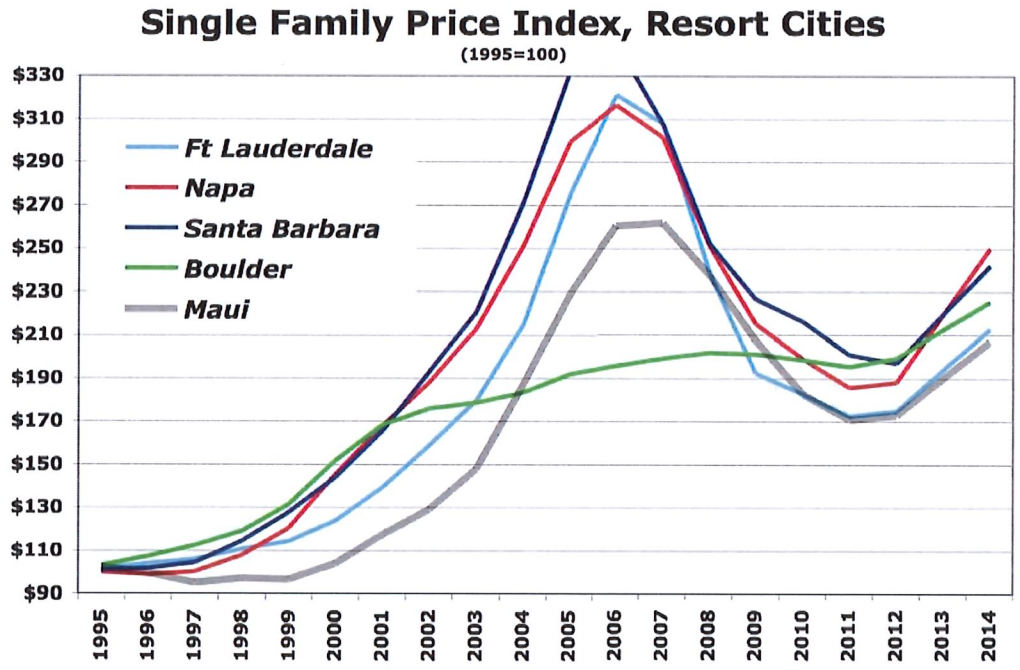

Figure IV-4. Single Family Price Index, Resort Cities (1995 = 100).

D. HAWAII STATE

According to the state economic forecasters at DBEDT, Hawaii's economy continues to grow strongly in 2014 at an accelerating rate and continue into 2015. They expect that the growth in the state's economy will outpace that of the nation.

The state has a very low unemployment relative to the rest of the nation, thanks to a resurgent demand in the visitor industry, the major engine of economic growth.

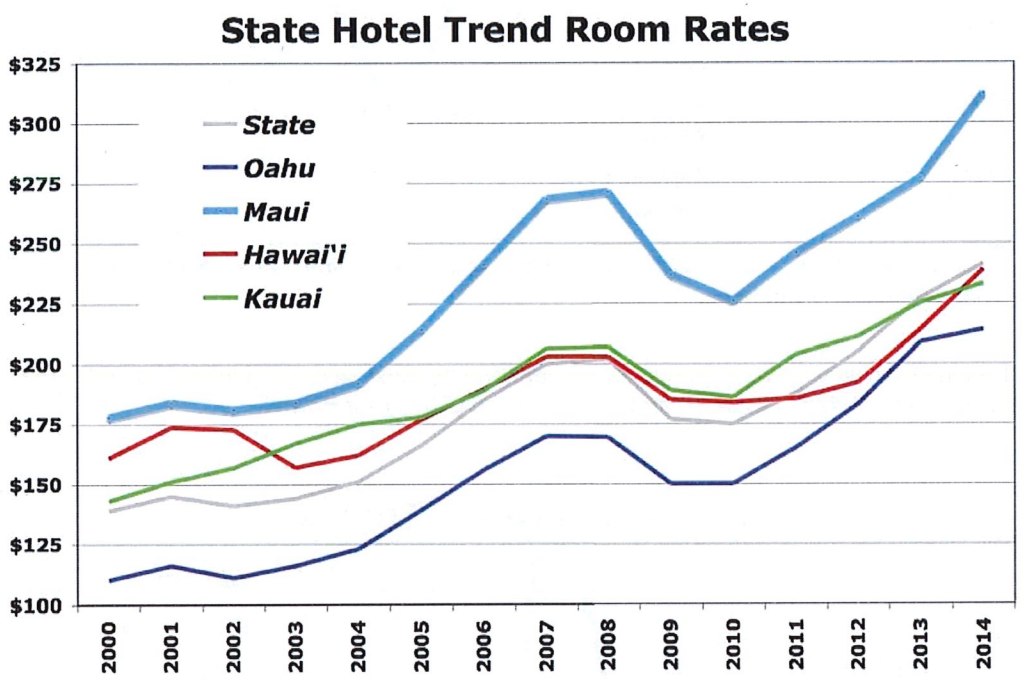

Figure IV-5. State Hotel Trend Room Rates.

Per Hospitality Advisors LLC and Smith Travel Research, the visitor industry is well into a recovery that started in 2009-2010. Currently, it is into the stage where the rise in rates has begun to have a negative impact on occupancy. The question going forward is when this tips the industry into declining total revenues.

This balancing act will go on until there is a fundamental change in the macroeconomic health of Hawaii's major trading partners in this industry: the western part of North America, the large nations of Asia and the emerging economies of Asia.

The importance of the visitor industry to the real estate market of the State is that it is the driving force behind generating potential buyers and driving them to a developer's model complex. Thus, Hawaii's economy depends significantly on conditions in the U.S. economy and key international economies, such as Japan.

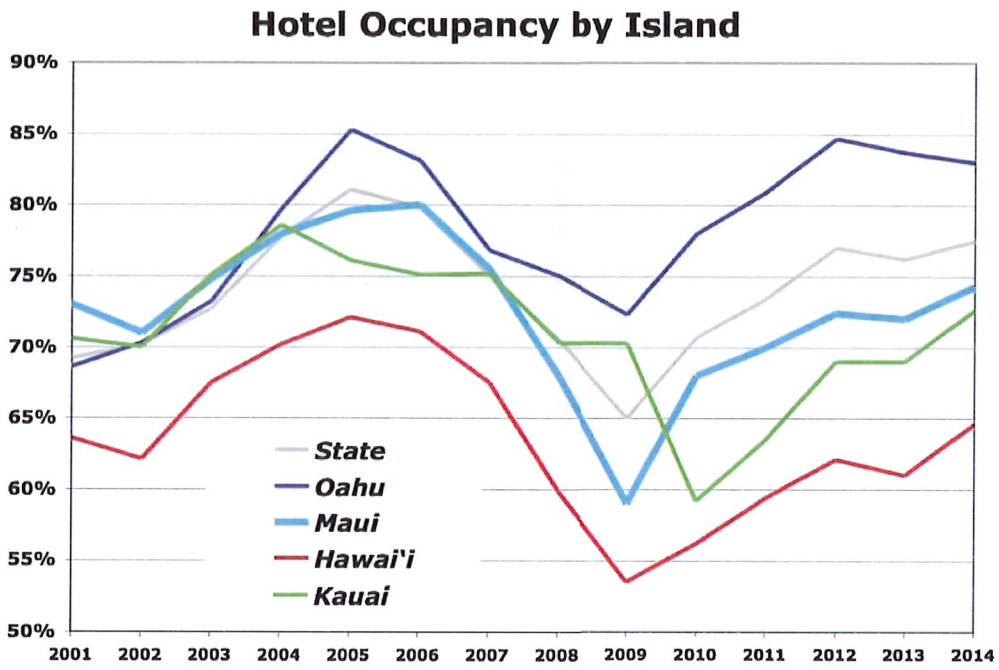

Figure IV-6. Hotel Occupancy by Island.

The following chart shows the forecasts for this year and the next, according to the ECONOMIST Magazine's forecast group, UCLA Anderson School and DBEDT for Hawaii.

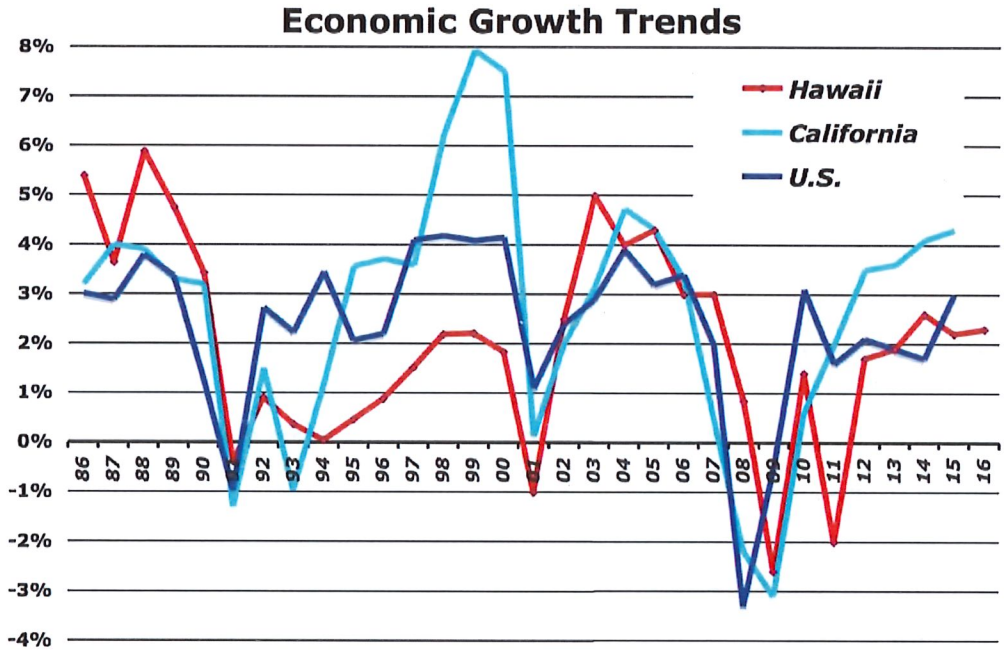

Figure IV-7. Economic Growth Trends.

E. MAUI COUNTY

The Maui economy and its real estate market both are volatile and act in tandem (as seen in charts below). Their cycles are typified by multi-year periods of mounting activity or market demand (leading to hyper appreciation) followed by fall-offs. Most of this is due to external factors, such as the cost of financing and the demand for recreational goods and services (hotel rooms and transportation, for example) from the major offshore economies (mainly West Coast of North America and Japan).

The volatility of this market is also due to supply constraints on economic activity in general and housing production in particular. These constraints are due to a limited island resource base (land, labor and capital, as well as other natural resources).

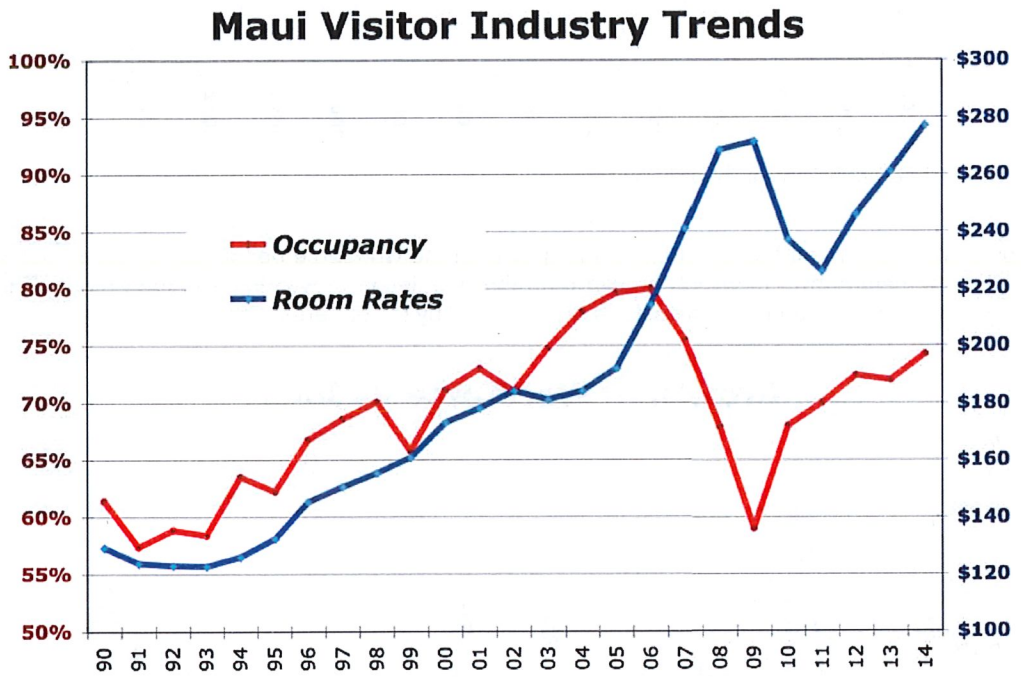

Figure IV-8. Maui Visitor Industry Trends.

Currently, Maui is rebounding strongly out of a long and drawn out economic down cycle, thanks to a boom in tourism. This is confirmed in both the room rates and occupancy percentage, and can be seen again in the rise in county tax revenues from both the room tax and the general excise tax. This is leading to a recovery/growth in other sectors of the economy, notably business services, hotels/restaurants/retail and health care.

Thanks to the visitor services activity, the county's unemployment rate has dropped significantly over the last three years, while job counts have increased over the same period.

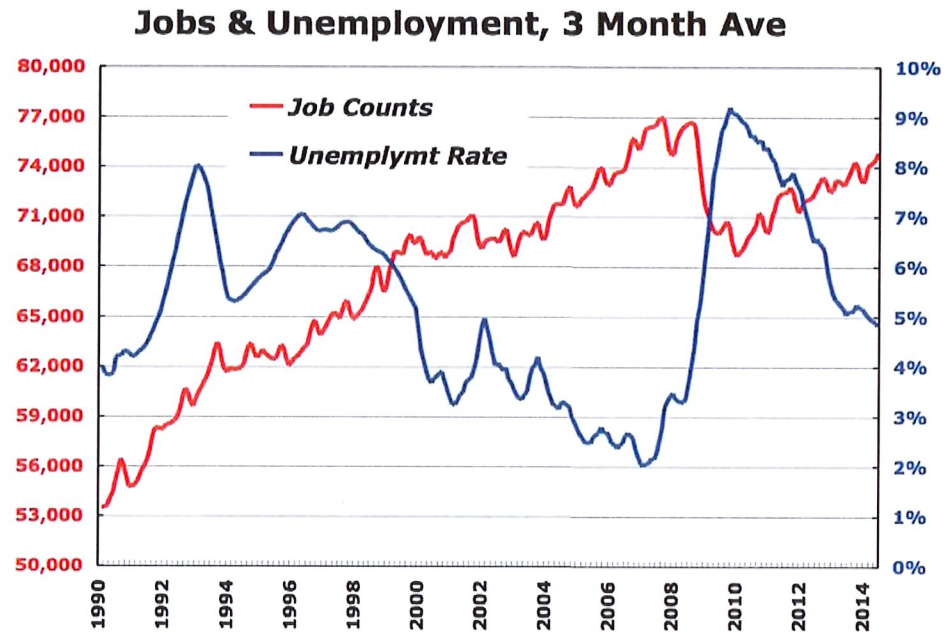

Figure IV-9. Jobs & Unemployment, 3 Month Ave.

The growth in employment has outstripped the growth in the workforce population, as seen below (the positive percent shows more job growth than the population of working age individuals. This will lead in higher in-migration, as job seekers are attracted by job opportunities.

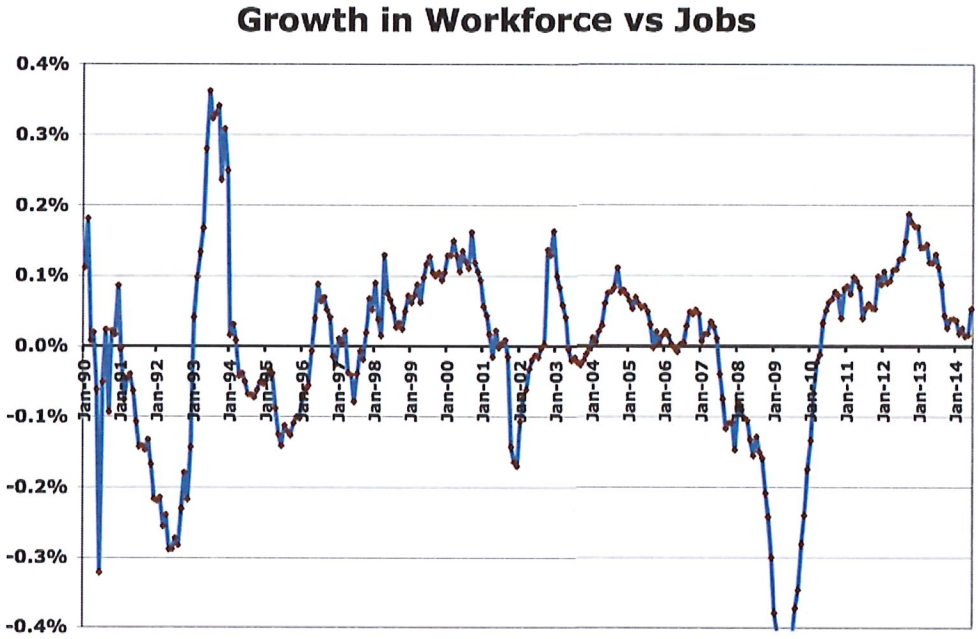

Figure IV-10. Growth in Workforce vs Jobs.

This in-migration of working age individuals will put pressure on the housing sector, including the rental housing segment. As seen in the following charts, a rise in activity in the visitor industry leads to a rise in residential permitting – in general., but not the case this cycle for Maui.

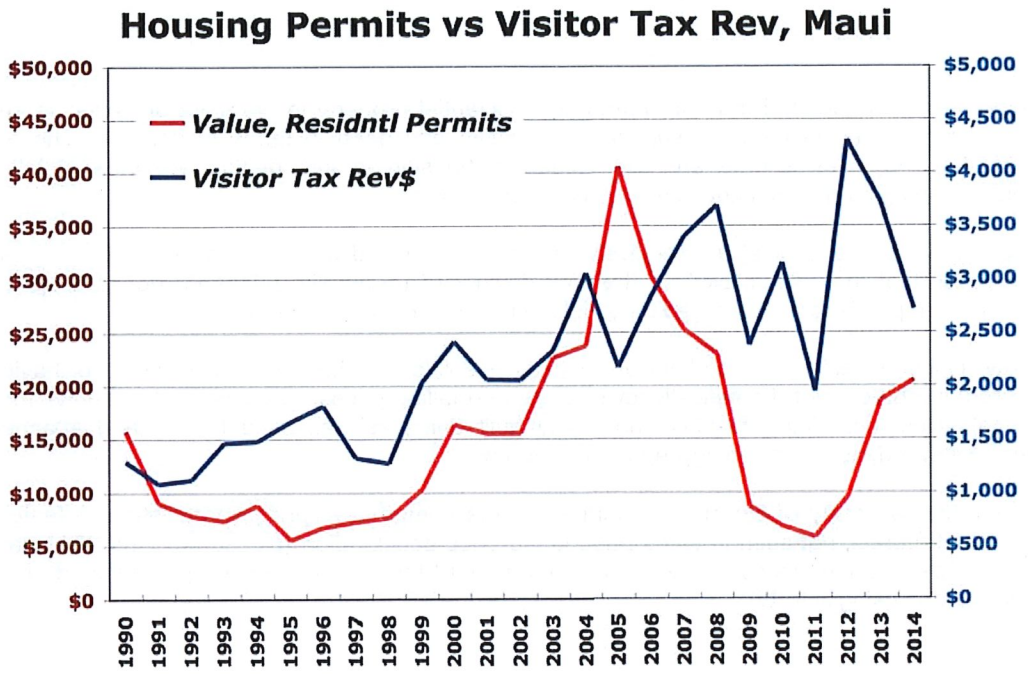

Figure IV-11. Housing Premits vs Visitor Tax Rev, Maui.

On the other hand, visitor industry revenues are positively correlated to residential activity, and the ongoing rise in this industry bodes well in the future for housing demand and construction on Maui. This is even more apparent when looking at this on the state level, per the following chart.

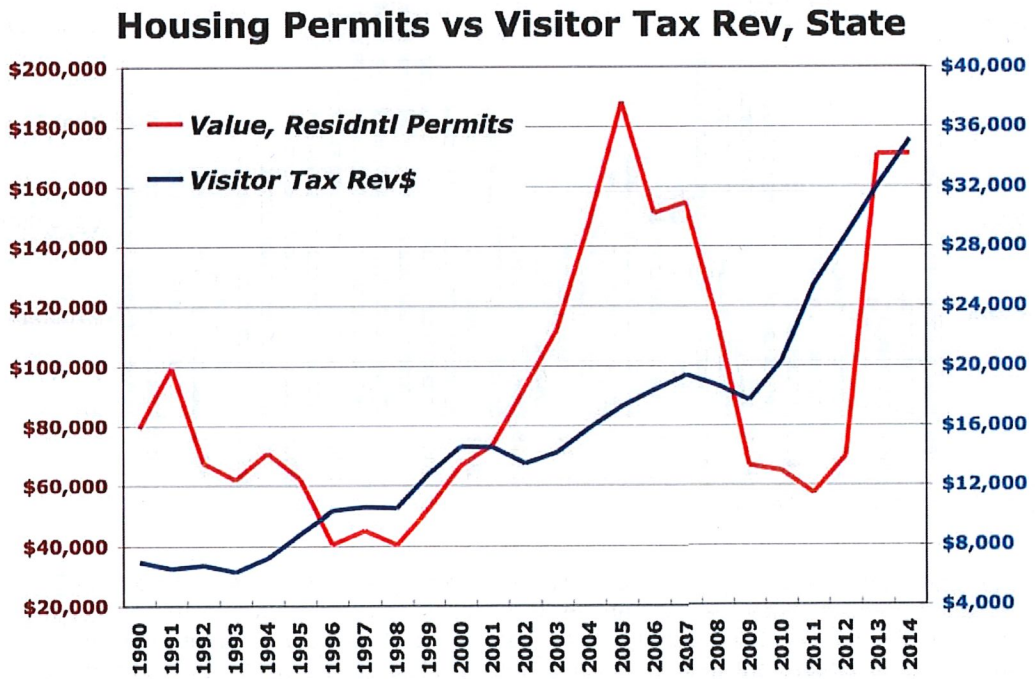

Figure IV-12. Housing Permits vs Visitor Tax Rev, State.

V. STATE HOUSING MARKET

It is important to understand that the market for residential property in the state of Hawaii is and has been constrained in terms of supply, and flexible and deep in terms of demand. The net result is that the sales activity and the values of housing in this market are often volatile, especially in an up market, but not as much in a down market.

Of note is how values (prices) are relatively free and uninhibited when the market is on the way upward – but that they are 'sticky' on the way downward (generally, prices do not give up the whole of their appreciation, but instead they 'hold' on to accumulated values).

Currently, Hawaii's residential markets are in the consolidation phase of the down-cycle, having gone through 5-6 years of dramatically lower sales and falling prices. The chart below shows total residential sales (combining resales and newly built units, as well as detached and attached housing) statewide, as well as an aggregate price index.

It confirms the cyclicality of the market, particularly the compressed price appreciation. A feature of the current market, not seen in times past, is the price deceleration (please note the 2014 data point is a personal projection, using data through October 2014, showing continued price appreciation and rising activity)

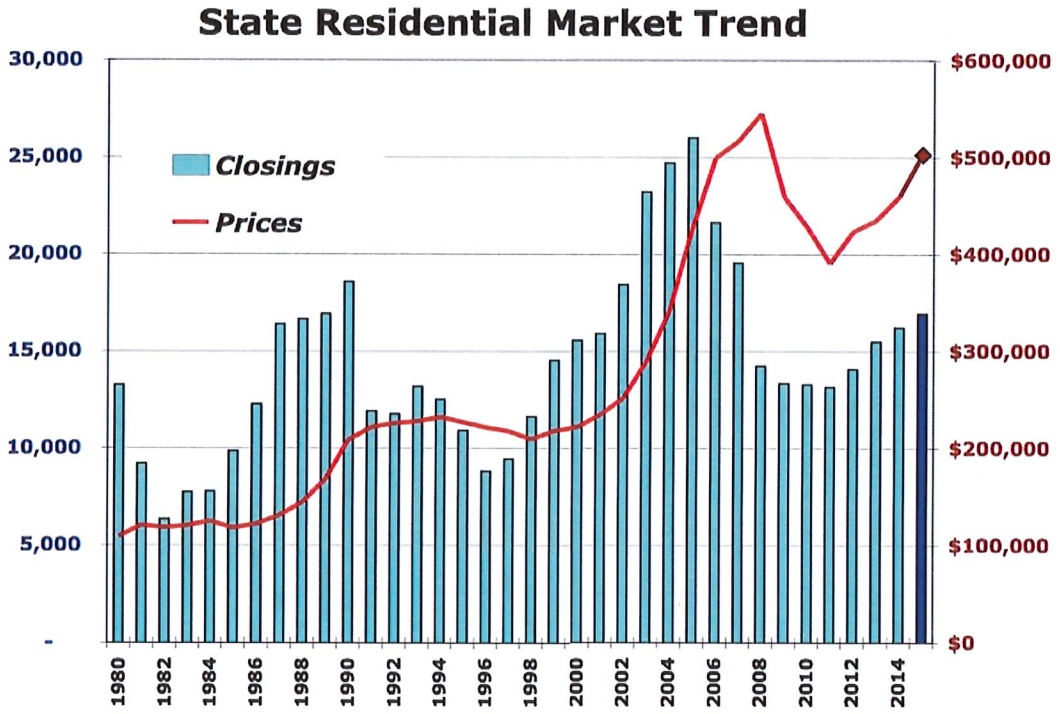

Figure V-1. State Residential Market Trend.

The charts and tables in this section are dawn from proprietary data, compiled from MLS, TMK and developer sources. They take the above 30 years of data from 1980-2010 and summarize the swings in the market sales activity and sales prices. This data includes new and resale housing sales and prices, drawn from each of the county's Board of Realtor's Multiple Listing Service database and the Bureau of Conveyance's data on closings. The pricing data is also from

the same source, and is used to construct various pricing indexes by combining that data (i.e., state, county, product type, resale vs. developer new unit, etc.).

Table V-1. TOTAL SALES ACTIVITY CYCLES, TERM AND CHANGES STATEWIDE

Period	Term	Start Sales	Finish Sales	Change, Unit Sales	Change, %ages
1982-1990	8	6,341	18,557	12,216	193%
1990-1996	6	18,557	8,801	-9,756	-53%
1996-2005	9	8,801	26,005	17,204	195%
2005-2011	6	26,005	13,235	-12,770	-49%
2011-2014	4	13,235	16,235	3,000	23%

It shows that the up cycle, 1982-1990, lasted 8 years, and saw an increase in 12,216 sales, or a change of 193%. It then saw a down cycle, lasting 6 years, losing almost 9,800 sales, or a falloff of 53%.

Generally speaking, the up cycles last 2-5 years run longer than the down cycles, and show 3-4 times more change (in this case, the growth cycle 1996-2005 of 195% is three times greater than the -49% deceleration in the following down cycle, 2005-201109).

Turning from sales activity to the price index changes, the following table analyzes the price cycle over the last 30 years. It shows that price wise the first up cycle was 1985-1994, lasted 9 years, and saw the index for prices grow 97%. Following that, the down cycle saw prices retrench -9.9% over 4 years.

Table V-2. TOTAL PRICE CYCLES, TERM AND CHANGES STATEWIDE

Period	Term	Start Price	Finish Price	Change $	Change %
1985-1994	9	$117,800	$231,966	$114,166	97%
1994-1998	4	$231,966	$209,027	-$22,939	-9.9%
1998-2008	10	$209,027	$545,254	$336,227	161%
2008-2011	3	$545,254	$389,089	-$156,165	-29%
2011-2014	3	$389,089	$459,000	$69,089	18%

Then, the time it takes for pricing to go from trough to peak is longer than the time it takes to do the reverse, to go from peak to trough. As seen in the table, it takes 9+ years for the total move to happen on the upside, as opposed to 3-4 years going downwards.

Next, we look at total sales of all (single family and multifamily, newly built and resale) residential property in the state. Last year, 2013, there were 14,103 units sold (both SF & MF, and Resales & Newly Built). Of this, 10% were newly built, or 1,468 units) and the remainder were resales.

For the new homes segment, this was one of the lowest shares of market ever, as seen in the next chart.

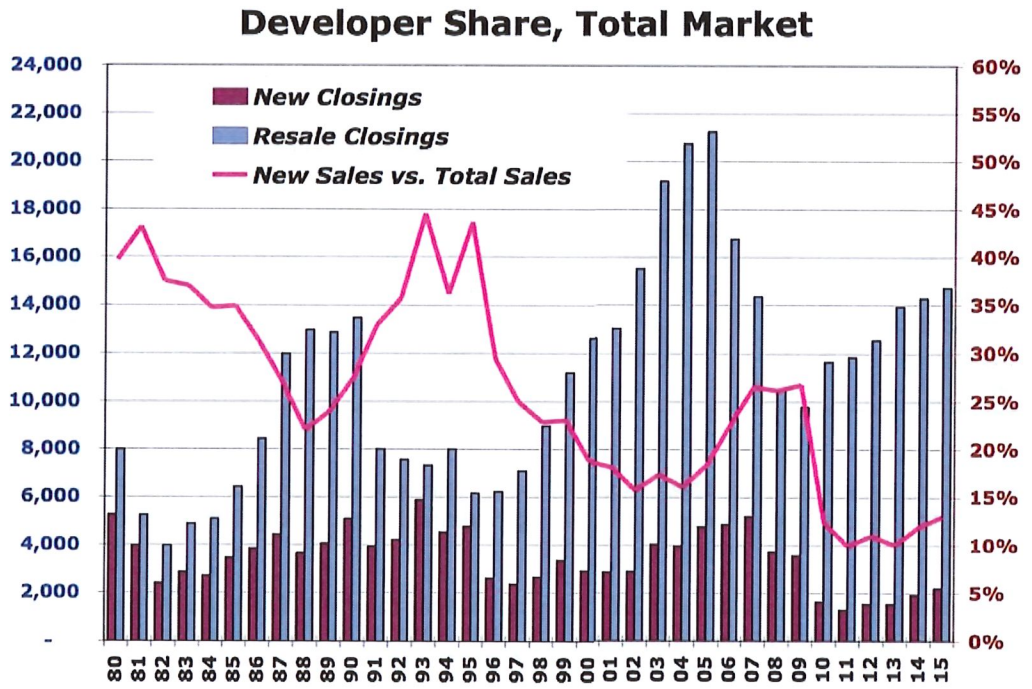

Figure V-2. Developer Share, Total Market.

Finally, we break the state markets into their respective island (separate counties), and see how their sales and price trends compare to the overall state ones.

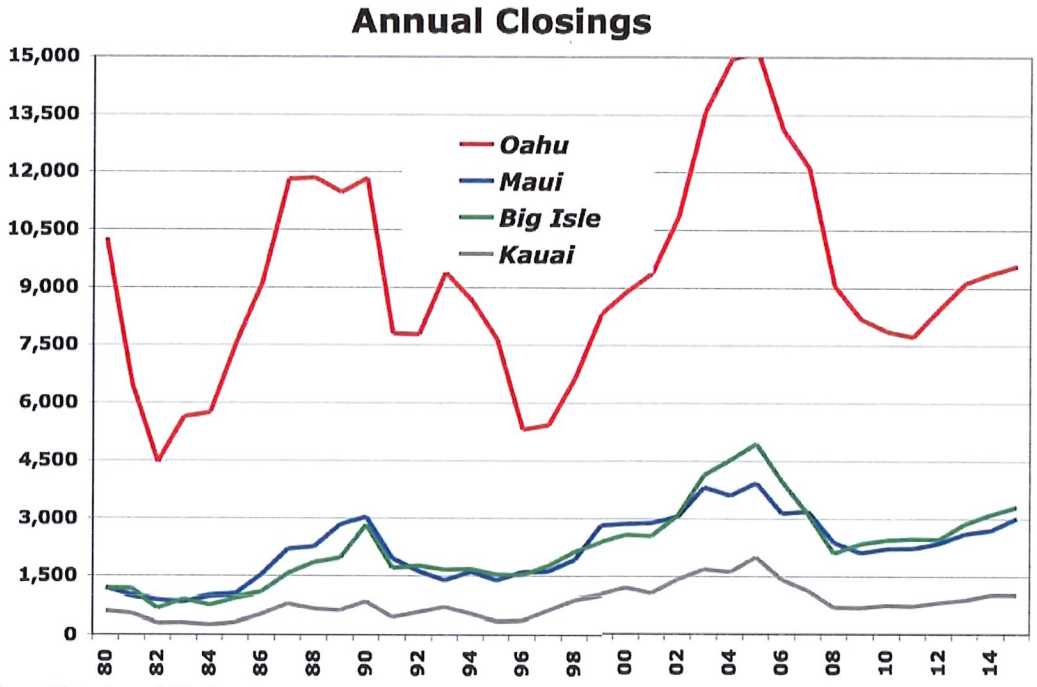

Figure V-3. Annual Closings.

As seen, Oahu is the state's major market, with Maui and the Big Island tied for second.

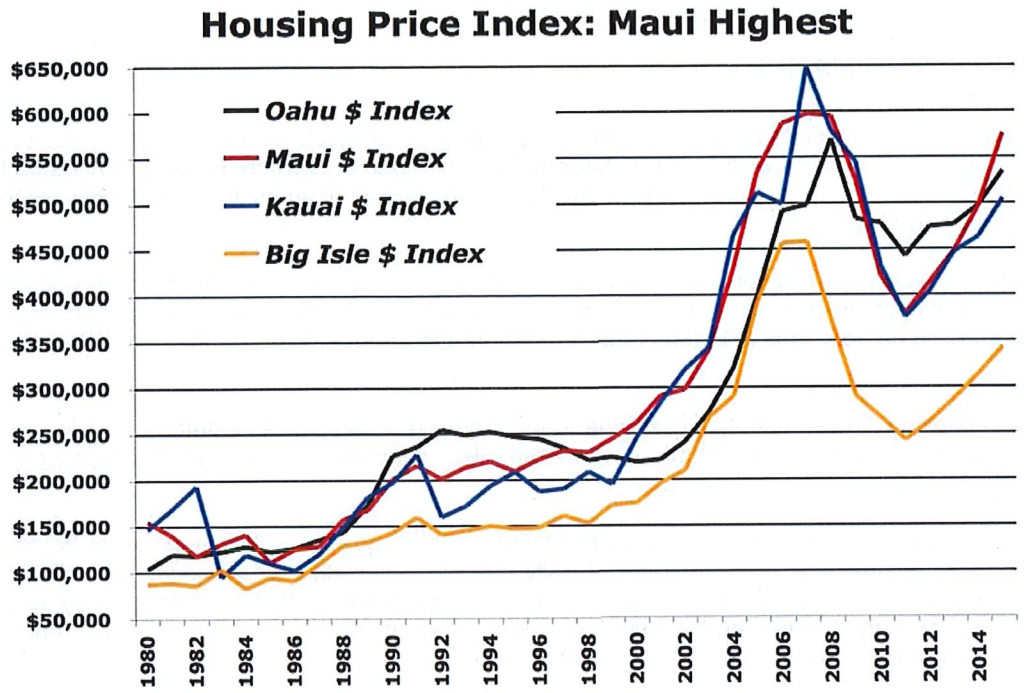

Figure V-4. Housing Price Index: Maui Highest.

Per prices, Maui was the most expensive market statewide, but Oahu came in higher in 2011, Maui has the highest volatilities and Oahu is the least volatile island this cycle, but the most in the last one. This is because the 'hot' money chasing the high end in the last cycle was Japanese, focused on Oahu's south shore. This time, it was West Coast money focused on the neighbor islands.

VI. MAUI HOUSING MARKET

Much like the state, Maui's residential real estate supply is inflexible and constrained, but to a greater degree – the political climate has been unfriendly towards attempts to expand the supply of residentially zoned land, particularly at the high end and/or in areas that are highly visible (literally and figuratively).

At the same time, demand for residential real estate is both flexible and strong, particularly in good economic times and over the long run. It can be, and is currently, constrained to an uncharacteristic degree, thanks to the Great Recession and the drastic fall off in economic activity globally.

The first condition, limited supply, arises due to Maui having a very small landmass, coupled with inadequate infrastructure and challenging geographic conditions (atop the aforementioned political, social and legal impediments).

The second starts with the very high quality (defined a high quality of life, in terms of being a place that is environmentally safe, aesthetically pleasing, socially accommodating, politically stable, etc.). This is coupled by a deep and broad appreciation of that lifestyle by very large population accustomed to visiting the island (mainly West Coast and East Asia), which has one of the highest rankings in brand awareness and acceptance.

In combination, this results in a market that can dramatically volatile, up and down, in terms of sales and, to a lesser extent, prices. We note that in the past cycles, prices have been relatively 'sticky' downward, i.e., generally holding on to accumulated values. In this cycle, however, the price appreciation was so extensive and lasted so long, that the ensuing price depreciation during the down cycle has also been extensive.

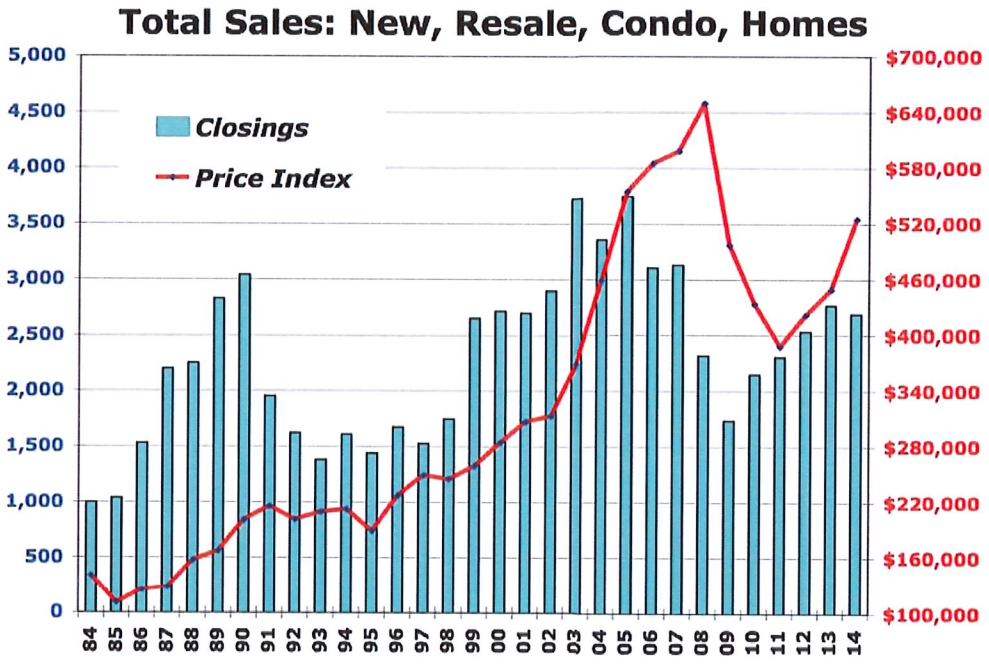

Figure VI-1. Total Sales: New, Resale, Condo, Homes.

That said, Maui's residential markets have moved well into the up-cycle, with both sales activity and prices on the rise. The chart above shows total residential sales, as well as an aggregate price index. It confirms the cyclicality of the market, particularly the compressed price appreciation and depreciation. It also, with some extrapolation, that this may run for another 3-4 years (barring external events, smile).

Generally, up cycles last 7.5 years, about twice as long as the down cycles, and show about 4 times more change (in this case, the two growth cycles shown above average 220%, which is four times greater than the -49% average deceleration in the three down cycles). To be sure, this down cycle is continuing to unfold, and may overtime yet exceed the average).

Knowing this, we turn from the volatility of whole market to that of the individual market components, condominiums and homes. the following charts illustrate the sales, developer vs. resales, over the last 30 years.

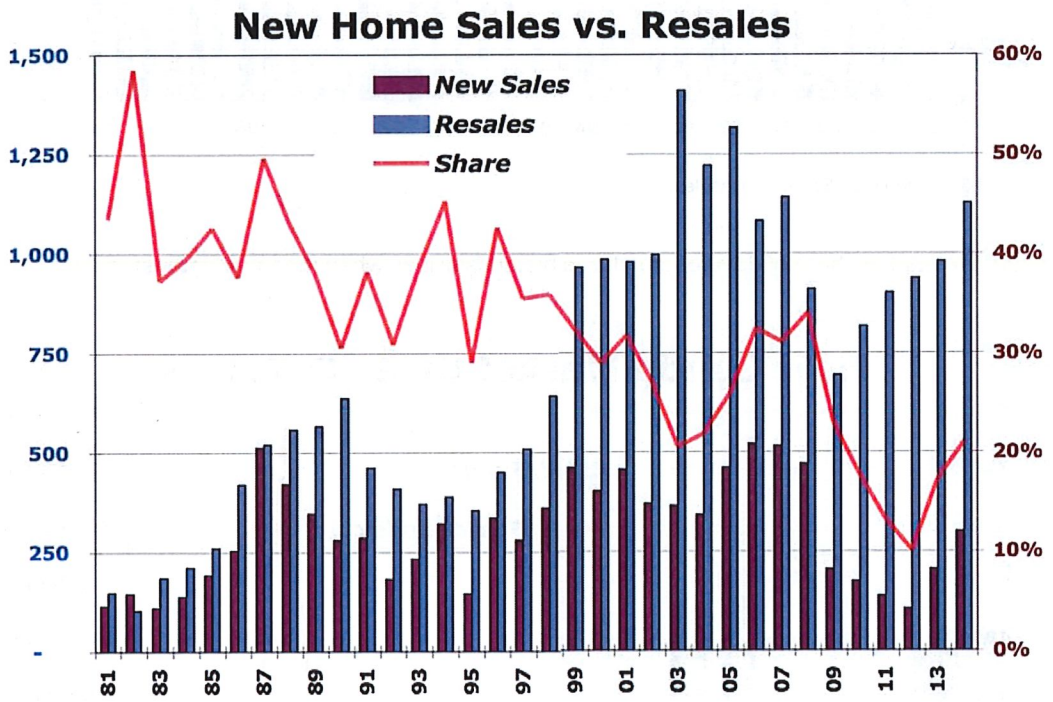

Figure VI-2. New Home Sales vs. Resales.

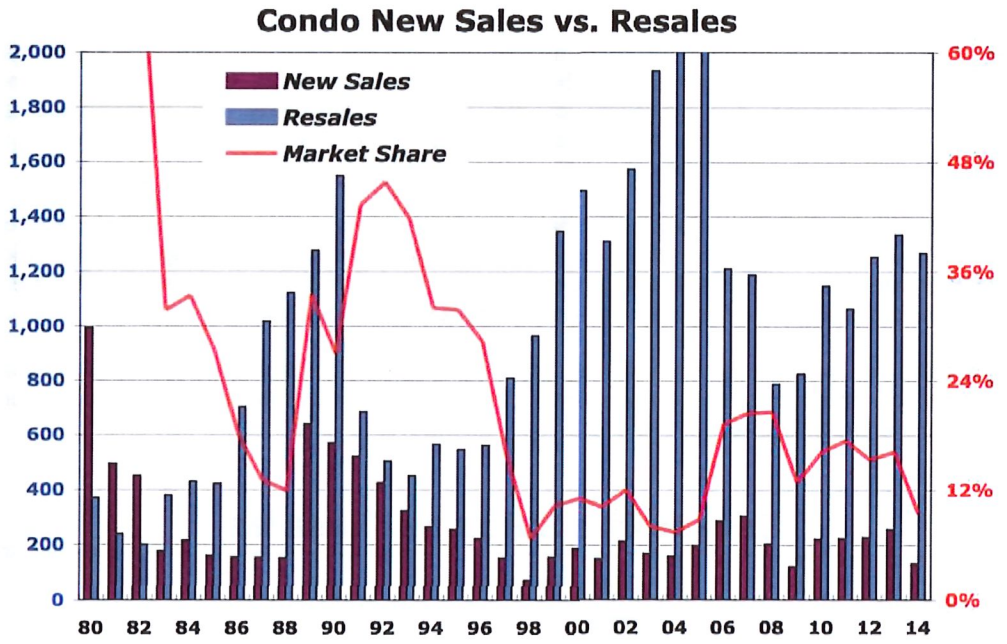

Figure VI-3. Condo New Sales vs. Resales.

As seen, the market share of developer sales is historically low, when measure against resales.

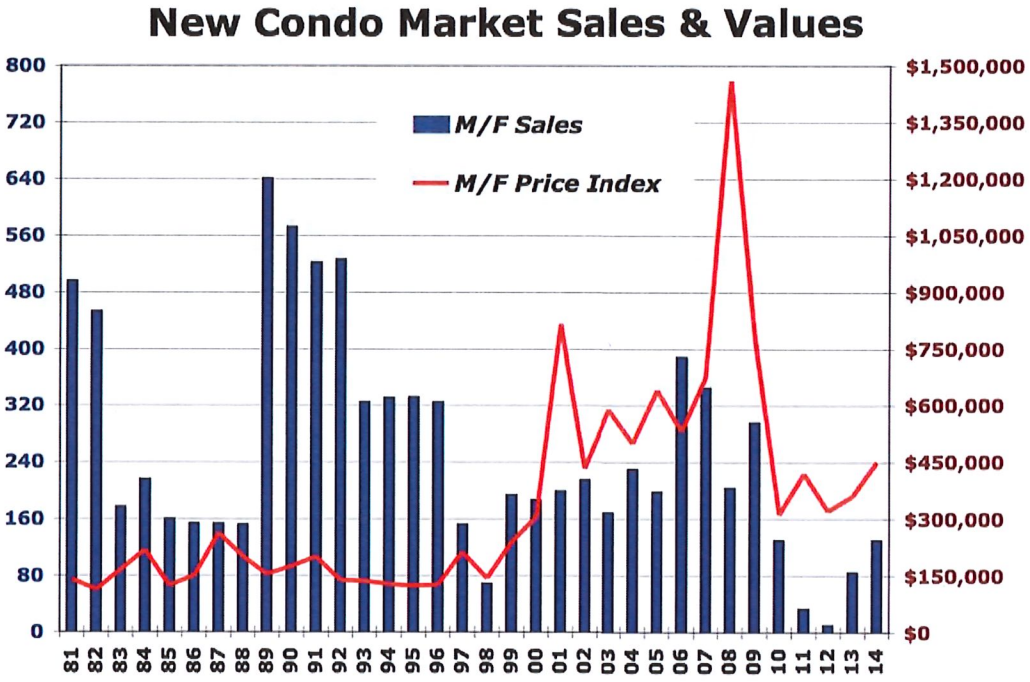

Figure VI-4. New Condo Market Sales & Values.

With low production or supply, as seen in these two charts on new condos and new homes, the prices for the new homes gets pushed upwards.

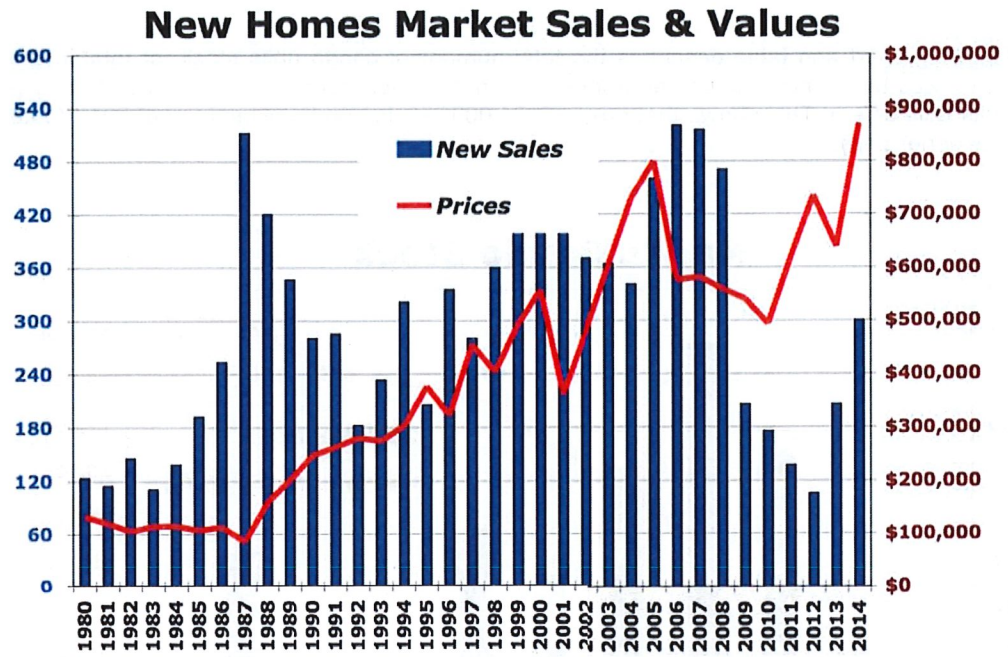

Figure VI-5. New Homes Market Sales & Values.

And, these prices affect (and also are affected by) resale prices. Resale prices, while less volatile, lead new unit prices at the bottom of a cycle, but follow them at the top of the cycle. Regardless, the overall pricing for housing on Maui is volatile and high.

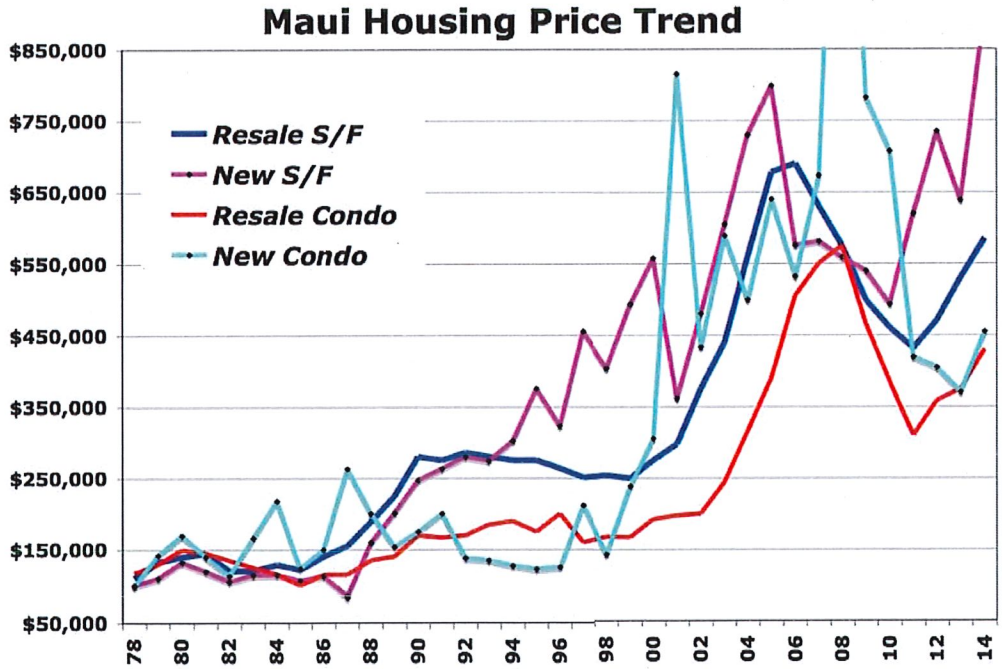

Figure VI-6. Maui Housing Price Trend.

Next, we look into the history of housing production on Maui.

The following chart and table describes the total number of condo units stock, or total inventory, by when it was built. This data comes from the county tax accessor, and it allows us to see when what was built where. This shows that are over 24,000 condos on the island, as of 2013 (date the data was generated).

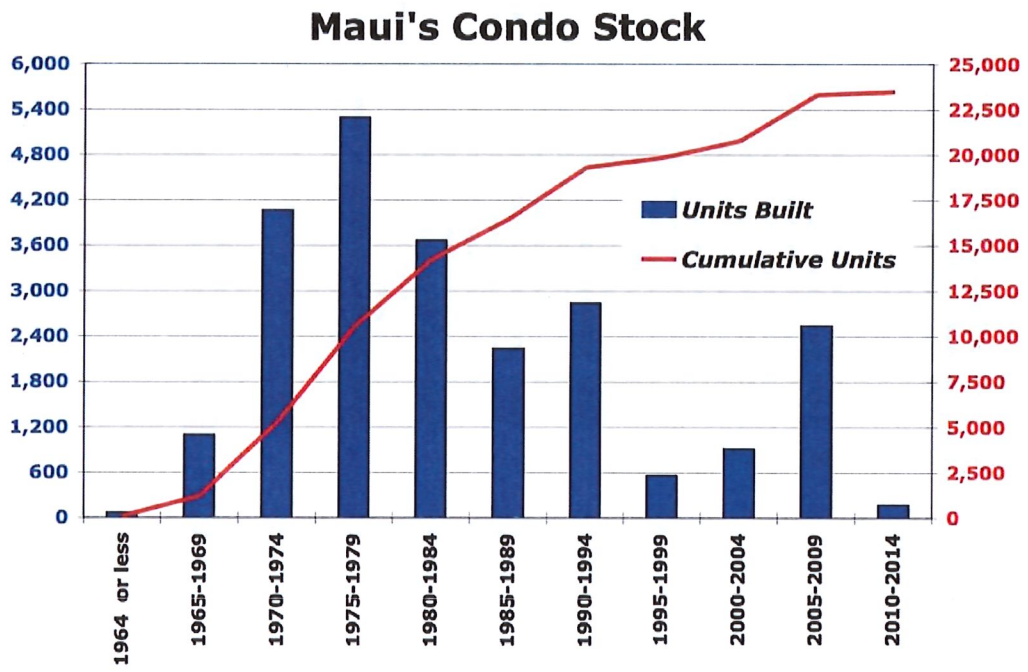

Figure VI-7. Maui's Condo Stock.

VII. FUTURE HOUSING SUPPLY - COUNTY OF MAUI

The easiest way to look ahead to where the housing market is going in the short-term is by examining the activity in permits (where developers apply for permission, and pay their fees, for building residential units. A high level of activity indicates more supply, which means that more demand will be met, and the potential for prices adjusting downwards. Obviously, a low level of permits indicates less supply of housing (and potentially higher prices). In addition, low levels of per unit value indicate that the units being built are for the lower end of the market (and vice versa). And, this has not been the case overtime on Maui, indicating that most of the new housing has been targeted on the upper income end of the housing market.

A quick overview of the MAUI RESIDENTIAL PERMITS Chart shows that the number of permitted units has sunk so low that it set an all-time historical low three years ago.

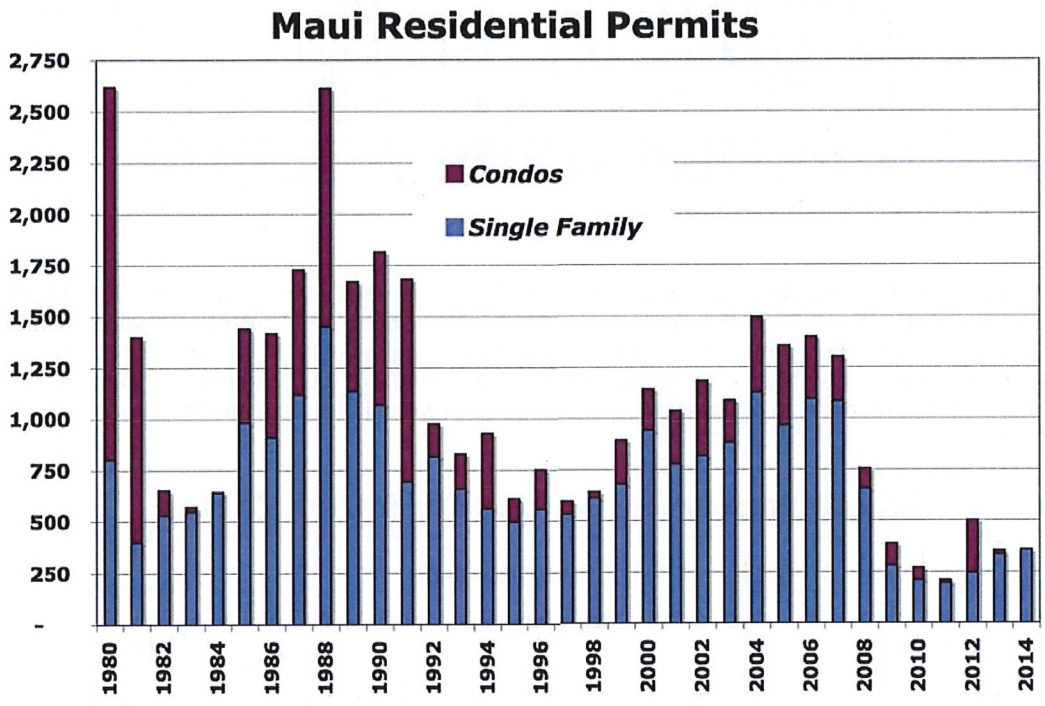

Figure VII-1. Maui Residential Permits.

Next, we separated the permits into single family and multifamily segments.

Per the Condominium Chart, low supply occurs at every economic downturn, with the current one being no different. Once the economy recovers, there is a boom within 3-4 years. That said, the level of permits pulled this decade is woefully less than prior ones, indicating a potential shortfall in housing for the lower and med-level income households. This is substantiated by the average dollar value per condo – it spikes upwards on a regular basis, usually at the peak of economic growth, when there is optimism in the industry about the continuation of housing demand.

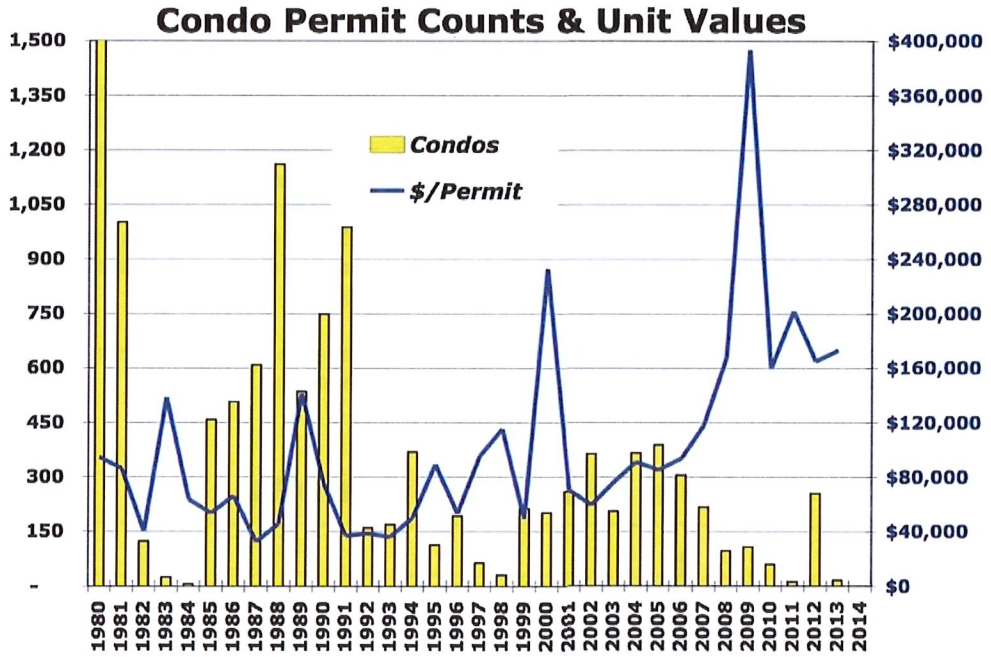

Figure VII-2. Condo Permit Counts & Unit Values.

Turning to the single-family permit arena, we see it is less volatile, at least until 2009, when it dropped dramatically. Historically, single-family homes have been the housing of choice for Maui, for primary residential purposes. However, in light of the coming years of financial constraints and the growing number of first-time buyers (many of whom have put their plans to purchase a home on-hold while the recovery takes hold), we believe demand will shift towards attached housing.

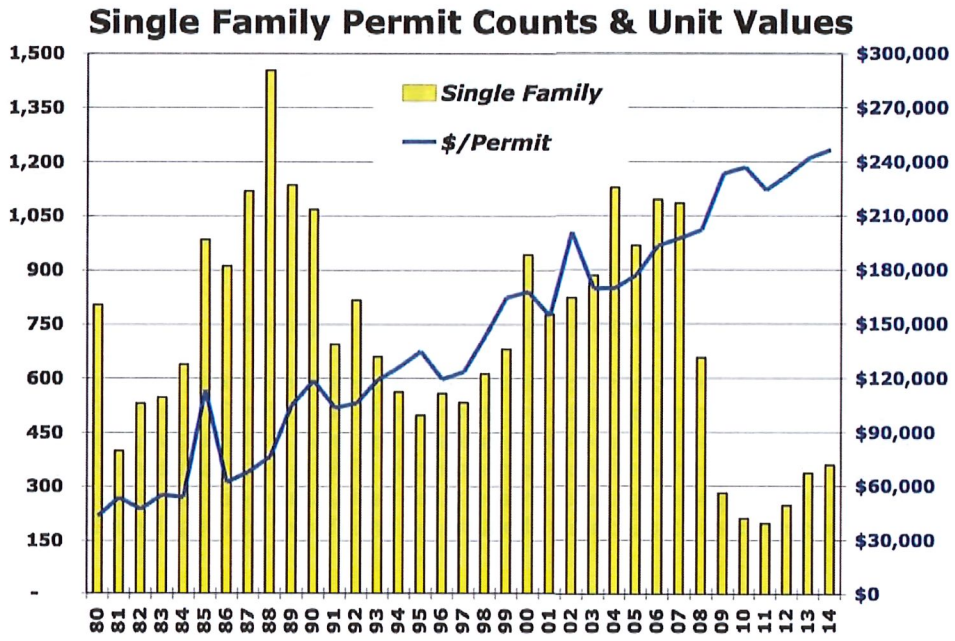

Figure VII-3. Single Family Permit Counts & Unit Values.

VIII. HOUSING DEMAND – COUNTY OF MAUI

The prime determinant of housing demand, new and resale, is household formation, itself a function of the economy (its groVwth, or lack thereof) and then demographic trends.

In the short term, residential housing demand is driven by economics – specifically of job creation/income growth, as well as interest rate trends. In the long term, housing demand is driven by population growth, demographic changes, personal asset growth and lifestyle attitudes (indeed, faster population growth means higher land and housing values).

That said, it bears repeating that the determination here of potential housing demand differs widely from actual demand, manifested by new housing production and sales. This is because the metrics of this – job creation and population growth – are far less volatile than housing production, which often is determined by changing interest rates, floating costs of inputs, etc. Indeed, it is for this reason that those in the housing industry experience a high level of uncertainty, or worse, when making housing demand forecasts (become increasingly so the further out in time they project, with two years being a generally accepted time horizon for such).

A. JOB CREATION

Second to none, housing demand is driven by the creation of jobs – new jobs provide new incomes to buy new and resale homes. And new jobs drive in-migration, which is a prime source of housing demand (sometimes linked to population growth). This linkage is best illustrated in the SALES & JOB GROWTH Chart.

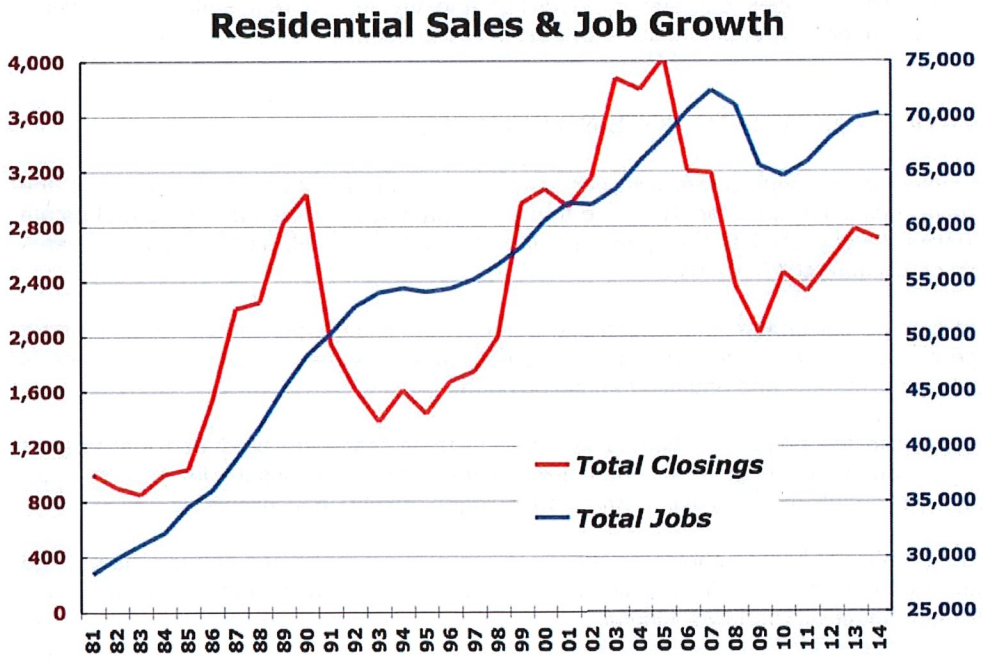

Figure VIII-1. Residential Sales & Job Growth.

What is notable is that, in the short run, housing sales are a leading indicator for job creation: as can be seen in the early 1980s and the late 1990s.

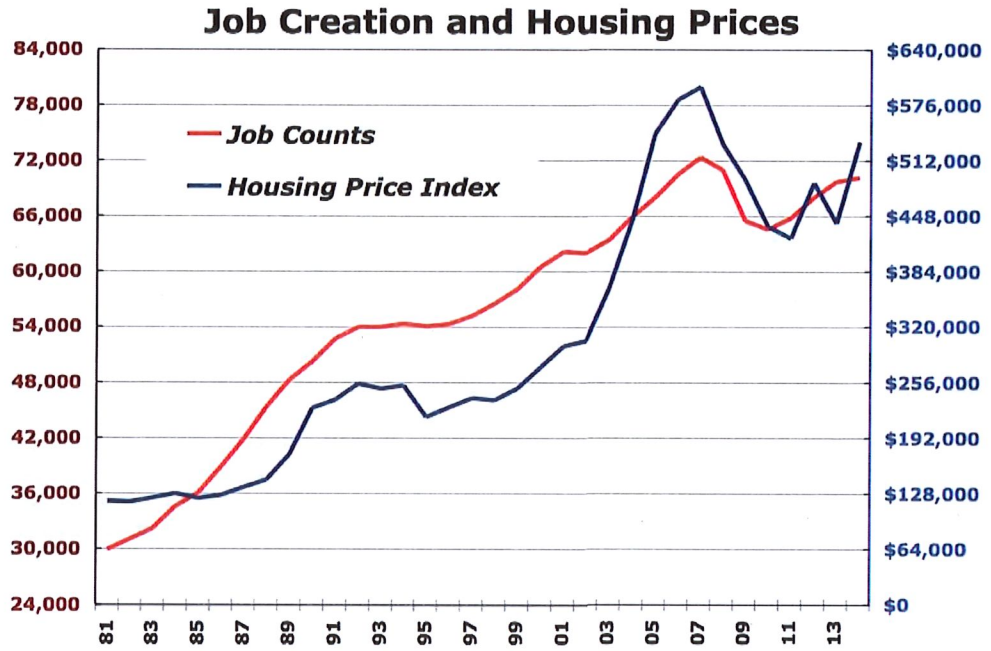

Figure VIII-2. Job Creation and Housing Prices.

In addition, housing prices are very sensitive to job growth, as seen.

This confirms the two shorter-term trends that have a negative impact on affordable housing: the growth of jobs (which increases demand for housing) and the rise in residential sales (which reduces the supply of affordably priced housing by pushing up prices).

B. POPULATION GROWTH TO HOUSING DEMAND

The following tables show population growth per annum, starting in 2000 and ending in 2013, the last year we have population data for. This time frame roughly encompasses an entire real estate cycle, as 2000 was a few years into the upswing of the 1998-2006 market, as 2013 is a few years past the bottom of this market, 2010-2011.

The population change per annum is changed into a household change per annum by factoring it by the average number of people in a household, as determined by the US Census. This then is new households in the market, and equates to housing need.

It is then compared to the number of homes available to them that were produced that year. If there were more homes produced than households were formed (an assumption), then there would be a surplus of supply (homes) over demand (population growth), and vice versa.

A note here: the number of homes shown as produced are actual new homes created, as defined in the tax assessor's data base as 'Year Built.' However, not all those new homes were available to them, particularly those at the lower income levels. As seen in this report, a preponderance of new homes are produced for households making a higher income, as they are a more profitable and less risky market segment to be in for a developer or contractor..

Therefore, total housing production is reduced by a factor that reflects whether these new homes were available to local families or not. This factor is related to the by the percentage of housing stock in the county that is owner-occupied (i.e., whether they were sold to households that

occupy the dwelling unit, or to those who do not, meaning second home owners and investors). When the entire stock of housing of condominiums and single-family homes in the county was considered, 82% of condominiums and 28% of single-family homes were not owner-occupants.

Given that, we determined the factor should be set at a level that was less than half the percentage of non-owners. This was because some of these non-owner units would be rented out by their owner-investors, and thus they would be available as rental units. We deemed this to be conservative, as it is our experience that most newly created housing is not absorbed by investors, save at the higher price ranges.

Next, housing production was compared to households created (which can be called Housing Need), and the difference was calculated per annum, "Need vs. Production." Then, the table takes this surplus or deficit of housing need, and then calculates it overtime, cumulatively (Cumulative Need).

Table VIII-1. POPULATION GROWTH TO HOUSING DEMAND, 2001 to 2013

	Population	Annual Change	Persons Per Household	Households Created	Housing Production	Need vs. Production	Cumulative Need
2000	129,078		2.91		591		
2001	132,428	3,350	2.90	1,155	772	(383)	(383)
2002	134,583	2,155	2.89	744	540	(204)	(587)
2003	137,596	3,013	2.89	1,043	735	(308)	(895)
2004	140,625	3,029	2.88	1,051	719	(332)	(1,227)
2005	143,448	2,823	2.87	984	1,001	17	(1,210)
2006	145,776	2,328	2.86	815	551	(264)	(1,473)
2007	148,117	2,341	2.85	823	600	(222)	(1,696)
2008	151,424	3,307	2.83	1,167	442	(725)	(2,420)
2009	153,393	1,969	2.82	698	214	(484)	(2,904)
2010	155,052	1,659	2.82	588	124	(465)	(3,369)
2011	156,651	1,599	2.82	567	68	(499)	(3,868)
2012	158,130	1,479	2.82	524	41	(484)	(4,351)
2013	160,292	2,162	2.82	767	109	(658)	(5,009)

Under these assumptions, the model indicates that every year in this time period, save for two, there was greater household growth than housing production, or an imbalance favoring higher prices (and thus higher rental rates). Further, this imbalance, or unmet housing need, gets carried forward to the next year, and added to the next year's differential. As seen, the potential for unmeet housing need, just over the last 12 years, is 5,000 units.

Next, we look into the future. The tables below describe DBEDT's predictions for population for the county, and derive from that a general expectation for housing demand over the next five years (in other words, we will translate it into housing demand). Note that the model* used here is the seventh in a series of long-range projections dating back to the first report published in 1978.

Like the data used to determine the number of households by income and age in the rental housing demand study, this one uses the detailed population characteristics from the 2010 Decennial Census. This DBEDT study also uses the 2010 estimates of economic variables, and input-output (I-O) tables based on the 2007 Economic Census as baseline data for the projection.

The writers of this study note that: "these projections are neither targets nor goals. They are DBEDT's best estimates of likely trends in important population and economic variables based on currently available information. The accuracy of these projections depends on the degree to which historical trends provide guides to the future, changing external conditions, infrastructure capacity, and other supply constraints which have not been incorporated into the model.

Thus, the further this projection of the census and economic data goes out into the future, it is more susceptible to inaccuracies, relative to what finally transpires. That said, it is useful for setting expectations and planning for those contingencies.

Our analysis of this market begins with the population growth 2010-2020, using data from the US Census. Again, we took the change in the population, and then used that to derive housing demand. In this, we averaged the size of household over this ten-year time period, and it came out to 2.82 people per household on average.

Table VIII-2. HOUSING NEED, PER DBEDT 2040 POPULATION PROJECTIONS

	2000	2010	2020
Resident population	129,078	155,214	181,000
Pop Growth		26,136	25,786
Household size (US Census)	2.87	2.91	2.82
Housing Need		8,981	9,131
Housing Need, p.a.		898	913

We again compared household growth based on the DBEDT 2040 population projections to housing production, the growth of housing supply, over the 2000-2013 period. This measure of total homes supplied (from the Table VII-1) was 5,916 units, or 455 units per annum (13 years).

Thus, comparing the future household growth of 9,131 dwellings to past housing production available to owner occupants, this exercise shows a deficit of 458 dwelling units, on an annual basis: 455-913=(458), thus a shortage of homes relative to housing need.

C. ESTIMATED HOUSING NEED

Accounting for past and future, this model thus shows that more than 9,131 dwelling units will be needed in the county to accommodate future projected household housing need. To date, 218 units have been built 2010-2013 capable of meeting this need, leaving more than 8,985 more units that are outstanding, needed to be built by 2020 in order to meet the household need.

Additional to this future need, there remains the past need of the 5,009 dwellings that accumulated as unmet housing need from 2000. Combined, this shows a past and future deficit of 13,993 dwellings for the local population.

Returning to the demographics of the county, we took the distribution of the renter households by their income, and translated the unmet into unit counts. This was done by both the backlog, and the coming need 2010-2020. The following table shows this:

Table VIII-3. PAST & FUTURE HOUSING NEED, PER AMI, ALL RENTERS

AMI	Backlog 2000-2013	Upcoming: 2013-2020	Cumulative Count
30%	377	441	818
50%	376	440	815
60%	184	215	399
80%	339	397	736
100%	204	239	443
120%	189	221	410
140%	141	166	307
Totals	1,811	2,118	3,929

Table VIII-4. PAST & FUTURE HOUSING NEED, PER AMI, SENIORS 55+

AMI	Backlog 2000-2013	Upcoming: 2013-2020	Cumulative Count
30%	133	191	324
50%	141	202	343
60%	65	93	158
80%	98	140	238
100%	71	102	173
120%	72	104	176
140%	52	75	128
Totals	633	907	1,540

Table VIII-5. PAST & FUTURE HOUSING NEED, PER AMI, SENIORS 65+

AMI	Backlog 2000-2013	Upcoming: 2013-2020	Cumulative Count
30%	75	107	182
50%	87	124	211
60%	32	46	78
80%	42	61	103
100%	29	42	72
120%	28	40	68
140%	24	35	59
Totals	317	455	772

IX. THE RENTAL MARKET – COUNTY OF MAUI

Condominium living has been an important part of the county's housing market since the late 1960's. With developable land limited and construction costs expensive, multi-family units have been the most efficient way to provide affordable housing, both owning and renting, for a significant percentage of the island's residents.

Those renting included households who are newly formed (such as moving out of their parent's homes to be on their own), established households that are downsizing (such as retired persons, those whose children have 'left the nest'), and others who do not have the desire or the financial ability to purchase real estate: all of them rely on the supply of available rental units for their housing needs. This applies, even more so, to those who are living on a fixed income – for them, apartment living offers security, convenience, community and (hopefully) affordability.

Over the latter part of the 1990's, the county enjoyed strong growth in the demand for vacation rentals, thanks to the high quality of life in the state and the attractiveness of lifestyle on the island, there are a large number of rental units targeting visitors only. This market is characterized by high rental rates and quick turnover. That caused many of the island's multifamily unit owners to consider catering to this demand, which brought with it higher rents. This went for both individual owners of rental units, as well as corporate or institutional owners of rental projects. Of note is the condo conversion of large rental properties, as described in the statewide condo conversion chart (data from State Department of Commerce and Consumer Affairs, Professional and Vocational Licensing).

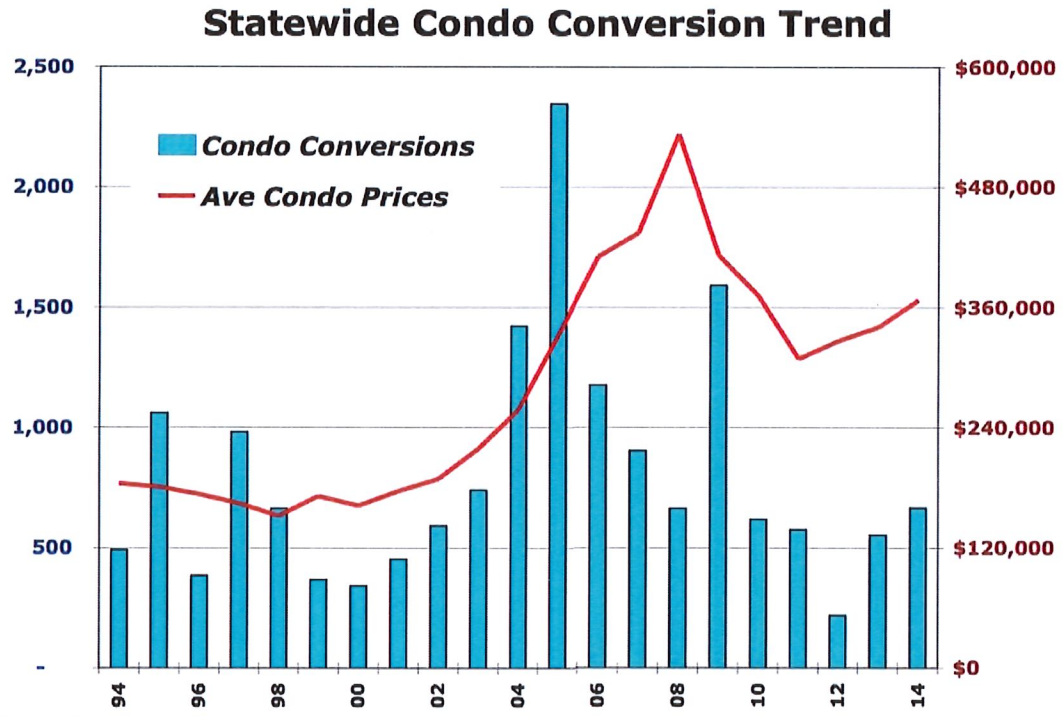

Figure IX-1. Statewide Condo Conversion Trend.

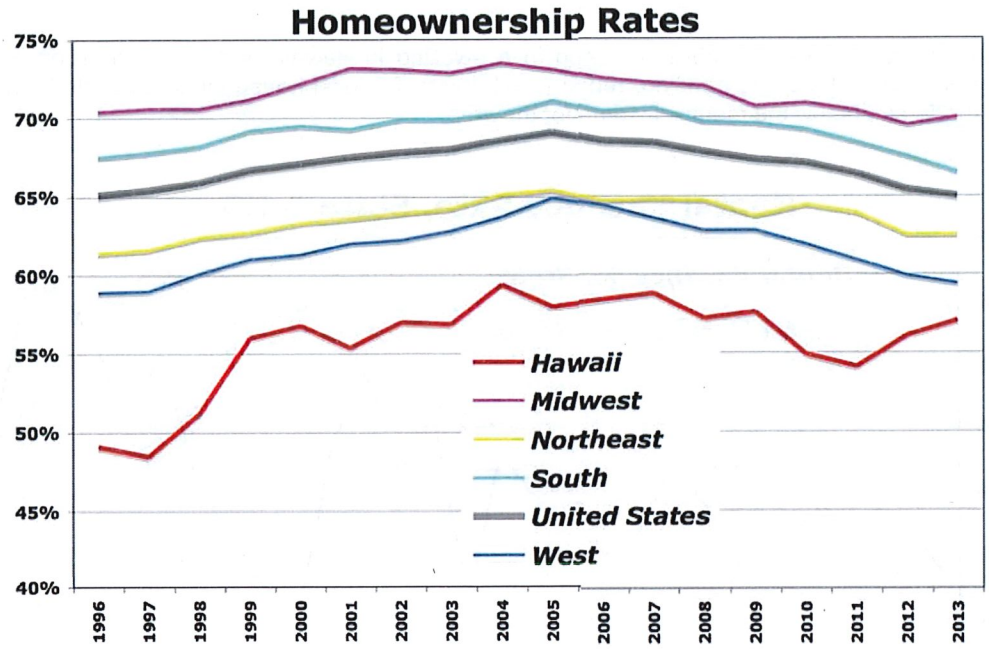

Figure IX-2. Homeownership Rates.

This is a legacy that carries down today, with Hawaii having a low rate of homeownership (relative to the rest of the nation), per the charts (US Census) here. It also had the one of the lowest homeowner vacancy rates, and renter vacancy rates.

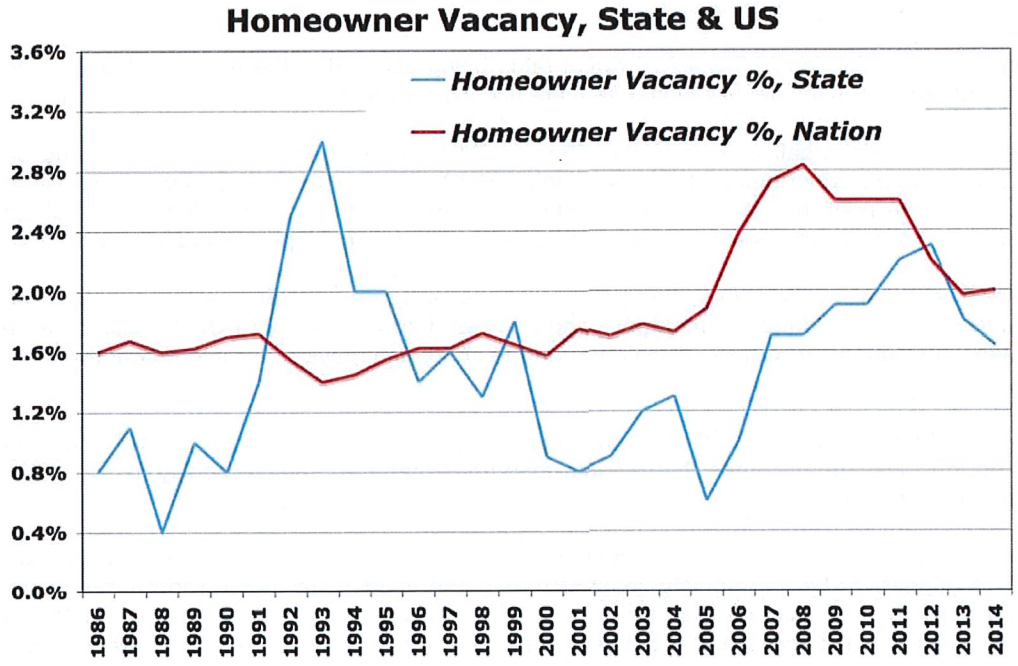

Figure IX-3. Homeowner Vacancy, State & US.

All of this speaks to the desirability of living in a dwelling in Hawaii, and – by extension – the difficulty of finding affordable housing, rental or otherwise for local households, particularly those making 100% and below the median income for the area.

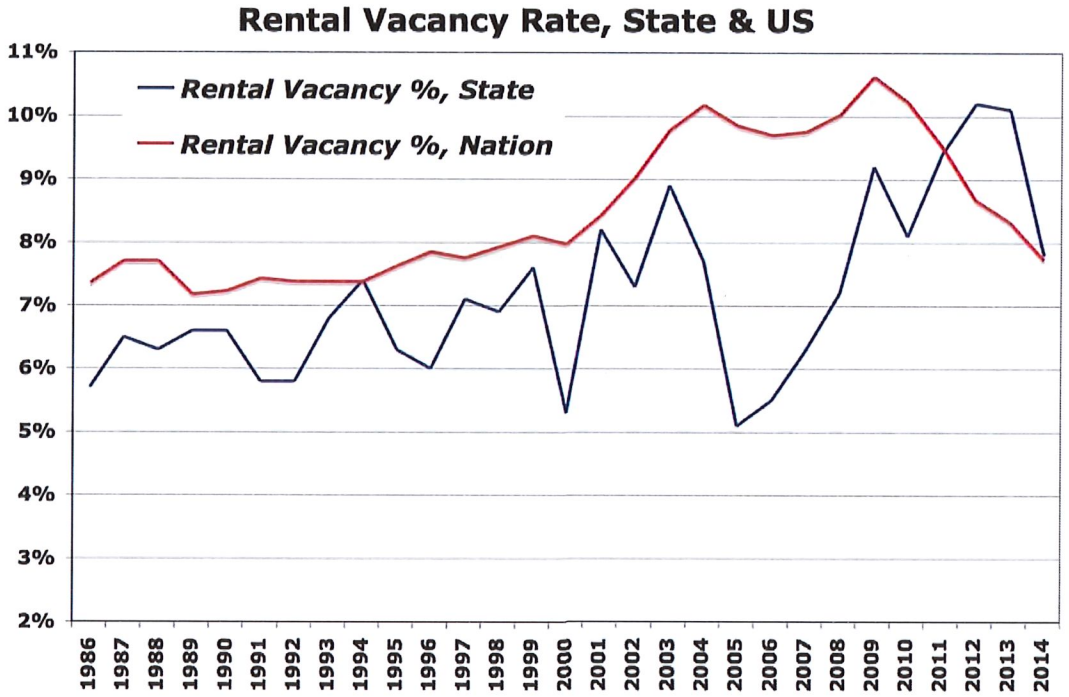

Figure IX-4. Rental Vacancy Rate, State and US.

Turning to an examination of the actual rental rates being charged in the market (other than the rental market survey, in the next section), there are a few government resources to draw upon.

The best known one is called "Fair Market Rents" (FMR) and comes from the US Housing and Urban Development department, HUD. Every year, HUD analyzes the rental markets across the country, and then publishes a set of gross rent estimates for an area. They include the shelter rent plus the cost of all tenant-paid utilities, minus conveniences, like telephone and Internet.

HUD does so by using (to quote them) "the most accurate and current data available" – per (http://www.huduser.org/datasets/fmr.html) - and this data includes the 2010 US Census data, the last American Community Survey (ACS) data, and telephone surveys of eligible recent rental unit movers.

These rents then become the basis for how much program administrators will subsidize housing units, and the maximum incomes that tenants may not exceed in order to qualify for subsidized housing) on an annual basis.

As seen, the HUD defined rents for the county declined ithroughout 2010-2013, then flattened in 2014. This appears to be an anomaly, inasmuch as these years were those where the economy and the residential real estate cycle reviving, both for prices and closings in the for-sale market. Generally speaking, the for-sale and the rental markets are very similar, with one trend closely tracking the other.

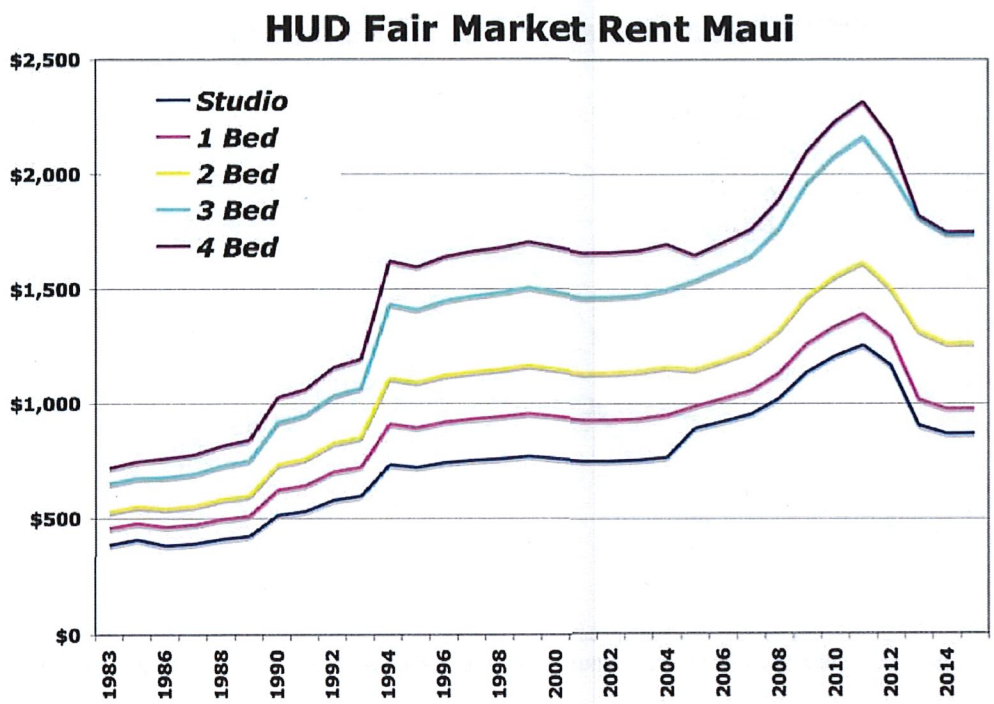

Figure IX-5. HUD Fair Market Rent Maui.

One possible explanation for this here, and repeating later, that two of these data sources – ACS and Census - are static, done every few years.

The other one, telephone surveys of people moving in and out of units done randomly, are not very reliable, especially in non-urban areas, non-English speaking areas, and areas where there is a high turnover in rental units, such as vacation destinations.

All of these are characteristics of the county. As such, the trends of the FMR do not match up with those rental trends from other sources, as seen.

Another source of rental trend information comes from the Department of Defense. It is called the BAH, or Base Allowance for Housing, and it is their description of the rental market rates, done in conjunction with providing their personnel based in the county with a rental allowance, This is done for all counties where military personnel are based, and adjusted for a cost of living.

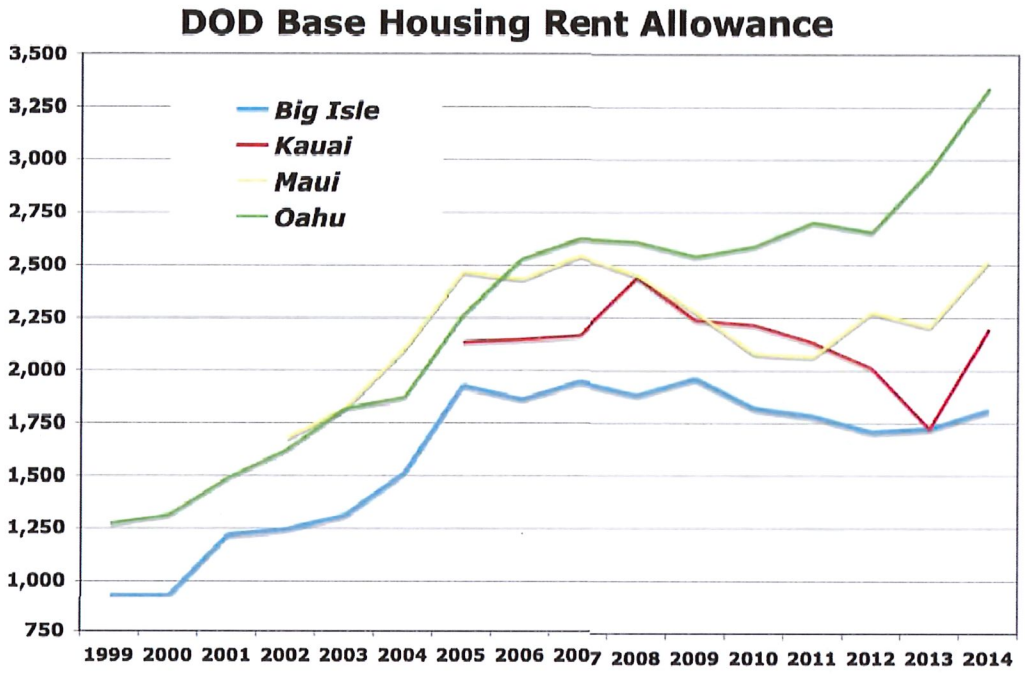

Figure IX-6. DOD Base Housing Rent Allowance.

Finally, we look at the trends in vacancies and rental applications for affordable rental projects in the state and on Oahu (the largest target market, as defined earlier). The following table comes from the Hawaii Public Housing Authority's Board of Director's packet for November 2014. As seen, they are dwindling, potentially because affordable rental housing demand is increasing.

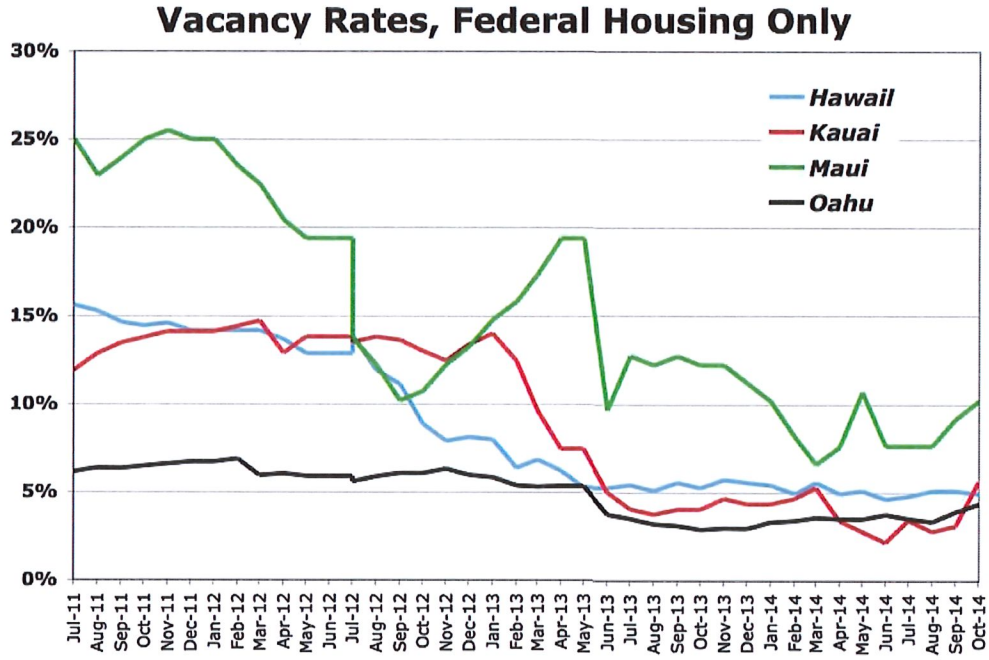

Figure IX-7. Vacancy Rates, Federal Housing Only.

X. PRESENTATION & ANALYSIS OF RENTAL MARKET DATA

OVERVIEW: By way of overview, the Maui marketplace within which 'market rate properties' compete is comprised of very few large unit rental properties and a great many small unit properties. Relative to other US urban centers, this is a unique characteristic and has much to do with the development of the visitor industry and the nature of the urbanization (or the lack thereof) on Maui.

Historically, Maui was primarily an agrarian economy, with the dispersion of population to the plantation areas. As such, there was no real urban core. Therefore, there is no real concentration of large condominium projects, other than hotel units. The main area for that was in Waikiki, and that targeted short-term visitors. The rest of condominium development was small-scale, due to the topography of the valleys and ridges on Maui, due to the lack of capital for building large projects, and due to the lack of land for development (leasehold system). It was often targeted on the visitor market, as well – both short and long-term.

As such, the rental marketplace for market rate properties was dispersed as well as highly fragmented, and the result of that is that Maui's rental market contains a many 6+ unit two-story 'walk-ups' (no elevator necessary, due to the limitation to two stories).

CONTEXT: With that given, rental housing research and researchers have used publicly available data on rental rates to describe the market place. Historically, the best source, in terms of depth, breadth and consistency, was classified advertising in the local newspapers. The listings here provided a wealth of important data, such as asking rents, unit size, unit location, unit features, unit restrictions, etc., This data, when collected overtime, then allowed a researcher to show rental rate and unit availability trends, and do so by location, bedroom count, rents and other features.

However, the advent of the internet disrupted the classified advertising marketplace by allowing that activity – and information - to migrate from a hard copy print in a newspaper into an electronic data held within a website. Thus, the research done using newspaper classified waned while that done using Internet websites that specialize in rental units in the area waxed.

One that provides rental information most comprehensively is Craigslist. In essence, this website replaced the classified ads in the newspapers in terms of being the clearinghouse for rentors and renters.

The scope of work for this study was to update the last Rental Housing Study using data from existing sources. This study used the same source of Craigslist data as for the last study, a UH research entity, but refined it further by editing the entries for accuracy, consistency and integrity (scam artist entries were deleted).

Note that no data was collected for 2011, as the UH research entity determined that, due to budgetary considerations, this was not a priority. Fortunately, things improved significantly in 2012, and they resumed collecting and storing the data. Thus, we obtained the data for two quarters of 2012, two quarters of 2013, and one quarter of 2014. This is described in the tables.

Note: we decided to aggregate the data for town homes, condos and apartments into attached housing, or MF, multi-family housing. While we can break them into these different segments, we find that by combining them, the overall data makes more sense, and is consistent with the last study. Further, when we look at the data by price segments, which is the way the market (particularly those at the lower income end of the market) sees rentals, it doesn't matter – the renter usually takes the lowest price that he/she can both afford and live with.

The tables start with by looking at the Listings (individual entries offering a rental unit) and the Rents (the asking rental price), and then the table shows the percentage changes per period in the listing counts and rental rates.

There are three summary items below the per period data summaries. They are:

- The change from the first to the last period, called Change 2012.1Q to 2014.1Q;
- The Summary Change, all periods, which simply adds up the per period data located in the column above; and
- The Per Period Change, which divides the line above, the Summary Change, by the number of periods.

We begin with the tables for MF, or multi-family housing, (attached housing, again: condos, apartments and town homes) and for SF (single family, or detached, housing). These first tables are aggregated, meaning they include all bedroom types (Studios, Ones, Twos, etc.). Thereafter, we break the market out into the different bedroom counts, and then by the different communities and areas of the island.

Note that for these first aggregate tables, we show one table with just the raw (actual) data, and another table that averaged two periods together. These averaged tables dampen the volatility of the data that can occur when only one period is looked at.

Table X-1. MULTIFAMILY LISTINGS AND RENTS, PER CRAIGSLIST

No Average					*Averaged, 2 Periods*				
Yr	Listings	Rents	List Ch %	Rent Ch %	Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	321	$1,532			2012.1Q	321	$1,532		
2012.3Q	350	$1,277	9.0%	-16.6%	2012.3Q	336	$1,404	4.5%	-8.3%
2012.4Q	257	$1,261	-26.6%	-1.2%	2012.4Q	304	$1,269	-9.5%	-9.6%
2013.3Q	282	$1,409	9.7%	11.7%	2013.3Q	270	$1,335	-11.2%	5.2%
2013.4Q	144	$1,568	-48.9%	11.3%	2013.4Q	213	$1,489	-21.0%	11.5%
2014.1Q	110	$1,795	-23.6%	14.5%	2014.1Q	127	$1,682	-40.4%	13.0%
Change, 2012.1Q - 2014.1Q			**-65.7%**	**17.2%**	**Change, 2012.1Q - 2014.1Q**			**-60.4%**	**9.8%**
Summary Change, all periods			-80.4%	19.6%	Summary Change, all periods			-77.6%	11.7%
Per period change			-16.1%	3.9%	Per period change			-15.5%	2.3%

As seen, listings (the count of the number of ads or postings) are falling over this time period. This is akin to the supply of rental units declining, or shrinking. Normally, a trend of declining supply goes hand-in-hand with rising prices – if demand stays the same or rises. As seen, this seems to be happening in this market, on the macro level.

Next, we look at the single-family rental market.

Table X-2. SINGLE FAMILY LISTINGS AND RENTS, PER CRAIGSLIST

No Average									
Yr	Listings	Rents	List Ch %	Rent Ch %	Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	297	$2,018			2012.1Q	297	$2,018		
2012.3Q	318	$1,795	7.1%	-11.1%	2012.3Q	308	$1,907	3.5%	-5.5%
2012.4Q	179	$2,039	-43.7%	13.6%	2012.4Q	249	$1,917	-19.2%	0.6%
2013.3Q	219	$2,301	22.3%	12.8%	2013.3Q	199	$2,170	-19.9%	13.2%
2013.4Q	123	$2,392	-43.8%	3.9%	2013.4Q	171	$2,346	-14.1%	8.1%
2014.1Q	107	$2,518	-13.0%	5.3%	2014.1Q	115	$2,455	-32.7%	4.6%
Change, 2012.1Q - 2014.1Q			**-64.0%**	**24.7%**	**Change, 2012.1Q - 2014.1Q**			**-61.3%**	**21.6%**
Summary Change, all periods			-71.1%	24.6%	Summary Change, all periods			-82.4%	20.9%
Per period change			-14.2%	4.9%	Per period change			-16.5%	4.2%

Again, listing counts are declining and rental rates increasing. And, like the multifamily market, these same characteristics are indicative of a market that is tightening, with less supply and higher prices.

As this study is focused on affordable rental housing, and as most affordable rental housing consistent of multifamily housing, primarily configured as studios, one-bedrooms and two-bedrooms, those market segments are described below. The underlying data behind these summary tables are presented in the appendix and described by location, or area.

Table X-3. STUDIO LISTINGS AND RENTS, MULTIFAMILY

Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %
2012.1Q	52	$936			2012.1Q	52	$936		
2012.3Q	92	$939	76.9%	0.3%	2012.3Q	72	$938	38.5%	0.1%
2012.4Q	60	$816	-34.8%	-13.1%	2012.4Q	76	$877	5.6%	-6.4%
2013.3Q	62	$994	3.3%	21.8%	2013.3Q	61	$905	-19.7%	3.1%
2013.4Q	33	$1,199	-46.8%	20.6%	2013.4Q	48	$1,096	-22.1%	21.1%
2014.1Q	26	$1,094	-21.2%	-8.8%	2014.1Q	30	$1,146	-37.9%	4.6%
Change, 2012.1Q - 2014.1Q			**-50.0%**	**16.8%**	**Change, 2012.1Q - 2014.1Q**			**-43.3%**	**22.4%**
Summary Change, all periods			-22.5%	20.8%	Summary Change, all periods			-35.7%	22.5%
Per period change			-4.5%	4.2%	Per period change			-7.1%	4.5%

Table X-4. ONE BEDROOM LISTINGS AND RENTS, MULTIFAMILY

Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %
2012.1Q	105	$1,181			2012.1Q	105	$1,181		
2012.3Q	119	$1,182	13.3%	0.1%	2012.3Q	112	$1,182	6.7%	0.0%
2012.4Q	81	$1,179	-31.9%	-0.3%	2012.4Q	100	$1,181	-10.7%	-0.1%
2013.3Q	91	$1,278	12.3%	8.4%	2013.3Q	86	$1,229	-14.0%	4.1%
2013.4Q	46	$1,369	-49.5%	7.1%	2013.4Q	69	$1,324	-20.3%	7.7%
2014.1Q	27	$1,568	-41.3%	14.6%	2014.1Q	37	$1,469	-46.7%	10.9%
Change, 2012.1Q - 2014.1Q			**-74.3%**	**32.8%**	**Change, 2012.1Q - 2014.1Q**			**-65.2%**	**24.3%**
Summary Change, all periods			-97.0%	29.9%	Summary Change, all periods			-85.1%	22.7%
Per period change			-19.4%	6.0%	Per period change			-17.0%	4.5%

Table X-5. TWO BEDROOM LISTINGS AND RENTS, MULTIFAMILY

Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %
2012.1Q	132	$1,872			2012.1Q	132	$1,872		
2012.3Q	114	$1,534	-13.6%	-18.1%	2012.3Q	123	$1,703	-6.8%	-9.0%
2012.4Q	99	$1,431	-13.2%	-6.7%	2012.4Q	107	$1,482	-13.4%	-12.9%
2013.3Q	112	$1,642	13.1%	14.8%	2013.3Q	106	$1,537	-0.9%	3.7%
2013.4Q	47	$1,745	-58.0%	6.3%	2013.4Q	80	$1,694	-24.6%	10.2%
2014.1Q	41	$2,086	-12.8%	19.5%	2014.1Q	44	$1,915	-44.7%	13.1%
Change, 2012.1Q - 2014.1Q			**-68.9%**	**11.4%**	**Change, 2012.1Q - 2014.1Q**			**-66.7%**	**2.3%**
Summary Change, all periods			-84.5%	15.8%	Summary Change, all periods			-90.5%	5.0%
Per period change			-16.9%	3.2%	Per period change			-18.1%	1.0%

Using the above sourced data, we were able to update some of the tables and charts used in the 2011 Rental Housing Study for the major area submarkets. Again, note that the data is a mixture of rental data from the classified section of the newspaper and that from Craigslist, with the break occurring around 2009.

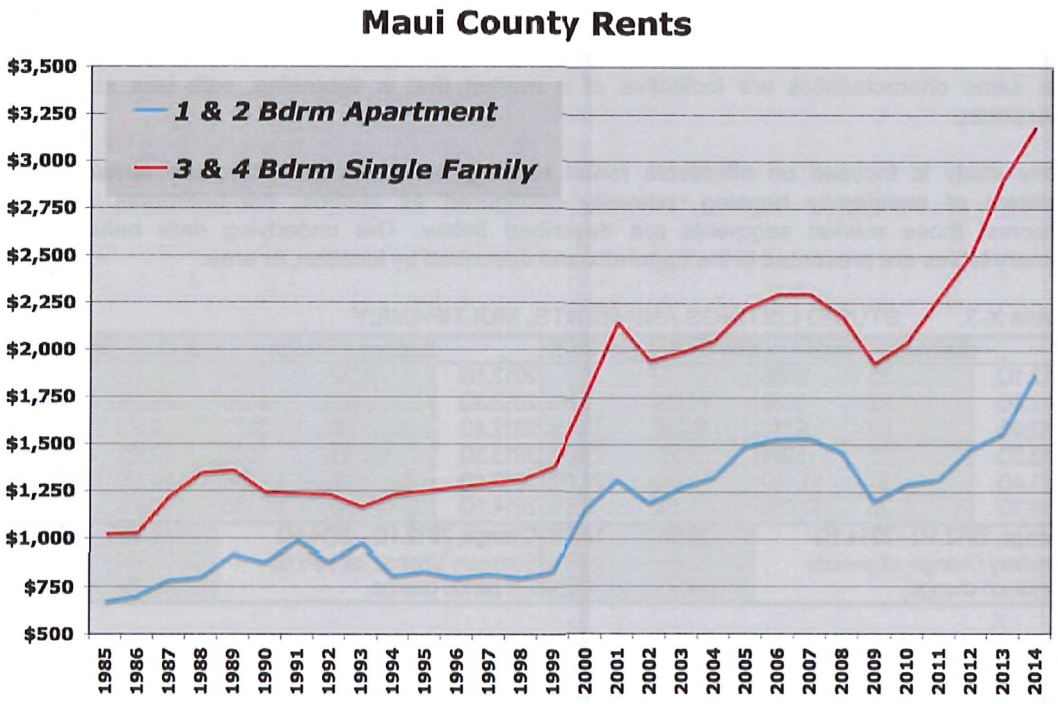

Figure X-1. Maui County Rents.

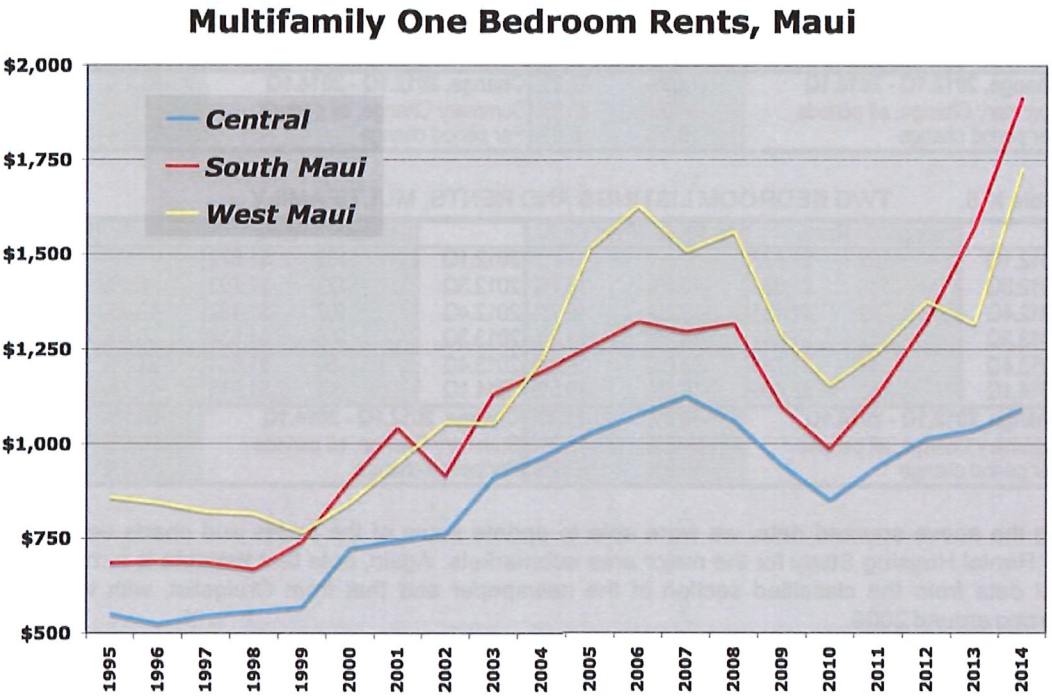

Figure X-2. Multifamily One Bedroom Rents, Maui.

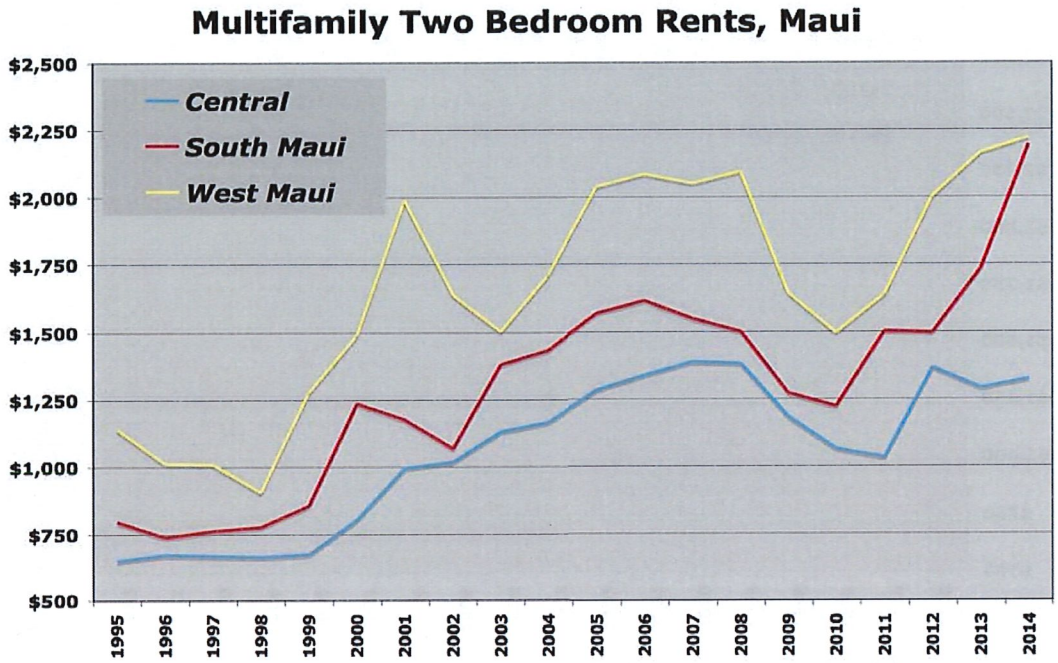

Figure X-3. Multifamily Two Bedroom Rents, Maui.

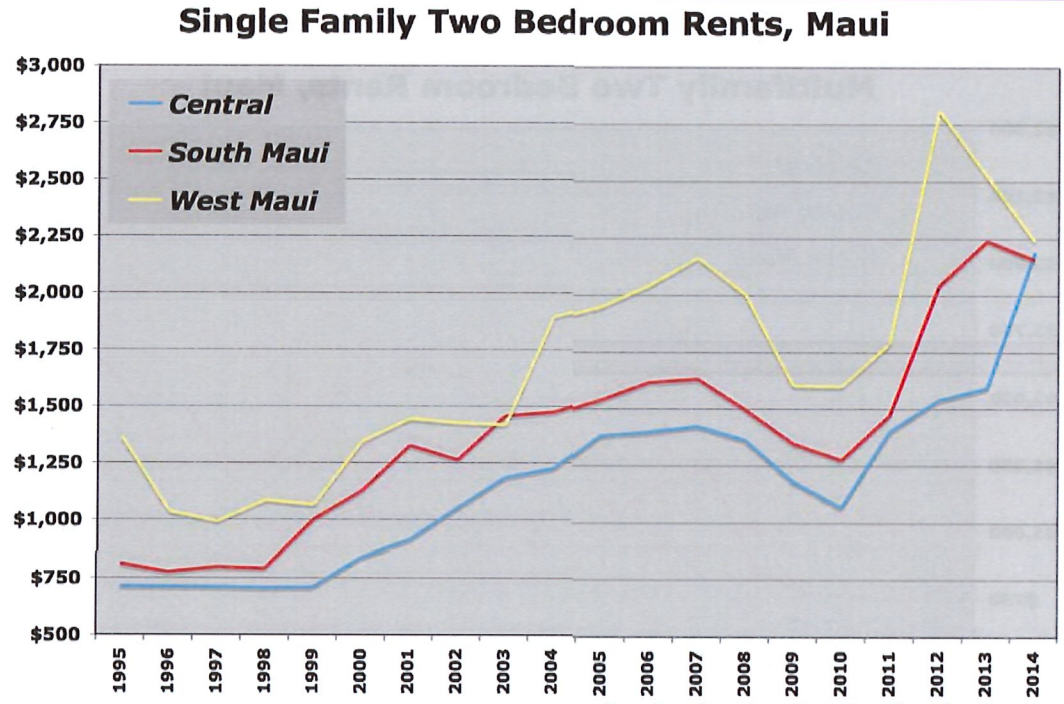

Figure X-4. Single Family two Bedroom Rents, Maui.

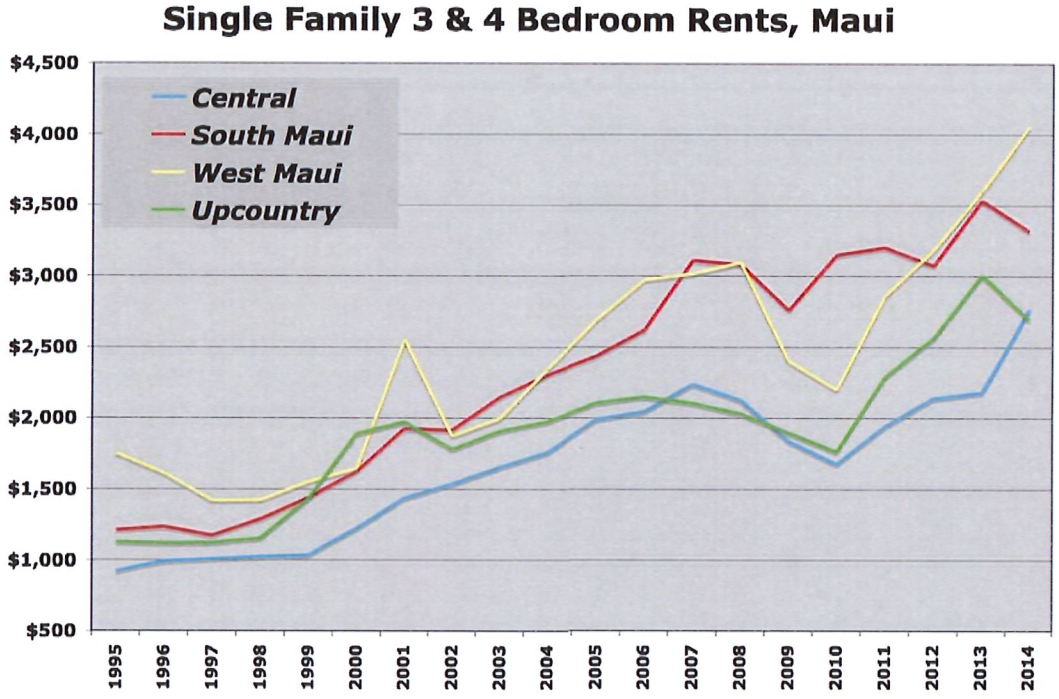

Figure X-5. Single Family 3 & 4 Bedroom Rents, Maui.

In every area described, the rental rates in most locations have risen above the levels that were attained in the last real estate market cycle. While the trend is consistent with what has been occurring in the for-sale market, by dint of rental rates exceeding the peak in the last cycle, the

rental market trend actually is more dramatic than that of the for-sale market – again, in most areas. And thus it can be said that the conditions in most rental sub-markets are more volatile than the for-sale one, and those in it are either enjoying (as landlords) or suffering (as tenants) this.

In sum, the rental rate trends are going higher, and this then is indicative of market conditions in which either supply is inadequate, or demand is excessive, or both.

The next section looks at the demographic composition of the rental market, and does so by income group, size of family and age. In essence, this is the demand side of the market.

XI. DEMOGRAPHIC ANALYSIS OF TARGET MARKET

The following data comes from Ribbon Demographics, a Californian firm that specializes in taking the 2010 US Census data and representing it in ways that are meaningful to those seeking to understand the demographic demand for housing. They use, to quote their website: "a custom four-way cross tabulation of household data designed specifically for affordable housing analysis that has been built by Nielsen (formerly Claritas). It is based on actual cross tabulation of Census (ACS) Data.

In particular, it identifies what kinds of housing (size, in term of bedroom counts) and at what price ranges those in the market might have a demand. We start with the total population on the island that are renting (note: this is a projection to 2014, using the info given by those polled in the 2010 Census.

Table XI-1. RENTER ONLY HOUSEHOLD COUNTS BY INCOME AND FAMILY SIZE, 2014

	1-Person	2-Person	3-Person	4-Person	5+-Person	Total
$0-10,000	910	515	188	231	117	1,961
$10,000-20,000	1,884	526	341	152	130	3,034
$20,000-30,000	1,223	887	295	126	331	2,863
$30,000-40,000	1,056	677	510	276	214	2,733
$40,000-50,000	721	1,015	623	294	400	3,052
$50,000-60,000	693	467	390	453	209	2,212
$60,000-75,000	600	1,086	406	376	440	2,909
$75,000-100,000	448	1,042	513	370	454	2,828
$100,000-125,000	266	508	232	117	304	1,427
$125,000-150,000	171	244	98	135	87	735
$150,000-200,000	134	200	162	87	161	744
$200,000+	133	103	57	22	81	397
Total	8,238	7,270	3,816	2,642	2,928	24,894

Table XI-2. MULTIFAMILY TAX SUBSIDY PROJECT INCOME LIMITS, 2014, HUD

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
30%	$16,950	$19,400	$21,800	$24,200	$26,150	$28,100	$30,050	$31,950
50%	$28,250	$32,300	$36,350	$40,350	$43,600	$46,850	$50,050	$53,300
60%	$33,900	$38,760	$43,620	$48,420	$52,320	$56,220	$60,060	$63,960
80%	$45,250	$51,700	$58,150	$64,600	$69,800	$74,950	$80,150	$85,300
100%	$56,500	$64,600	$72,700	$80,700	$87,200	$93,700	$100,100	$106,600
120%	$67,800	$77,520	$87,240	$96,840	$104,640	$112,440	$120,120	$127,920
140%	$79,100	$90,440	$101,780	$112,980	$122,080	$131,180	$140,140	$149,240

We then revamped the household income data, by using the HUD 2014 AMI definition, to arrive at the population of RENTERS only by their AMI.

Table XI-3 RENTER ONLY HOUSEHOLDS BY AMI AND FAMILY SIZE, 2014

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+-Person	Total
30%	13,132	6,515	3,571	3,095	1,012	601	300	28,226
50%	8,155	5,746	4,078	3,253	1,573	884	442	24,131
60%	3,567	4,637	3,032	1,356	724	396	198	13,911
80%	6,111	5,004	3,938	2,696	994	732	366	19,841
100%	4,162	3,663	2,736	2,308	1,198	656	328	15,052
120%	2,312	3,526	2,107	1,659	1,147	489	245	11,484
140%	1,417	2,637	1,476	1,267	729	281	140	7,947

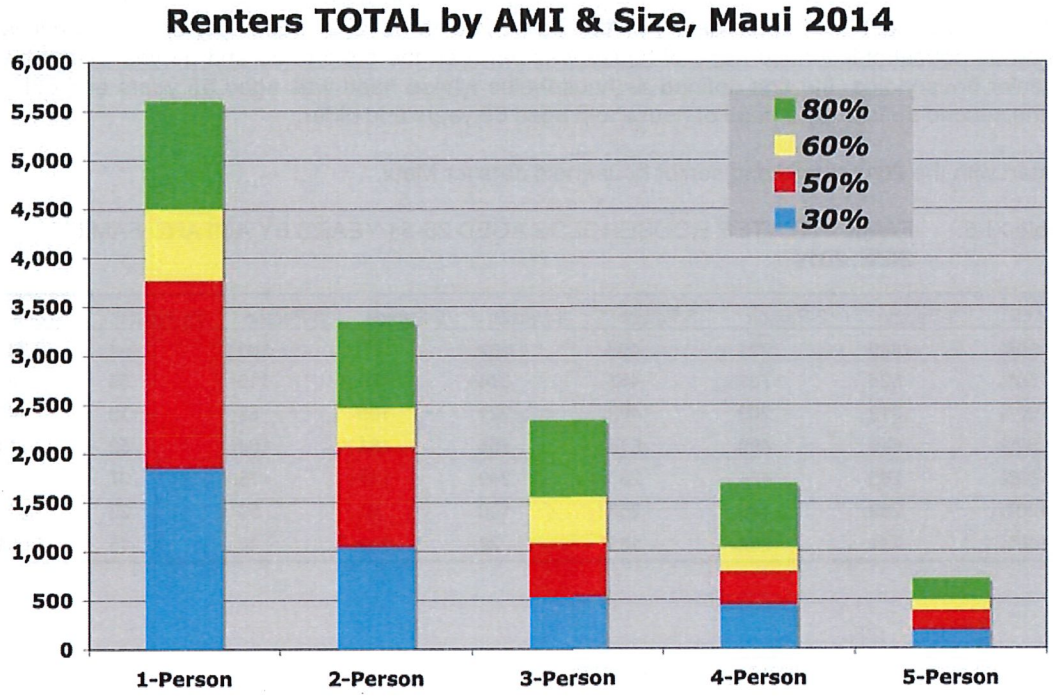

Figure XI-1. Renters TOTAL by AMI & Size, Maui 2014.

Next, we looked at the data not by individual segments, but in a cumulative, summary, vantage point (by accumulating the total number of households at or below a particular AMI level).

Table XI-4. CUMULATIVE DATA FOR RENTER ONLY HOUSEHOLDS BY AMI AND FAMILY SIZE, 2014

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+-Person	Total
30%	1,852	1,041	529	447	188	123	61	4,241
50%	3,773	2,063	1,080	787	387	252	126	8,467
60%	4,507	2,469	1,553	1,037	501	313	157	10,537
80%	5,606	3,349	2,336	1,691	714	436	218	14,348
100%	6,153	4,106	2,689	2,043	881	516	258	16,646
120%	6,739	4,830	3,075	2,267	986	583	291	18,771
140%	7,109	5,456	3,344	2,401	1,125	619	310	20,363

Table XI-5. CUMULATIVE COUNTS & SHARE OF HOUSEHOLDS, RENTERS & OWNERS, 2014

AMI	Renter Total	Owner Total	Renter & Owner Total	Renter % Of Population	Owner % Of Population	Total Renter & Owner %
30%	4,241	2,894	7,135	8%	5%	13%
50%	8,467	5,935	14,402	15%	11%	26%
60%	10,537	7,743	18,280	19%	14%	32%
80%	14,348	10,826	25,174	25%	19%	45%
100%	16,646	14,161	30,807	30%	25%	55%
120%	18,771	16,989	35,760	33%	30%	63%
140%	20,363	20,011	40,373	36%	36%	72%

Note that these numbers, through the 140% of AMI, encompass the most of the households on Maui. More noteworthy is that 45% of all households make 80% of median income or below, or 25,174 families out of a total of 56,329 (which includes those above the 140% of AMI level).

Next, we broke just the renter data by AMI down into three age groupings: one for families, defined as households whose head of house was between the ages of 25 and 54 years, and two for senior households, the first defined as households whose head was aged 55 years and older, and the second defined by a head of household aged 65 years and older.

We start with the 2014 family and senior household data for Maui.

Table XI-6. FAMILY RENTER HOUSEHOLDS AGED 25-54 YEARS BY AMI AND FAMILY SIZE, 2014

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	849	721	498	362	158	103	51	2,742
50%	825	731	452	276	178	119	59	2,641
60%	319	209	403	221	105	55	28	1,340
80%	646	499	674	555	181	104	52	2,711
100%	265	454	267	249	150	75	37	1,498
120%	289	479	252	108	98	58	29	1,312
140%	211	392	161	78	114	30	15	1,001

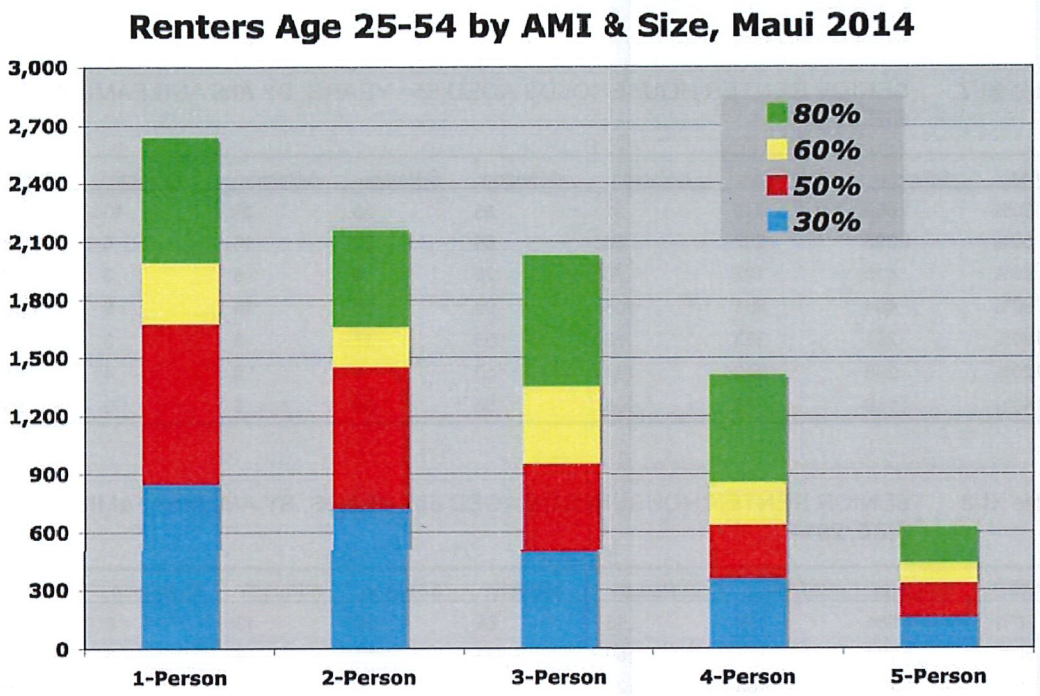

Figure XI-2. Renters Age 25-54 by AMI & Size, Maui 2014.

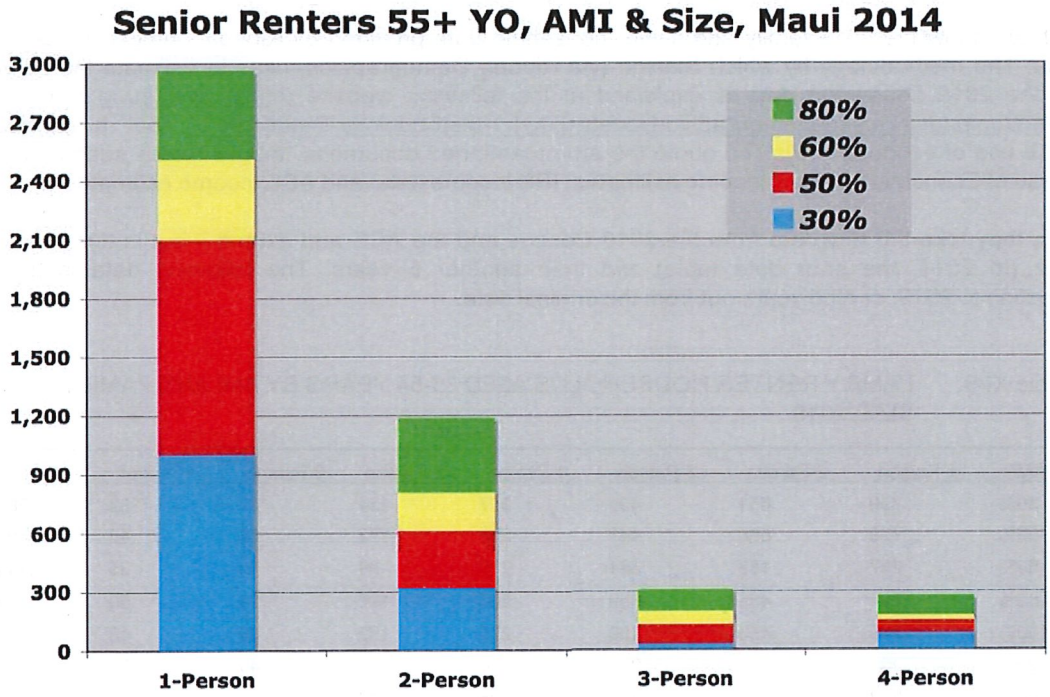

Figure XI-3. Senior Renters 55+ YO, AMI & Size, Maui 2014.

Table XI-7. SENIOR RENTER HOUSEHOLDS AGED 55+ YEARS, BY AMI AND FAMILY SIZE, 2014

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	1,003	319	31	85	30	20	10	1,498
50%	1,095	292	98	64	21	10	5	1,586
60%	415	197	70	29	8	6	3	729
80%	454	381	108	99	32	18	9	1,101
100%	281	303	86	103	17	6	3	800
120%	298	245	134	115	8	9	4	813
140%	159	233	108	56	24	6	3	590

Table XI-8. SENIOR RENTER HOUSEHOLDS AGED 65+ YEARS, BY AMI AND FAMILY SIZE, 2014

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	564	159	15	66	20	13	6	843
50%	694	167	60	33	12	6	3	976
60%	196	105	28	19	5	4	2	359
80%	181	193	32	48	12	6	3	475
100%	123	117	13	66	7	3	2	330
120%	131	74	47	49	4	7	3	314
140%	78	89	45	30	21	5	3	271

Next, we show the 2019 family and senior household data provided by Ribbon Demographics for Oahu. The methodology by which Nielson (via Ribbon Demographics) uses to estimate the 2014 and the 2019 household data is explained at the following website (http://www.tetrad.com/wp-content/uploads/Nielsen-Demographic-Update-2014.1-Methodology-Detailed.pdf), but it centers on the use of economic data (To quote the aforementioned document: "input sources such as the Bureau of Economic Analysis income estimates, IRS income data, and ACS income estimates").

Thus, they take the raw data from the 2010 Census and the ACS and extend it out in time first 4 years (to 2014, the prior data table) and then another 5 years. The following data is their projection to 2019, or nine years out from the original data.

Table XI-9. FAMILY RENTER HOUSEHOLDS AGED 25-54 YEARS BY AMI AND FAMILY SIZE, 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	799	651	425	357	154	77	39	2,502
50%	739	666	447	238	172	86	43	2,391
60%	287	188	381	210	99	50	25	1,240
80%	624	455	659	584	198	99	50	2,669
100%	245	450	289	275	159	80	40	1,538
120%	267	500	274	114	99	49	25	1,327
140%	208	379	175	95	128	64	32	1,082

Table XI-10. SENIOR RENTER HOUSEHOLDS AGED 55+ YEARS, BY AMI AND FAMILY SIZE, 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	1,088	310	39	98	33	17	8	1,594
50%	1,214	310	104	66	24	12	6	1,736
60%	472	207	69	30	10	5	3	796
80%	537	400	128	104	31	16	8	1,224
100%	346	365	95	111	18	9	5	949
120%	366	303	161	141	9	5	2	987
140%	201	276	134	68	31	15	8	733

Table XI-11. SENIOR RENTER HOUSEHOLDS AGED 65+ YEARS, BY AMI AND FAMILY SIZE, 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	657	166	20	74	22	11	6	956
50%	810	188	69	39	15	7	4	1,131
60%	242	117	27	19	6	3	1	415
80%	244	217	42	57	11	6	3	579
100%	172	161	19	75	8	4	2	440
120%	183	110	68	58	6	3	1	428
140%	113	120	65	38	28	14	7	386

Using the above data, we prepared a table showing the changes to the data in a 5-year projection, simply by taking the 2014 data away from the 2019 data, and showing the differences.

Table XI-12. FAMILY RENTER HOUSEHOLDS AGED 25-54 YEARS OLD BY AMI AND FAMILY SIZE, 2014 TO 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	(50)	(70)	(73)	(5)	(4)	(2)	(1)	(205)
50%	(86)	(65)	(5)	(37)	(7)	(3)	(2)	(205)
60%	(32)	(21)	(22)	(11)	(6)	(3)	(2)	(96)
80%	(22)	(44)	(15)	28	17	9	4	(23)
100%	(20)	(4)	22	25	10	5	2	40
120%	(21)	21	21	6	1	1	0	29
140%	(3)	(13)	14	17	14	7	4	40

Table XI-13. SENIOR RENTER HOUSEHOLDS 55+ YEARS, BY AMI AND FAMILY SIZE, 2014 TO 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	85	(9)	8	13	3	2	1	103
50%	118	18	6	2	3	2	1	150
60%	57	10	(1)	1	2	1	0	70
80%	83	19	20	6	(0)	(0)	(0)	127
100%	64	62	9	8	1	0	0	144
120%	68	58	27	25	1	1	0	181
140%	43	43	25	12	6	3	2	134

Table XI-14. SENIOR RENTER HOUSEHOLDS AGED 65+ YEARS, BY AMI AND FAMILY SIZE, 2014 TO 2019

AMI	1-Person	2-Person	3-Person	4-Person	5-Person	6-Person	7+ Person	Total
30%	92	7	5	8	3	1	1	117
50%	115	20	9	6	2	1	1	155
60%	46	12	(0)	(0)	1	1	0	59
80%	63	23	10	9	(1)	(0)	(0)	103
100%	48	44	6	9	1	1	0	109
120%	52	36	21	10	1	1	0	121
140%	35	32	20	7	7	4	2	107

As seen, the changes in the composition of demand from 2014 to 2019 show that the numbers for the younger age groups diminish and those for the older ones increase. This is in keeping with the aging of our society, thanks to the fact that the baby boomer generation did not reproduce at the same level their parent's generation did. As such, housing demand driven by this demographic change will disfavor starter and family houses and favor senior housing and empty nesters.

This can be seen in the charts below, using 2013 data from Claritas. Per the red line on the bottom axis, it shows the second most populous segment of this market is the ones for 45 to 54 years old, and the first is the one above it, the 65 to 74 years old. In other words, the population as a whole is aging.

XII. CONSIDERATIONS

As previously shown, there is a large past and future demand for housing, labeled here as housing need. In light of that, here follows an identification and discussion of some of the items and issues that have been linked to this housing need situation.

Some of the items apply mainly to Oahu, the military's absorption of the local rental housing stock, but are included in all the studies, as there is a military presence on the neighbor islands, as well. The other items are housing shortages:

- Due to the absorption of local rental housing stock by short-term visitors
- Due to high housing regulations
- Due to low wages vs. high housing costs
- Due to obsolescence or maintenance
- Due to risk in the public and the private sectors

A. HOUSING SHORTAGE, DUE TO MILITARY ABSORPTION OF LOCAL RENTAL STOCK

Hawaii has one of the largest United States military populations in the world, with some 50,000 servicemen and women stationed here, the second highest amount of active duty military personnel next to Japan. Hawaii also has some 64,000 military dependents. These service personnel and dependents can compete with local families for off-base rental units, if they so chose. And they can do so effectively, because they receive an allowance to rent off base, plus have health benefits, access to tax-free grocery and department stores on base and no state income tax.

In these conversations with those in military housing, we were told that the normal case is that the services will absorb 10%-20% of the housing stock in the communities hosting base(s), either through renting or owning (families purchase a home, then sell when they are reassigned).

However, there are exceptions - markets where supply is tight and/or demand is excessive, such as Hawaii (San Francisco, San Jose, as well), this level of their absorption of housing stock can reach upwards of 30%. This would apply to the Oahu market, but not to the neighbor island markets.

That said, it is not easy to identify if they do so in numbers that are significant or insufficient. To start with, most military families prefer to live on base, for convenience and community. Further, thanks to the Military Housing Privatization Initiative, over 75% of their housing stock has been remodeled or replaced.

When this initiative commenced, their stated goal was to do a one-for-one replacement, such that they would neither add nor subtract from the total housing stock in the community, as the stated intent was not to impact the private rental market. That said, the majority of their housing stock, not unlike the public housing stock on Oahu, was run down and/or uninhabitable. Thus, there was a net gain, effectively, in rental housing stock, thanks to this initiative

FYI, the following table was drawn from private conversations with the three major contractors performing this, Hunt, Lend Lease and Forest City.

Table XII-1. CHANGES IN MILITARY HOUSING SUPPLY BY SERVICE

	US Navy, P1	US Navy, P2	USMC	US Army	US Air Force	Totals
Starting Stock	2,003	2,250	2,700	7,836	1,356	16,145
2005	300			186		486
2006	300					300
2007	300	225		600	400	1,525
2008	300	225	250	712	400	1,887
2009	250	225	275	712	400	1,862
2010	250	225	275	712	156	1,618
2011	252	225	275	712		1,464
2012		225	275	712		1,212
2013		225	275	712		1,212
2014		225	275	712		1,212
2015		225	275	712		1,212
2016		175	275	712		1,162
2017			150	642		792
Ending Stock	1,952	2,200	2,600	7,836	1,356	15,944

We note that, as of 2012, two-thirds of the way through this program, there still were vacancies on base: for the US Army, they had a 91.8% occupancy rate, or 631 units available. For the US Navy & Marines, their occupancy was 95%, or 500 units open. The Air Force had 93%, or 175 units available (source is 2010 Department of Defense study, per http://www.acq.osd.mil/housing/PEP%20Exec%20Report%20-Jun2010.pdf).

We also note that in the opinion of rental owners and operators in the market, the rental market in 2010 went extra soft, in part because of the effect of this upgrading of the base housing.

Finally, the reality is that the market rents paid by these the military (and the short-term visitors, see below) are way above the rents that Extremely Low-Income (30%-$647 for 2-bedroom), Very Low-Income (50%-$1,078 for 2-bedroom) and Low-Income (80%- $1,725 for 2-bedroom) households can pay.

Thus, there is little or no real displacement because there is no direct overlap.

B. HOUSING SHORTAGE, DUE TO VISITOR ABSORPTION OF LOCAL RENTAL STOCK

The visitor industry also has a major presence in the economy and the housing market across Hawaii, but more so on the neighbor islands and less so on Oahu. By any measure - room rates, occupancy, and so on – Hawaii is world-class as a destination, starting with ocean liners at the turn of the century.

But this success has brought with it housing challenges in our community, in the sense that it has both spurred housing demand, for it's employees, and restricted housing supply, for those visitors who want to visit but cannot find accommodations to their budget or their taste. The housing being demanded by these visitors cannot be something the industry is responsible for, other than it is a measure of it's success. This is partly because there is not sufficient supply of hotel rooms to accommodate all tastes and budgets.

As a result, the overflow of visitors from hotels are accommodated in condotels, apartment rentals, house rentals, and so on (legally and illegally), principally through on-line services that aggregate rental offerings.

Officially, there are 789 transient vacation units and 39 bed-and-breakfast operations (http://www.staradvertiser.com/newspremium/20141228_ROGUE_RENTALS.html) licensed by the county of Honolulu, but this pales in comparison with the numbers of units unofficially available. It also pales in comparison with legal units, existing within appropriately zoned resort communities, such as Waikiki, Ko Olina and Kuilima.

While a problem on Oahu, certainly, it is greater on the other islands. Based on the owner-occupant designation, over 60% of all attached housing on Maui is held by investors, or second homeowners. Indeed, this situation manifests itself also in housing production, inasmuch as these units generate a very healthy stream of income. As seen by the trend in the average values for private residential permits across the state, what is being built is priced beyond local homeowners and renters (DBEDT on-line data download).

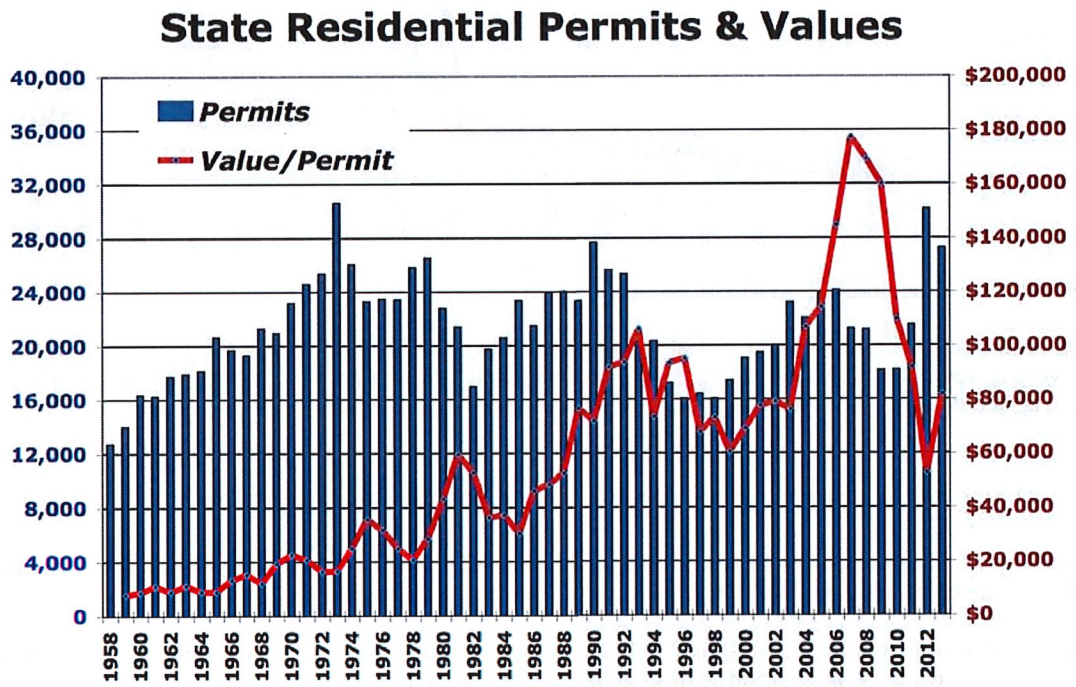

Figure XII-1. State Residential Permits & Values.

This is even more apparent when the data is broken out by islands.

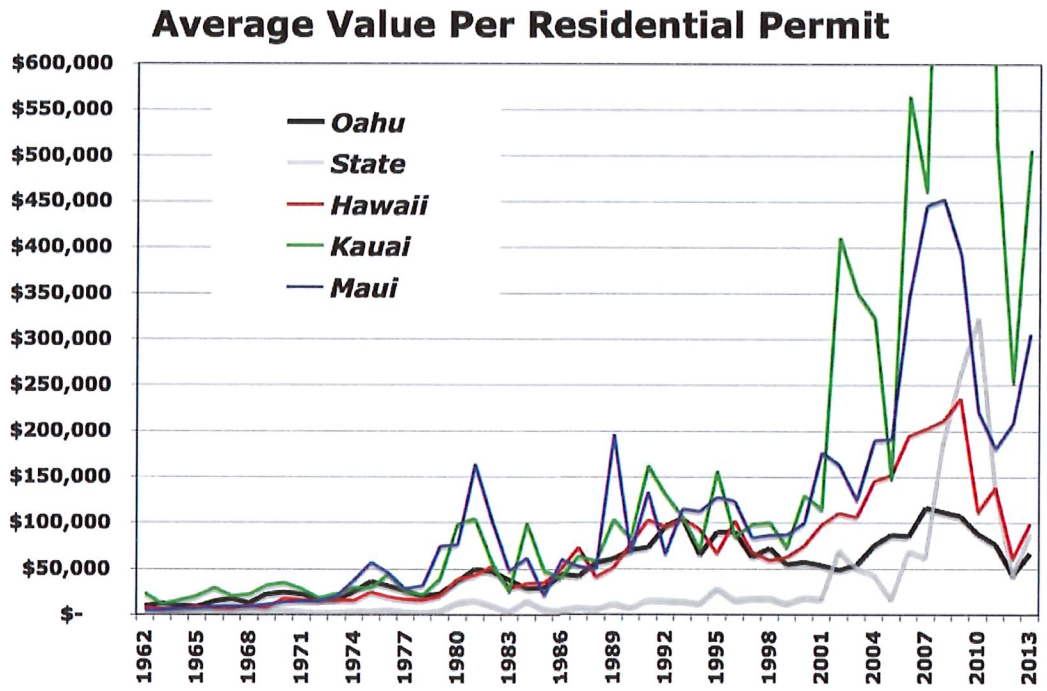

Figure XII-2. Average Value Per Residential Permit.

This notwithstanding, the reality is that the market rents paid by short-term visitors, again are way above the rents that low- or moderate-income families will or can pay. Thus, like the military, there is little or no real displacement because there is no direct overlap.

C. HOUSING SHORTAGE, DUE TO HIGH HOUSING REGULATIONS

According to a speech made by the former head of DBEDT on the housing shortage, the housing policy of one of the counties was: "committed to exactions as an engine for low-income housing ."

This is a fair description of the relationship between the public and the private sectors in housing production, one that worked (and works) when market conditions were such that the costs of the exactions were meaningfully below the profits of the project and the private sector entity. In other words, there was a meaningful net profit left over after the total amount of the subsidy provided by the private sector to produce affordable housing was subtracted from total profit that was generated by the sale of the profitable units. Basically the developer's loss on the low-cost housing was passed on to the market-rate purchasers of housing.

However, this condition does not always exist in the market. In fact, there is only a little moment when this can happen – the window of opportunity – and it is when housing production costs are low, and housing prices are rising. This happens only for maybe 2 out of the 8-10 year real estate cycle. Further, it cannot happen if the costs of the exactments or the subsidy are overly large.

For instance, in 2006, in the midst of the mayoral election and at the top of the last real estate cycle on Maui, the county council voted unanimously to raise the breadth and depth of their

workforce housing requirement. The vote included any development of five or more residential units, as well as hotel or time-share projects that generate three or more units.

On top of that, projects in which fewer than half the units built are to be sold for more than $600,000 would have to provide 40 percent of their units at affordable prices. Developments having more than half of homes priced above $600,000 would have a 50 percent affordable requirement. Those in opposition warned that this pushed the return to homebuilders and developers below the minimum needed to pursue the business.

In the ensuing years, the former proved to be the case - only a handful of homes have been built under the ordinance, such that it was revised. the only homes constructed as a 14 unit workforce housing project called Na Hale O Kilinahe, in which the developer estimated losing nearly $1 million per "workforce" house, and so negotiated with the landowner for a huge discount on the land in anticipation of that. In retrospect, some said the developer underestimated the amount of effort required, plus then said the uncertainty, the added cost, the added capital required didn't make sense.

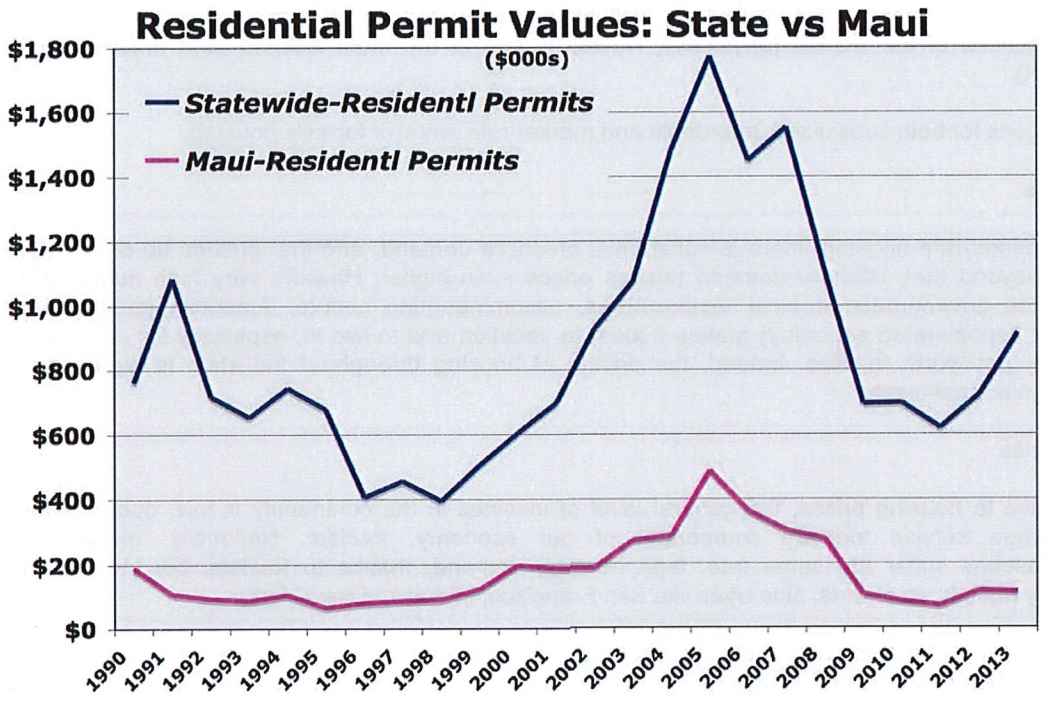

Figure XII-3. Residential Permit Values: State vs. Maui.

Indeed, this can be seen in the chart comparing the value of residential permits statewide to just Maui. As seen, this activity plummeted on all islands upon the onslaught of the Great Recession. However, the activity statewide has bounced back up, in the recovery phase of this cycle, while Maui has not enjoyed much of a rebound.

D. HOUSING SHORTAGE, DUE TO HIGH HOUSING PRICES (COSTS) AND LOW INCOMES (WAGES)

Nationally, Hawaii is known for having very high housing costs. This is so, thanks to the high prices put on housing inputs. To wit:

Costs

Buildable land is extremely limited, both physically and politically (by dint of regulations that prevent land that is economically feasible housing to become so, thanks to a lengthy and restrictive enabling process) (this process of zoning land is widely supported in the community, as means to enjoy open space, to grow crops, but these benefits brings with them a cost: high housing prices).

Building materials, both infrastructure and vertical construction, are costly, much more than the rest of the nation, due to transportation and storage costs.

Construction labor is also limited as well as inflexible, thanks to high cost of living, and the remoteness of the market (physically, Hawaii is one of the most isolated land masses on the planet).

This goes for both subsidized, affordable and market-rate rental or for-sale housing.

Prices

For market-rate housing, there is substantial on-shore demand, and that pushes up prices. Over and beyond that, offshore demand pushes prices even higher: Hawaii's very high quality of life (pristine environment, tropical temperatures, accommodating culture, American jurisprudence, dollar denominated economy) makes it ideal to vacation and to live in, especially for retirees and higher net worth families. Indeed, the pricing of housing throughout the state is high, and so recognized nationally.

Incomes

Relative to housing prices, the general level of incomes in the community is low, due to a large low-wage service industry component of our economy, tourism. Nationally, many visitor destinations suffer the same fate: high housing demand, thanks to tourists, but low incomes locally (mainly ski resorts, plus cities like San Francisco, Miami and New York).

Thus, low wages vs. high housing costs equates to difficulty affording even basic housing. Indeed, housing cost is the highest line item in almost all families, but there are high costs here in Hawaii for the other items: energy (gas, electricity), food, schooling, etc. Slightly off-setting this, Hawaii has a low property tax and costs for clothing and recreation.

One simple illustration of how wages and home prices are out of sync is to identify the compound rate of appreciation for wages and homes since 1972. Using the average price for a single family home and a condo, that compound rate was 5% and 4.2% appreciation per annum over that period. Using the Bureau of Economic Analysis' average wage per job, same time period, the appreciation was 4.2%.

The following chart shows an index since 1992 for the average price for a new home and a new condo (proprietary data) against the average wage per job, since 1992. The one after that shows the wage per job average against an index for cost of construction for single-family homes and high-rise condos (First Hawaiian Bank data via DBEDT). In both cases, wages simply have been outpaced.

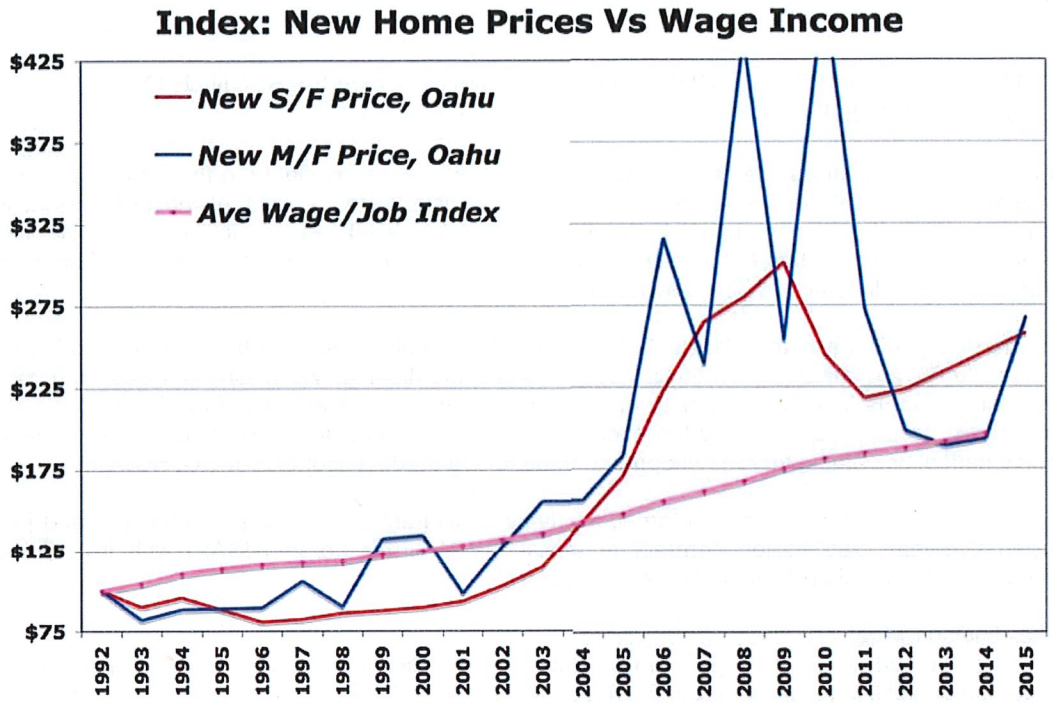

Figure XII-4. Index: New Home Prices vs. Wages.

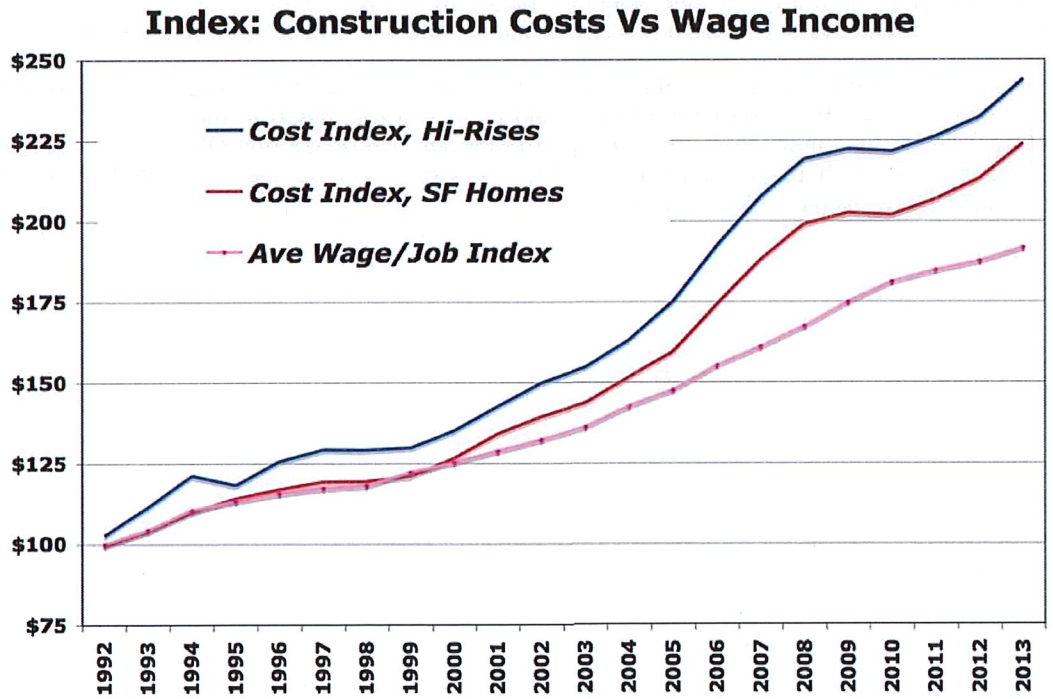

Figure XII-5. Index: Construction Costs vs. Wages.

E. HOUSING SHORTAGE, DUE TO END OF TERM, OBSOLESCENCE OR MAINTENANCE

The current stock of affordable rental housing will not always be available in the future, OR may not always be available in the future for two reasons: obsolescence, or the end of the term in which the unit's rent is contractually set at an affordable level, and maintenance. While two different issues, they are tied to the same consideration – making sure the stock of rental housing appropriate for low-income families is available.

Given that units will leave the affordable housing pool, planning needs to be done now to insure that those units are replaced. While obvious, it bears mentioning. What isn't obvious, and also bears mentioning, is that the continuing maintenance of these units also needs to be funded. The author participated in a 2005 study that identified public rental housing projects that were in need of maintenance, or suitable for redevelopment, done for the predecessor of HHFDC, HCDCH.

The lead contractor was Alvarez & Marsal, a private consultant specializing in housing – and just awarded five-year, $88 million contract to assist the U.S. Air Force (USAF) with its military housing and other public-private real estate programs.

The key findings were:

- The age and condition of the portfolio will result in a significant increase in uninhabitable units over time unless substantial amounts are spent to rehabilitate them.
- Without substantial capital to do so, one alternative would be to leverage (meaning develop or redevelop properties) real estate values into improving the portfolio.
- Leveraging certain properties would generate cash plus an opportunity to generate additional capital from other sources.
- The higher the targeted income, the higher the benefit from leverage.
- The benefit would be more public housing and/or more funds to maintain public housing.

Simply put, the study found a huge financial liability existing in terms of bringing up to code a large number of units that were very much behind code and had deferred maintenance. It also identified a way to fund that liability: to develop or redevelop both these and other publicly owned properties to their highest and best use – then apportion the benefits created by that to developing or maintaining affordable rental units.

F. HOUSING SHORTAGE, DUE TO PUBLIC SECTOR RISK

To be sure, this issue – housing ourselves at a reasonable cost - has been one of the most important policy issues for over 25 years: affordable housing, workforce housing, and public housing, these have been overly debated, analyzed and studied (including this one). The issue remains, and so do the solutions posited – subsidize the housing, set up a trust fund, do a bond issue, streamline the process, and engage in a private-public partnership.

The heart of the problem is that acting on something entails real costs, potentially public capital and political goodwill. For example, it is clearly evident that the counties and the state have significant resources, particularly land, but also enabling legislation to reduce regulation. However, it is land that is the most important part of the public sector with regard to affordable housing. The public sector has large land holdings that are under-utilized, costly both actually (to maintain) and potentially (to upgrade and realize the benefits of cost-savings and revenue enhancement).

A legislative plan to take action, the creation of the Public Land Development Corporation (PLDC), did not get off the ground. The legislation authorizing the PLDC was repealed due to public concerns over transparency and a concentration of political power, and lack of public support. Despite the failure of the PLDC, we should not lose sight of the big picture – there is a good argument to taking public resources and using them for the public good.

G. HOUSING SHORTAGE, DUE TO PRIVATE SECTOR RISK

Despite the excessive demand and limited supply conditions existing in the Hawaiian residential market – which would argue for stable and long-lasting companies in this industry – it has a good amount of firms that either have suffered significant financial setback, or gone into bankruptcy, or moved elsewhere for a better risk/reward condition.

Those that were known locally include C. Brewer Homes, Bruce Stark, Mike McCormack, Herbert Horita, Chris Hemmeter, Dillingham, Jim Schuler, Maui Land & Pine, and Jack Myers. And those that came in from outside (and have left) include Centex, Watt Homes, Crescent Heights, Lusk Homes, Lear Seigler, Crowne Vista, Fred Chan, General Growth, General Mortgage, Lyle Anderson, Suntory, Mitsui Fudosan and Seibu.

It bears emphasizing that home building can be extremely risky. It is an industry that has large transaction, production and carrying costs; it suffers from illiquidity, and very limited ability to forecast values. Add to that public sector regulation and exactments. Most of these factors are exogenous, beyond the control of the firm, particularly the most important: interest rates and a finance-driven economic cycle, which over time moves to excess both on the upside and the downside.

The effect of this is a high rate of attrition of business participants. And the affect of that on affordable rental housing is generally slight, but there is one, albeit a secondary effect, if the loss of home builders and developers means a loss of housing inventory, which in turn diminishes the level of shelter available to the community, which ultimately leads to loss of our economy's ability to sustain and to house itself. On the other hand, if there is the housing industry is healthy, it produces at all levels, and the expansion of housing at any level, even the higher ends, has the potential for affecting those around.

H. HOUSING SHORTAGE, SUMMARY

In sum, the military and the visitor industry do absorb a large share of the rental housing stock on mainly Oahu. But they pay market rates for those units, put good money into the local business community and very good money to the landlord community. Further, the military does much more than that: they give back and keep on giving back.

In addition, the units being rented out here are not directly fungible in the sense that they could or would be rented out to a local family in need of affordable housing – some units would go to family, some would go without a tenant, etc. But the bottom line is that neither the military nor tourism is vacating Hawaii, or these units. So the problem remains, and arguably would get worse without either (indeed, the local economy and community would have fewer resources).

Housing regulation has worked - a tremendous number of affordable condos were built in the 1990-1995 real estate up cycle on Oahu in Kapolei and the surrounding areas - but not always – Maui, 2006-2014.

High housing costs and low incomes is clearly the primary contributor to affordable housing shortages.

In terms of the actual inventory of affordable rental housing stock, the end of term and maintenance are the main, but not significant, cause for this shortage.

In terms of the potential inventory of affordable housing, the problem is both public and private sector risk. Simply put, affordable rental housing is unprofitable, so the market won't address the need by itself. Thus, barring the public sector entering the development business, the only way affordable rental housing will be produced is by a public sector subsidy. The public sector risk, at all levels, is whether that subsidy in concept and amount is proper, given competing obligations. Then, given a commitment, the question becomes what kind of affordable housing to be produced, in terms of efficacy and equity – both in terms of bang for the buck (the truth of affordable housing is that the lower the income group served, the more the buck and the smaller the bang) and of a just and compassionate society.

XIII. PRESCRIPTIONS

A. PRIVATE PUBLIC PARTNERSHIPS

Since housing demand for Hawaii real estate isn't retiring anytime soon, the answer is supplying more housing, and the means by which this can be provided lies in the hands of the housing industry and those in public service. Clearly, these two entities serve different masters – their shareholders and the voting public – and just as clearly, the two cannot go it alone.

The different masters put them on a collision course: business wants to make as much profit as possible, while the elected officials and those working for them want the greatest amount of that profit as to go to producing the greatest number of affordable units. Since neither can go it alone - the one needs the other - the obvious solution is an effective and productive public private partnership wherein everyone gets some of what they want.

Note that while this is relationship needs to be initially well structured (transparent, especially), it also needs to be flexible and adaptable to the business and real estate cycle. There always are new or changing economic conditions that destroy the business' profit margin. The greatest fear of business in partnering with the public sector in an unprofitable commercial venture is bankruptcy, followed by their fear that a project that leaves them weakened, relative to their competition. However, with safeguards and guarantees put into place that address the risks and benefits of both partners, this is an appropriate vehicle to drive up housing production.

B. FLEXIBLE HOUSING REGULATIONS

As always, there is a direct correlation between the rise in home prices and the rise in housing regulations, with a bias towards regulating higher, and with a history of missed housing opportunities, as the economy changes and prices fall. Today, history will repeat itself, unless the regulations are flexible and show a measure of good faith that the regulatory side (public sector) wants to the productive side (private sector) to succeed. This argues for regulations that are not hard-set, but adjusted to changing conditions (without having to rewrite the law or pass legislation). This is in keeping with the way businesses adapt, i.e., a ready-fire-aim mindset, or analyze, do and adjust.

Finally, we would be cautious in importing the affordable housing regulations developed in other markets by other political regimes and using them as benchmarks in setting our regulations. This is because Hawaii is the extreme - there is no more supply-restrained, demand-challenged housing market in the nation.

C. PUBLIC RESOURCE STEWARDSHIP

Since the resource of land is limited, the public sector has a responsibility to be a good steward for the community, past, current and future. If the use of that land can be upgraded, if the value increased, and if that can be combined with a public purpose, then this is a proper direction. In line with that, the recommendations of the aforementioned Alvarez & Marsal study could provide the additional funding so necessary for all levels of affordable rental housing.

In particular, the concept of stewardship of public lands in terms of providing adequate shelter to your community should be expressed on the lands under and around the rail stations on Oahu. This is the ideal location for all housing, but particularly affordable rental housing and/or the infrastructure in support thereof.

Rail is designed to address a transportation problem; it could, and should, orient itself to address the housing problem. Indeed, if done right (and the governing regulations produced quickly), a path would open up to facilitate the production on-site of affordable rental housing on-site at and around the rail stations. And this would help realize great quantities of ridership, the key to mass transit's affordable and efficient transportation.

This is responsible stewardship.

D. LOWERING THE COST OF HOUSING AND RAISING THE REVENUE

On the cost side of housing, this includes lowering the cost of inputs (including infrastructure and land), shortening the time of production (including permitting), and reducing the taxes, exactments and requirements (including, where applicable, building codes and standards) This is something the housing contractors working on federal land doing military housing have enjoyed, less time, more certainty, less risk.

On the revenue side, this can be done through broadening and deepening the flow of financing into this housing, be it up front through incentives, tax credits and bond financing, or at the back end, through tax forgiveness or other rebates. It can also be done also at the individual (rather than the project) level, with the individual getting direct subsidies or other benefits (flexible mortgage financing, an individual ownership interest generated via rental payments), which either increases the rental stream to the benefit of the rental unit owner or lowers the rental obligation of the renter (or increases the benefits).

E. HOUSING LADDER

This is a concept originated in UK to describe how over a lifetime a family progresses from cheap houses at the bottom of the property ladder (starter housing), to expensive houses at the top (and then down again to empty nester housing).

While the concept remains valid when transplanted here, the import to affordable rental is more relevant if and when applied across our community, such that it is the progression up the housing ladder of the entire community, not just an individual.

The ideal here would be to start at the bottom of both the income pyramid and the housing spectrum, and help those at this low-end, the base of the income pyramid, attain housing commensurate with their ability to pay. With a place on the first rung, in this case affordable rental housing, the goal would be for them to be able to move higher up the ladder, into market rental housing, and then to starter housing, typically a condo, then to larger and larger homes as the family grows in number and resources. ending up in a large home that accommodates the children (multigenerational housing, typical in Hawaii), or ending with the parents downsizing, and sharing the equity with their children so they have a down payment with which they can move up another rung on the ladder.

The specific application here would be a part of raising revenue, but the saver would be the individual and the savings applied to the individual's housing equity. At the affordable rental housing rung, one of the lowest, the concept would be to provide a rent at a level that allows the renter left over resources to set aside in a housing purchase account, out of which their down payment will come.

XIV. SUMMARY

At heart, this rental housing study showed rising rents – read tight supply – and – read great demand - a very high number of families that are dependent on rental housing for shelter.

There is a rule of thumb is that renter families generally come from the lower income part of our community, and economists and housing analysts think of this in terms of them making 80% of the area's median income, or AMI, or lower. It bears repeating that those making at or under than 60% and those at or under 30% of AMI are facing no rental unit availability, meaning crowding up or homelessness.

Relative to what has been supplied, the number of rental units affordable to those making 80% (and 60%, and 50%, and 30% of AMI), the supply/demand imbalance is tremendous, in quantitative terms. During the 10-year period from 2004-2013, just over 4,500 affordable rental units were delivered statewide with government assistance. (Source: HHFDC) To wit, there simply is an insufficient number of them being supplied, either in the affordable, the subsidized or the market-rate rental markets.

As seen, the for-sale residential real estate market is midway up its cycle, with shrinking supply of listings and steadily rising prices. Per usual, the home building industry is ramping up to meet this demand, but with a lag time in production, as well as a bias towards the lower-risk target markets, those in the upper end of the income spectrum and the offshore market. Thus, relative to demand, driven by job creation and population growth, the supply side of the market will certainly fall short of fulfilling housing need, especially for those families making 100% of AMI (workforce housing) and below (for-market rental, affordable rentals and homeless).

Qualitatively, there is widespread evidence of the toll this imbalance exacts on us as a community.

At the least, this toll starts with very stretched or constrained household budgets wherein family heads are forced to make painful decisions by dint of having to spending so much on housing, when at the same time they need to feed themselves, get to work, to school their children, address medical issues, and so on. All of which can create inter and intra familial problems, which can then become community and social problems, and exact a price at the personal, the familial, the social and the political level (the economy, too). It leads to families relocating to where the cost of shelter is more in-line with the incomes they can earn there.

At the most, this toll leads them to going homeless, living in the bushes on someone else's land, subject to greater interpersonal strife and personal suffering. And what's in-between is better, but not good:

- It leads to families having to double up with other families, to live in a garage, a tent in the back yard;
- It leads to landowners developing a multi-tenant house, to rent out rooms to families who share the bathrooms; and
- It leads to landlords illegally sub-dividing their rental units, again to double up the renter families, to serve their need (and profit).

This condition of supply/demand imbalance is consistent with the rest of the residential real estate market, except that market is not as persistently so, or acutely so: there is a cycle in which, for maybe a two year period in an eight year cycle, there is a window of opportunity to buy a home at a good price, meaning affordable to local residents. In parallel, the window also applies to affordable housing development, at least the segment of it that depends on there being a

sufficient profitability to offset the risk. This is why at the bottom of every cycle, a number of for-sale projects rush to come to market, to break ground, having done all that was necessary to proceed (read: clear the obstacles) over the prior 3-4 years (or longer).

The private and the public sectors should work together to open this window wider and serve more families in our community. Indeed, looking at the numbers that describe family incomes by Area Median Income, it is the case that the majority of our community fit into the below 100% of AMI, making affordable housing 'local housing.' And while numbers tell a story, they do not tell of the personal hardships in finding affordable shelter in Hawaii.

APPENDIX

Here follows a number of Appendixes that further describe the market.

APPENDIX ONE: CRAIGSLIST DATA BY PERIOD

The following tables describe the data drawn from the Craigslist database.

It starts with the period (Yr) the data was collected, then it shows the number of listings (green shading), then the average rental rates of those listings (blue shading). It then describes the percentage change in each per period (List Ch %, Rent Ch %).

Directly underneath that, it shows the summary calculations, starting with:

- **Change from the first period (2012, 1st Quarter) to last period taken (2014, 1st Quarter).**
- Summary change (summary of all period's percentage change), and
- Per Period Change (the summary change, divided by the number of periods that showed a change).

SAMPLE TABLE

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	3,087	$1,659		
2012.3Q	3,302	$1,701	7.0%	2.6%
2012.4Q	2,211	$1,725	-33.0%	1.4%
2013.3Q	2,672	$1,766	20.9%	2.4%
2013.4Q	3,010	$1,784	12.6%	1.0%
2014.1Q	2,385	$1,830	-20.8%	2.6%
Change, 2012.1Q - 2014.1Q			**-22.7%**	**10.3%**
Summary Change, all periods			-13.3%	9.9%
Per period change			-2.7%	2.0%

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	3,087	$1,659		
2012.3Q	3,195	$1,680	3.5%	1.3%
2012.4Q	2,757	$1,713	-13.7%	2.0%
2013.3Q	2,442	$1,745	-11.4%	1.9%
2013.4Q	2,841	$1,775	16.4%	1.7%
2014.1Q	2,698	$1,807	-5.1%	1.8%
Change, 2012.1Q - 2014.1Q			**-12.6%**	**8.9%**
Summary Change, all periods			-10.3%	8.6%
Per period change			-2.1%	1.7%

The second (Adjacent) table is a repeat of the first, except that it averages the first table's data over two periods, to smooth it out and reduce the individual period's volatility.

It does this for:

- All units (all housing types, and all bedroom configurations and all areas or communities);
- Attached units (town homes, condos and apartments); and,
- Detached units.

The last two categories are broken down by number of bedrooms, and communities.

It begins with Attached Housing, and then finishes with Detached Housing (homes).

ATTACHED UNITS (Condos, Town Homes, Apartments)

Maui, ALL

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	297	$2,018		
2012.3Q	318	$1,795	7.1%	-11.1%
2012.4Q	179	$2,039	-43.7%	13.6%
2013.3Q	219	$2,301	22.3%	12.8%
2013.4Q	123	$2,392	-43.8%	3.9%
2014.1Q	107	$2,518	-13.0%	5.3%
Change, 2012.1Q - 2014.1Q			**-64.0%**	**24.7%**
Summary Change, all periods			-71.1%	24.6%
Per period change			-14.2%	4.9%

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	297	$2,018		
2012.3Q	308	$1,907	3.5%	-5.5%
2012.4Q	249	$1,917	-19.2%	0.6%
2013.3Q	199	$2,170	-19.9%	13.2%
2013.4Q	171	$2,346	-14.1%	8.1%
2014.1Q	115	$2,455	-32.7%	4.6%
Change, 2012.1Q - 2014.1Q			**-61.3%**	**21.6%**
Summary Change, all periods			-82.4%	20.9%
Per period change			-16.5%	4.2%

AREA	Period	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	64	$977		
	2012.3Q	76	$1,146	18.8%	17.2%
	2012.4Q	88	$1,188	15.8%	3.7%
	2013.3Q	81	$1,234	-8.0%	3.9%
	2013.4Q	46	$1,243	-43.2%	0.7%
	2014.1Q	28	$1,303	-39.1%	4.8%
	Change, 2012.1Q - 2014.1Q			**-56.3%**	**33.3%**
	Summary Change, all periods			-55.8%	30.4%
	Per period change			-11.2%	6.1%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	64	$977		
	2012.3Q	70	$1,061	9.4%	8.6%
	2012.4Q	82	$1,167	17.1%	9.9%
	2013.3Q	85	$1,211	3.0%	3.8%
	2013.4Q	64	$1,239	-24.9%	2.3%
	2014.1Q	37	$1,273	-41.7%	2.8%
	Change, 2012.1Q - 2014.1Q			**-42.2%**	**30.3%**
	Summary Change, all periods			-37.0%	27.4%
	Per period change			-7.4%	5.5%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	4	$1,475		
	2012.3Q	12	$1,608	200.0%	9.0%
	2012.4Q	5	$2,200	-58.3%	36.8%
	2013.3Q	4	$938	-20.0%	-57.4%
	2013.4Q	9	$1,948	125.0%	107.8%
	2014.1Q	6	$1,092	-33.3%	-44.0%
	Change, 2012.1Q - 2014.1Q			**50.0%**	**-26.0%**
	Summary Change, all periods			213.3%	52.3%
	Per period change			42.7%	10.5%

AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	4	$1,475		
	2012.3Q	8	$1,541	100.0%	4.5%
	2012.4Q	9	$1,904	6.3%	23.5%
	2013.3Q	5	$1,569	-47.1%	-17.6%
	2013.4Q	7	$1,443	44.4%	-8.0%
	2014.1Q	8	$1,520	15.4%	5.3%
	Change, 2012.1Q - 2014.1Q			**87.5%**	**3.1%**
	Summary Change, all periods			119.0%	7.7%
	Per period change			23.8%	1.5%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	132	$1,898		
	2012.3Q	103	$1,357	-22.0%	-28.5%
	2012.4Q	60	$1,423	-41.7%	4.9%
	2013.3Q	88	$1,567	46.7%	10.1%
	2013.4Q	48	$1,651	-45.5%	5.4%
	2014.1Q	37	$2,044	-22.9%	23.8%
	Change, 2012.1Q - 2014.1Q			**-72.0%**	**7.7%**
	Summary Change, all periods			-85.4%	15.6%
	Per period change			-17.1%	3.1%

AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	132	$1,898		
	2012.3Q	118	$1,628	-11.0%	-14.2%
	2012.4Q	82	$1,390	-30.6%	-14.6%
	2013.3Q	74	$1,495	-9.2%	7.5%
	2013.4Q	68	$1,609	-8.1%	7.6%
	2014.1Q	43	$1,848	-37.5%	14.8%
	Change, 2012.1Q - 2014.1Q			**-67.8%**	**-2.7%**
	Summary Change, all periods			-96.4%	1.2%
	Per period change			-19.3%	0.2%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	51	$1,300		
	2012.3Q	52	$1,113	2.0%	-14.4%
	2012.4Q	40	$918	-23.1%	-17.6%
	2013.3Q	38	$1,160	-5.0%	26.4%
	2013.4Q	16	$1,332	-57.9%	14.9%
	2014.1Q	10	$1,405	-37.5%	5.4%
	Change, 2012.1Q - 2014.1Q			**-80.4%**	**8.1%**
	Summary Change, all periods			-121.5%	14.8%
	Per period change			-24.3%	3.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	51	$1,300		
	2012.3Q	52	$1,206	1.0%	-7.2%
	2012.4Q	46	$1,015	-10.7%	-15.8%
	2013.3Q	39	$1,039	-15.2%	2.3%
	2013.4Q	27	$1,246	-30.8%	20.0%
	2014.1Q	13	$1,368	-51.9%	9.8%
	Change, 2012.1Q - 2014.1Q			**-74.5%**	**5.3%**
	Summary Change, all periods			-107.5%	9.1%
	Per period change			-21.5%	1.8%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	70	$1,500		
	2012.3Q	104	$1,338	48.6%	-10.8%
	2012.4Q	65	$1,355	-37.5%	1.3%
	2013.3Q	70	$1,579	7.7%	16.5%
	2013.4Q	23	$1,936	-67.1%	22.6%
	2014.1Q	27	$2,151	17.4%	11.1%
	Change, 2012.1Q - 2014.1Q			**-61.4%**	**43.4%**
	Summary Change, all periods			-31.0%	40.7%
	Per period change			-6.2%	8.1%

AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	70	$1,500		
	2012.3Q	87	$1,419	24.3%	-5.4%
	2012.4Q	85	$1,347	-2.9%	-5.1%
	2013.3Q	68	$1,467	-20.1%	8.9%
	2013.4Q	47	$1,757	-31.1%	19.8%
	2014.1Q	25	$2,044	-46.2%	16.3%
	Change, 2012.1Q - 2014.1Q			**-64.3%**	**36.3%**
	Summary Change, all periods			-76.1%	34.5%
	Per period change			-15.2%	6.9%

ATTACHED UNITS (Condos, Town Homes, Apartments)

Maui, Studio

ATTACHED UNIT

Maui, One Bed

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	52	$936		
2012.3Q	92	$939	76.9%	0.3%
2012.4Q	60	$816	-34.8%	-13.1%
2013.3Q	62	$994	3.3%	21.8%
2013.4Q	33	$1,199	-46.8%	20.6%
2014.1Q	26	$1,094	-21.2%	-8.8%
Change, 2012.1Q - 2014.1Q			**-50.0%**	**16.8%**
Summary Change, all periods			-22.5%	20.8%
Per period change			-4.5%	4.2%

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	52	$936		
2012.3Q	72	$938	38.5%	0.1%
2012.4Q	76	$877	5.6%	-6.4%
2013.3Q	61	$905	-19.7%	3.1%
2013.4Q	48	$1,096	-22.1%	21.1%
2014.1Q	30	$1,146	-37.9%	4.6%
Change, 2012.1Q - 2014.1Q			**-43.3%**	**22.4%**
Summary Change, all periods			-35.7%	22.5%
Per period change			-7.1%	4.5%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %	AREA
Central Maui	2012.1Q	13	$727			2012.1Q	13	$727			Central Maui
	2012.3Q	24	$860	84.6%	18.3%	2012.3Q	19	$793	42.3%	9.2%	
	2012.4Q	16	$864	-33.3%	0.5%	2012.4Q	20	$862	8.1%	8.6%	
	2013.3Q	14	$1,013	-12.5%	17.2%	2013.3Q	15	$938	-25.0%	8.8%	
	2013.4Q	11	$1,008	-21.4%	-0.5%	2013.4Q	13	$1,010	-16.7%	7.7%	
	2014.1Q	8	$856	-27.3%	-15.0%	2014.1Q	10	$932	-24.0%	-7.7%	
	Change, 2012.1Q - 2014.1Q			**-38.5%**	**17.8%**	**Change, 2012.1Q - 2014.1Q**			**-26.9%**	**28.2%**	
	Summary Change, all periods			-9.9%	20.5%	Summary Change, all periods			-15.3%	26.6%	
	Per period change			-2.0%	4.1%	Per period change			-3.1%	5.3%	
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %	AREA
North Shore Maui	2012.1Q	2	$1,200			2012.1Q	2	$1,200			North Shore Maui
	2012.1Q	2	$1,200	0.0%	0.0%	2012.3Q	2	$1,200	0.0%	0.0%	
	2012.3Q	7	$949	250.0%	-20.9%	2012.4Q	5	$1,075	125.0%	-10.4%	
	2013.3Q	3	$867	-57.1%	-8.7%	2013.3Q	5	$908	11.1%	-15.5%	
	2013.4Q	4	$1,700	33.3%	96.2%	2013.4Q	4	$1,283	-30.0%	41.3%	
	2014.1Q	5	$1,150	25.0%	-32.4%	2014.1Q	5	$1,425	28.6%	11.0%	
	Change, 2012.1Q - 2014.1Q			**150.0%**	**-4.2%**	**Change, 2012.1Q - 2014.1Q**			**125.0%**	**18.8%**	
	Summary Change, all periods			251.2%	34.2%	Summary Change, all periods			134.7%	26.4%	
	Per period change			50.2%	6.8%	Per period change			26.9%	5.3%	
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %	AREA
South Maui	2012.1Q	9	$1,047			2012.1Q	9	$1,047			South Maui
	2012.3Q	8	$1,061	-11.1%	1.3%	2012.3Q	9	$1,054	-5.6%	0.7%	
	2012.4Q	5	$757	-37.5%	-28.7%	2012.4Q	7	$909	-23.5%	-13.8%	
	2013.3Q	15	$988	200.0%	30.4%	2013.3Q	10	$872	53.8%	-4.1%	
	2013.4Q	8	$1,256	-46.7%	27.1%	2013.4Q	12	$1,122	15.0%	28.6%	
	2014.1Q	5	$1,385	-37.5%	10.3%	2014.1Q	7	$1,320	-43.5%	17.7%	
	Change, 2012.1Q - 2014.1Q			**-44.4%**	**32.3%**	**Change, 2012.1Q - 2014.1Q**			**-27.8%**	**26.1%**	
	Summary Change, all periods			67.2%	40.6%	Summary Change, all periods			-3.7%	29.1%	
	Per period change			13.4%	8.1%	Per period change			-0.7%	5.8%	
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %	AREA
Upcountry Maui	2012.1Q	12	$823			2012.1Q	12	$823			Upcountry Maui
	2012.1Q	19	$765	58.3%	-7.1%	2012.3Q	16	$794	29.2%	-3.5%	
	2012.1Q	22	$715	15.8%	-6.6%	2012.4Q	21	$740	32.3%	-6.9%	
	2012.3Q	13	$880	-40.9%	23.2%	2013.3Q	18	$797	-14.6%	7.8%	
	2013.3Q	5	$1,025	-61.5%	16.4%	2013.4Q	9	$953	-48.6%	19.5%	
	2014.1Q	2	$1,013	-60.0%	-1.2%	2014.1Q	4	$1,019	-61.1%	6.9%	
	Change, 2012.1Q - 2014.1Q			**-83.3%**	**23.0%**	**Change, 2012.1Q - 2014.1Q**			**-70.8%**	**23.7%**	
	Summary Change, all periods			-88.3%	24.7%	Summary Change, all periods			-62.9%	23.8%	
	Per period change			-17.7%	4.9%	Per period change			-12.6%	4.8%	
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %		Listings	Rents	List Ch %	Rent Ch %	AREA
West Maui	2012.1Q	16	$1,106			2012.1Q	16	$1,106			West Maui
	2012.3Q	33	$1,064	106.3%	-3.8%		25	$1,085	53.1%	-1.9%	
	2012.4Q	17	$920	-48.5%	-13.5%		25	$992	2.0%	-8.6%	
	2013.3Q	17	$1,093	0.0%	18.8%		17	$1,006	-32.0%	1.5%	
	2013.4Q	4	$1,325	-76.5%	21.2%		11	$1,209	-38.2%	20.1%	
	2014.1Q	6	$1,147	50.0%	-13.4%		5	$1,236	-52.4%	2.2%	
	Change, 2012.1Q - 2014.1Q			**-62.5%**	**3.7%**	**Change, 2012.1Q - 2014.1Q**			**-68.8%**	**11.7%**	
	Summary Change, all periods			31.3%	9.3%	Summary Change, all periods			-67.5%	13.3%	
	Per period change			6.3%	1.9%	Per period change			-13.5%	2.7%	

ATTACHED UNITS (Condos, Town Homes, Apartments)
Maui, One Bed

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	105	$1,181		
2012.3Q	119	$1,182	13.3%	0.1%
2012.4Q	81	$1,179	-31.9%	-0.3%
2013.3Q	91	$1,278	12.3%	8.4%
2013.4Q	46	$1,369	-49.5%	7.1%
2014.1Q	27	$1,568	-41.3%	14.6%
Change, 2012.1Q - 2014.1Q			**-74.3%**	**32.8%**
Summary Change, all periods			-97.0%	29.9%
Per period change			-19.4%	6.0%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	19	$942		
	2012.3Q	17	$1,003	-10.5%	6.5%
	2012.4Q	18	$1,014	5.9%	1.1%
	2013.3Q	19	$989	5.6%	-2.5%
	2013.4Q	13	$1,038	-31.6%	5.0%
	2014.1Q	4	$1,094	-69.2%	5.4%
	Change, 2012.1Q - 2014.1Q			**-78.9%**	**16.1%**
	Summary Change, all periods			-99.9%	15.5%
	Per period change			-20.0%	3.1%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	3	$2,417		
	2012.3Q	3	$2,417	0.0%	0.0%
	2012.4Q	2	$1,950	-33.3%	-19.3%
	2013.3Q	1	$1,150	-50.0%	-41.0%
	2013.4Q	5	$2,147	400.0%	86.7%
	2014.1Q	1	$800	-80.0%	-62.7%
	Change, 2012.1Q - 2014.1Q			**-66.7%**	**-66.9%**
	Summary Change, all periods			236.7%	-36.4%
	Per period change			47.3%	-7.3%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	31	$1,187		
	2012.3Q	35	$1,132	12.9%	-4.7%
	2012.4Q	19	$1,322	-45.7%	16.8%
	2013.3Q	28	$1,485	47.4%	12.3%
	2013.4Q	16	$1,572	-42.9%	5.9%
	2014.1Q	12	$1,917	-25.0%	21.9%
	Change, 2012.1Q - 2014.1Q			**-61.3%**	**61.5%**
	Summary Change, all periods			-53.3%	52.3%
	Per period change			-10.7%	10.5%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	20	$981		
	2012.3Q	16	$874	-20.0%	-10.8%
	2012.4Q	14	$953	-12.5%	8.9%
	2013.3Q	16	$1,105	14.3%	16.0%
	2013.4Q	6	$948	-62.5%	-14.2%
	2014.1Q	5	$1,104	-16.7%	16.4%
	Change, 2012.1Q - 2014.1Q			**-75.0%**	**12.6%**
	Summary Change, all periods			-97.4%	16.4%
	Per period change			-19.5%	3.3%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	35	$1,421		
	2012.3Q	47	$1,314	34.3%	-7.5%
	2012.4Q	28	$1,246	-40.4%	-5.2%
	2013.3Q	26	$1,376	-7.1%	10.5%
	2013.4Q	6	$1,317	-76.9%	-4.3%
	2014.1Q	5	$1,730	-16.7%	31.4%
	Change, 2012.1Q - 2014.1Q			**-85.7%**	**21.7%**
	Summary Change, all periods			-106.9%	24.8%
	Per period change			-21.4%	5.0%

ATTACHED UNITS (Condos, Town Homes, Apartments)
Maui, One Bed

Averaged, 2 Periods

Maui, ALL		Listings	Rents	List Ch %	Rent Ch %
	2012.1Q	105	$1,181		
	2012.3Q	112	$1,182	6.7%	0.0%
	2012.4Q	100	$1,181	-10.7%	-0.1%
	2013.3Q	86	$1,229	-14.0%	4.1%
	2013.4Q	69	$1,324	-20.3%	7.7%
	2014.1Q	37	$1,469	-46.7%	10.9%
	Change, 2012.1Q - 2014.1Q			**-65.2%**	**24.3%**
	Summary Change, all periods			-85.1%	22.7%
	Per period change			-17.0%	4.5%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	19	$942		
	2012.3Q	18	$972	-5.3%	3.3%
	2012.4Q	18	$1,009	-2.8%	3.7%
	2013.3Q	19	$1,002	5.7%	-0.7%
	2013.4Q	16	$1,013	-13.5%	1.2%
	2014.1Q	9	$1,066	-46.9%	5.2%
	Change, 2012.1Q - 2014.1Q			**-55.3%**	**13.2%**
	Summary Change, all periods			-62.7%	12.6%
	Per period change			-12.5%	2.5%
AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	3	$2,417		
	2012.3Q	3	$2,417	0.0%	0.0%
	2012.4Q	3	$2,183	-16.7%	-9.7%
	2013.3Q	2	$1,550	-40.0%	-29.0%
	2013.4Q	3	$1,649	100.0%	6.4%
	2014.1Q	3	$1,474	0.0%	-10.6%
	Change, 2012.1Q - 2014.1Q			**0.0%**	**-39.0%**
	Summary Change, all periods			43.3%	-42.9%
	Per period change			8.7%	-8.6%
AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	31	$1,187		
	2012.3Q	33	$1,159	6.5%	-2.3%
	2012.4Q	27	$1,227	-18.2%	5.8%
	2013.3Q	24	$1,404	-13.0%	14.4%
	2013.4Q	22	$1,529	-6.4%	8.9%
	2014.1Q	14	$1,744	-36.4%	14.1%
	Change, 2012.1Q - 2014.1Q			**-54.8%**	**47.0%**
	Summary Change, all periods			-67.4%	40.9%
	Per period change			-13.5%	8.2%
AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	20	$981		
	2012.3Q	18	$927	-10.0%	-5.4%
	2012.4Q	15	$913	-16.7%	-1.5%
	2013.3Q	15	$1,029	0.0%	12.6%
	2013.4Q	11	$1,027	-26.7%	-0.2%
	2014.1Q	6	$1,026	-50.0%	0.0%
	Change, 2012.1Q - 2014.1Q			**-72.5%**	**4.7%**
	Summary Change, all periods			-103.3%	5.5%
	Per period change			-20.7%	1.1%
AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	35	$1,421		
	2012.3Q	41	$1,368	17.1%	-3.8%
	2012.4Q	38	$1,280	-8.5%	-6.4%
	2013.3Q	27	$1,311	-28.0%	2.4%
	2013.4Q	16	$1,347	-40.7%	2.7%
	2014.1Q	6	$1,523	-65.6%	13.1%
	Change, 2012.1Q - 2014.1Q			**-84.3%**	**7.2%**
	Summary Change, all periods			-125.8%	8.1%
	Per period change			-25.2%	1.6%

ATTACHED UNITS (Condos, Town Homes, Apartments)
Maui, Two Bed

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	132	$1,872		
2012.3Q	114	$1,534	-13.6%	-18.1%
2012.4Q	99	$1,431	-13.2%	-6.7%
2013.3Q	112	$1,642	13.1%	14.8%
2013.4Q	47	$1,745	-58.0%	6.3%
2014.1Q	41	$2,086	-12.8%	19.5%
Change, 2012.1Q - 2014.1Q			**-68.9%**	**11.4%**
Summary Change, all periods			-84.5%	15.8%
Per period change			-16.9%	3.2%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	28	$1,032		
	2012.1Q	23	$1,220	-17.9%	18.2%
	2012.3Q	46	$1,261	100.0%	3.4%
	2013.3Q	43	$1,366	-6.5%	8.3%
	2013.4Q	14	$1,289	-67.4%	-5.6%
	2014.1Q	9	$1,324	-35.7%	2.7%
	Change, 2012.1Q - 2014.1Q			**-67.9%**	**28.3%**
	Summary Change, all periods			-27.5%	27.0%
	Per period change			-5.5%	5.4%
AREA	**Yr**	**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
North Shore Maui	2012.1Q				
	2012.3Q			#DIV/0!	#DIV/0!
	2012.4Q			#DIV/0!	#DIV/0!
	2013.3Q			#DIV/0!	#DIV/0!
	2013.4Q			#DIV/0!	#DIV/0!
	2014.1Q			#DIV/0!	#DIV/0!
	Change, 2012.1Q - 2014.1Q			**#DIV/0!**	**#DIV/0!**
	Summary Change, all periods			#DIV/0!	#DIV/0!
	Per period change			#DIV/0!	#DIV/0!
AREA	**Yr**	**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
South Maui	2012.4Q	80	$2,208		
	2012.4Q	56	$1,501	-30.0%	-32.0%
	2012.4Q	33	$1,495	-41.1%	-0.4%
	2012.4Q	40	$1,762	21.2%	17.8%
	2013.4Q	21	$1,733	-47.5%	-1.6%
	2014.1Q	18	$2,195	-14.3%	26.6%
	Change, 2012.1Q - 2014.1Q			**-77.5%**	**-0.6%**
	Summary Change, all periods			-111.6%	10.4%
	Per period change			-22.3%	2.1%
AREA	**Yr**	**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
Upcountry Maui	2012.1Q	7	$1,320		
	2012.3Q	11	$1,741	57.1%	31.9%
	2012.4Q	2	$1,350	-81.8%	-22.5%
	2013.3Q	6	$1,442	200.0%	6.8%
	2013.4Q	3	$1,917	-50.0%	32.9%
	2014.1Q	2	$2,500	-33.3%	30.4%
	Change, 2012.1Q - 2014.1Q			**-71.4%**	**89.4%**
	Summary Change, all periods			92.0%	79.6%
	Per period change			18.4%	15.9%
AREA	**Yr**	**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
West Maui	2012.1Q	16	$1,922		
	2012.1Q	21	$1,717	31.3%	-10.7%
	2012.3Q	15	$1,638	-28.6%	-4.6%
	2013.3Q	23	$2,003	53.3%	22.3%
	2013.4Q	8	$2,166	-65.2%	8.1%
	2014.1Q	10	$2,222	25.0%	2.6%
	Change, 2012.1Q - 2014.1Q			**-37.5%**	**15.6%**
	Summary Change, all periods			15.8%	17.8%
	Per period change			3.2%	3.6%

ATTACHED UNITS (Condos, Town Homes, Apartments)
Maui, Two Bed

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	132	$1,872		
2012.3Q	123	$1,703	-6.8%	-9.0%
2012.4Q	107	$1,482	-13.4%	-12.9%
2013.3Q	106	$1,537	-0.9%	3.7%
2013.4Q	80	$1,694	-24.6%	10.2%
2014.1Q	44	$1,915	-44.7%	13.1%
Change, 2012.1Q - 2014.1Q			**-66.7%**	**2.3%**
Summary Change, all periods			-90.5%	5.0%
Per period change			-18.1%	1.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	28	$1,032		
	2012.3Q	26	$1,126	-8.9%	9.1%
	2012.4Q	35	$1,241	35.3%	10.2%
	2013.3Q	45	$1,314	29.0%	5.9%
	2013.4Q	29	$1,328	-36.0%	1.1%
	2014.1Q	12	$1,307	-59.6%	-1.6%
	Change, 2012.1Q - 2014.1Q			**-58.9%**	**26.6%**
	Summary Change, all periods			-40.3%	24.6%
	Per period change			-8.1%	4.9%
AREA		**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
North Shore Maui	2012.1Q	#DIV/0!	#DIV/0!		
	2012.3Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2012.4Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2013.3Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2013.4Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2014.1Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Change, 2012.1Q - 2014.1Q			**#DIV/0!**	**#DIV/0!**
	Summary Change, all periods			#DIV/0!	#DIV/0!
	Per period change			#DIV/0!	#DIV/0!
AREA		**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
South Maui	2012.1Q	80	$2,208		
	2012.3Q	68	$1,855	-15.0%	-16.0%
	2012.4Q	45	$1,498	-34.6%	-19.2%
	2013.3Q	37	$1,629	-18.0%	8.7%
	2013.4Q	31	$1,748	-16.4%	7.3%
	2014.1Q	20	$1,964	-36.1%	12.4%
	Change, 2012.1Q - 2014.1Q			**-75.6%**	**-11.1%**
	Summary Change, all periods			-120.0%	-6.8%
	Per period change			-24.0%	-1.4%
AREA		**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
Upcountry Maui	2012.1Q	7	$1,320		
	2012.3Q	9	$1,530	28.6%	15.9%
	2012.4Q	7	$1,545	-27.8%	1.0%
	2013.3Q	4	$1,396	-38.5%	-9.7%
	2013.4Q	5	$1,679	12.5%	20.3%
	2014.1Q	3	$2,208	-44.4%	31.5%
	Change, 2012.1Q - 2014.1Q			**-64.3%**	**67.3%**
	Summary Change, all periods			-69.6%	59.1%
	Per period change			-13.9%	11.8%
AREA		**Listings**	**Rents**	**List Ch %**	**Rent Ch %**
West Maui	2012.1Q	16	$1,922		
	2012.3Q	19	$1,819	15.6%	-5.3%
	2012.4Q	18	$1,677	-2.7%	-7.8%
	2013.3Q	19	$1,820	5.6%	8.5%
	2013.4Q	16	$2,084	-18.4%	14.5%
	2014.1Q	9	$2,194	-41.9%	5.3%
	Change, 2012.1Q - 2014.1Q			**-43.8%**	**14.2%**
	Summary Change, all periods			-41.9%	15.1%
	Per period change			-8.4%	3.0%

DETACHED UNITS (Homes)

Maui, ALL

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	297	$2,018		
2012.3Q	318	$1,795	7.1%	-11.1%
2012.4Q	179	$2,039	-43.7%	13.6%
2013.3Q	219	$2,301	22.3%	12.8%
2013.4Q	123	$2,392	-43.8%	3.9%
2014.1Q	107	$2,518	-13.0%	5.3%
Change, 2012.1Q - 2014.1Q			**-64.0%**	**24.7%**
Summary Change, all periods			-71.1%	24.6%
Per period change			-14.2%	4.9%

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	297	$2,018		
2012.3Q	308	$1,907	3.5%	-5.5%
2012.4Q	249	$1,917	-19.2%	0.6%
2013.3Q	199	$2,170	-19.9%	13.2%
2013.4Q	171	$2,346	-14.1%	8.1%
2014.1Q	115	$2,455	-32.7%	4.6%
Change, 2012.1Q - 2014.1Q			**-61.3%**	**21.6%**
Summary Change, all periods			-82.4%	20.9%
Per period change			-16.5%	4.2%

AREA	Period	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	59	$1,647		
	2012.3Q	47	$1,762	-20.3%	7.0%
	2012.4Q	54	$1,759	14.9%	-0.2%
	2013.3Q	28	$1,837	-48.1%	4.4%
	2013.4Q	23	$1,729	-17.9%	-5.8%
	2014.1Q	24	$2,504	4.3%	44.8%
	Change, 2012.1Q - 2014.1Q			**-59.3%**	**52.1%**
	Summary Change, all periods			-67.1%	50.2%
	Per period change			-13.4%	10.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	59	$1,647		
	2012.3Q	53	$1,705	-10.2%	3.5%
	2012.4Q	51	$1,761	-4.7%	3.3%
	2013.3Q	41	$1,798	-18.8%	2.1%
	2013.4Q	26	$1,783	-37.8%	-0.8%
	2014.1Q	24	$2,117	-7.8%	18.7%
	Change, 2012.1Q - 2014.1Q			**-60.2%**	**28.5%**
	Summary Change, all periods			-79.3%	26.8%
	Per period change			-15.9%	5.4%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	17	$2,609		
	2012.3Q	24	$1,775	41.2%	-32.0%
	2012.4Q	12	$3,188	-50.0%	79.6%
	2013.3Q	15	$3,100	25.0%	-2.8%
	2013.4Q	5	$2,550	-66.7%	-17.7%
	2014.1Q	2	$1,863	-60.0%	-27.0%
	Change, 2012.1Q - 2014.1Q			**-88.2%**	**-28.6%**
	Summary Change, all periods			-110.5%	0.2%
	Per period change			-22.1%	0.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	17	$2,609		
	2012.3Q	21	$2,192	20.6%	-16.0%
	2012.4Q	18	$2,481	-12.2%	13.2%
	2013.3Q	14	$3,144	-25.0%	26.7%
	2013.4Q	10	$2,825	-25.9%	-10.1%
	2014.1Q	4	$2,206	-65.0%	-21.9%
	Change, 2012.1Q - 2014.1Q			**-79.4%**	**-15.4%**
	Summary Change, all periods			-107.5%	-8.1%
	Per period change			-21.5%	-1.6%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	51	$2,585		
	2012.3Q	78	$2,113	52.9%	-18.3%
	2012.4Q	33	$2,410	-57.7%	14.1%
	2013.3Q	48	$2,452	45.5%	1.7%
	2013.4Q	33	$3,047	-31.3%	24.3%
	2014.1Q	20	$2,249	-39.4%	-26.2%
	Change, 2012.1Q - 2014.1Q			**-60.8%**	**-13.0%**
	Summary Change, all periods			-29.9%	-4.4%
	Per period change			-6.0%	-0.9%

AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	51	$2,585		
	2012.3Q	65	$2,349	26.5%	-9.1%
	2012.4Q	56	$2,262	-14.0%	-3.7%
	2013.3Q	41	$2,431	-27.0%	7.5%
	2013.4Q	41	$2,749	0.0%	13.1%
	2014.1Q	27	$2,648	-34.6%	-3.7%
	Change, 2012.1Q - 2014.1Q			**-48.0%**	**2.4%**
	Summary Change, all periods			-49.1%	4.0%
	Per period change			-9.8%	0.8%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	125	$1,739		
	2012.3Q	135	$1,569	8.0%	-9.8%
	2012.4Q	51	$1,817	-62.2%	15.8%
	2013.3Q	100	$2,097	96.1%	15.4%
	2013.4Q	50	$2,160	-50.0%	3.0%
	2014.1Q	42	$2,370	-16.0%	9.7%
	Change, 2012.1Q - 2014.1Q			**-66.4%**	**36.2%**
	Summary Change, all periods			-24.1%	34.1%
	Per period change			-4.8%	6.8%

AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	125	$1,739		
	2012.3Q	130	$1,654	4.0%	-4.9%
	2012.4Q	93	$1,693	-28.5%	2.3%
	2013.3Q	76	$1,957	-18.8%	15.6%
	2013.4Q	75	$2,128	-0.7%	8.8%
	2014.1Q	46	$2,265	-38.7%	6.4%
	Change, 2012.1Q - 2014.1Q			**-63.2%**	**30.2%**
	Summary Change, all periods			-82.6%	28.2%
	Per period change			-16.5%	5.6%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	39	$2,581		
	2012.3Q	25	$2,149	-35.9%	-16.7%
	2012.4Q	23	$2,316	-8.0%	7.8%
	2013.3Q	22	$3,289	-4.3%	42.0%
	2013.4Q	6	$5,661	-72.7%	72.1%
	2014.1Q	13	$4,029	116.7%	-28.8%
	Change, 2012.1Q - 2014.1Q			**-66.7%**	**56.1%**
	Summary Change, all periods			-4.3%	76.3%
	Per period change			-0.9%	15.3%

AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	39	$2,581		
	2012.3Q	32	$2,365	-17.9%	-8.4%
	2012.4Q	24	$2,233	-25.0%	-5.6%
	2013.3Q	23	$2,803	-6.3%	25.5%
	2013.4Q	14	$4,475	-37.8%	59.7%
	2014.1Q	10	$4,845	-32.1%	8.3%
	Change, 2012.1Q - 2014.1Q			**-75.6%**	**87.7%**
	Summary Change, all periods			-119.1%	79.5%
	Per period change			-23.8%	15.9%

DETACHED UNITS (Homes)
Maui, 2 BR

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	87	$1,790		
2012.3Q	97	$1,651	11.5%	-7.7%
2012.4Q	61	$1,769	-37.1%	7.1%
2013.3Q	80	$1,976	31.1%	11.7%
2013.4Q	50	$1,798	-37.5%	-9.0%
2014.1Q	31	$1,971	-38.0%	9.6%
Change, 2012.1Q - 2014.1Q			**-64.4%**	**10.2%**
Summary Change, all periods			-70.0%	11.7%
Per period change			-14.0%	2.3%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	15	$1,400		
	2012.3Q	15	$1,540	0.0%	10.0%
	2012.4Q	11	$1,440	-26.7%	-6.5%
	2013.3Q	7	$1,571	-36.4%	9.2%
	2013.4Q	15	$1,592	114.3%	1.3%
	2014.1Q	5	$2,190	-66.7%	37.6%
	Change, 2012.1Q - 2014.1Q			**-66.7%**	**56.4%**
	Summary Change, all periods			-15.4%	51.5%
	Per period change			-3.1%	10.3%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	4	$1,775		
	2012.1Q	4	$1,775	0.0%	0.0%
	2012.3Q	5	$1,950	25.0%	9.9%
	2013.3Q	6	$3,208	20.0%	64.5%
	2013.4Q	7	$2,086	16.7%	-35.0%
	2014.1Q	2	$1,975	-71.4%	-5.3%
	Change, 2012.1Q - 2014.1Q			**-50.0%**	**11.3%**
	Summary Change, all periods			-9.8%	34.1%
	Per period change			-2.0%	6.8%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	17	$2,738		
	2012.3Q	23	$1,701	35.3%	-37.9%
	2012.4Q	14	$1,473	-39.1%	-13.4%
	2013.3Q	20	$2,041	42.9%	38.6%
	2013.4Q	10	$2,240	-50.0%	9.8%
	2014.1Q	7	$2,157	-30.0%	-3.7%
	Change, 2012.1Q - 2014.1Q			**-58.8%**	**-21.2%**
	Summary Change, all periods			-41.0%	-6.7%
	Per period change			-8.2%	-1.3%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	44	$1,510		
	2012.1Q	46	$1,627	4.5%	7.7%
	2012.1Q	19	$1,736	-58.7%	6.7%
	2012.3Q	40	$1,906	110.5%	9.8%
	2013.3Q	18	$1,694	-55.0%	-11.1%
	2014.1Q	11	$2,102	-38.9%	24.1%
	Change, 2012.1Q - 2014.1Q			**-75.0%**	**39.2%**
	Summary Change, all periods			-37.5%	37.2%
	Per period change			-7.5%	7.4%
AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	7	$2,086		
	2012.3Q	6	$1,825	-14.3%	-12.5%
	2012.4Q	10	$1,790	66.7%	-1.9%
	2013.3Q	5	$2,810	-50.0%	57.0%
	2013.4Q	3	$2,523	-40.0%	-10.2%
	2014.1Q	3	$1,930	0.0%	-23.5%
	Change, 2012.1Q - 2014.1Q			**-57.1%**	**-7.5%**
	Summary Change, all periods			-37.6%	8.8%
	Per period change			-7.5%	1.8%

DETACHED UNITS (Homes)
Maui, 2 BR

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	87	$1,790		
2012.3Q	92	$1,720	5.7%	-3.9%
2012.4Q	79	$1,710	-14.1%	-0.6%
2013.3Q	71	$1,872	-10.8%	9.5%
2013.4Q	65	$1,887	-7.8%	0.8%
2014.1Q	41	$1,885	-37.7%	-0.1%
Change, 2012.1Q - 2014.1Q			**-53.4%**	**5.3%**
Summary Change, all periods			-64.6%	5.7%
Per period change			-12.9%	1.1%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	15	$1,400		
	2012.3Q	15	$1,470	0.0%	5.0%
	2012.4Q	13	$1,490	-13.3%	1.3%
	2013.3Q	9	$1,505	-30.8%	1.1%
	2013.4Q	11	$1,582	22.2%	5.1%
	2014.1Q	10	$1,891	-9.1%	19.6%
	Change, 2012.1Q - 2014.1Q			**-33.3%**	**35.1%**
	Summary Change, all periods			-31.0%	32.0%
	Per period change			-6.2%	6.4%
AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	4	$1,775		
	2012.3Q	4	$1,775	0.0%	0.0%
	2012.4Q	5	$1,863	12.5%	4.9%
	2013.3Q	6	$2,579	22.2%	38.5%
	2013.4Q	7	$2,647	18.2%	2.6%
	2014.1Q	5	$2,030	-30.8%	-23.3%
	Change, 2012.1Q - 2014.1Q			**12.5%**	**14.4%**
	Summary Change, all periods			22.1%	22.7%
	Per period change			4.4%	4.5%
AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	17	$2,738		
	2012.3Q	20	$2,220	17.6%	-18.9%
	2012.4Q	19	$1,587	-7.5%	-28.5%
	2013.3Q	17	$1,757	-8.1%	10.7%
	2013.4Q	15	$2,141	-11.8%	21.8%
	2014.1Q	9	$2,199	-43.3%	2.7%
	Change, 2012.1Q - 2014.1Q			**-50.0%**	**-19.7%**
	Summary Change, all periods			-53.1%	-12.2%
	Per period change			-10.6%	-2.4%
AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	44	$1,510		
	2012.3Q	45	$1,569	2.3%	3.9%
	2012.4Q	33	$1,681	-27.8%	7.2%
	2013.3Q	30	$1,821	-9.2%	8.3%
	2013.4Q	29	$1,800	-1.7%	-1.2%
	2014.1Q	15	$1,898	-50.0%	5.4%
	Change, 2012.1Q - 2014.1Q			**-67.0%**	**25.7%**
	Summary Change, all periods			-86.4%	23.6%
	Per period change			-17.3%	4.7%
AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	7	$2,086		
		7	$1,955	-7.1%	-6.3%
		8	$1,808	23.1%	-7.6%
		8	$2,300	-6.3%	27.2%
		4	$2,666	-46.7%	15.9%
		3	$2,226	-25.0%	-16.5%
	Change, 2012.1Q - 2014.1Q			**-57.1%**	**6.7%**
	Summary Change, all periods			-62.0%	12.9%
	Per period change			-12.4%	2.6%

DETACHED UNITS (Homes)
Maui, 3 BR

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	110	$2,468		
2012.3Q	100	$2,288	-9.1%	-7.3%
2012.4Q	67	$2,260	-33.0%	-1.2%
2013.3Q	76	$2,762	13.4%	22.3%
2013.4Q	38	$2,846	-50.0%	3.0%
2014.1Q	36	$3,005	-5.3%	5.6%
Change, 2012.1Q - 2014.1Q			**-67.3%**	**21.7%**
Summary Change, all periods			-83.9%	22.3%
Per period change			-16.8%	4.5%

DETACHED UNITS (Homes)
Maui, 3 BR

Averaged, 2 Periods

Maui, ALL

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	110	$2,468		
2012.3Q	105	$2,378	-4.5%	-3.7%
2012.4Q	84	$2,274	-20.5%	-4.4%
2013.3Q	72	$2,511	-14.4%	10.4%
2013.4Q	57	$2,804	-20.3%	11.7%
2014.1Q	37	$2,925	-35.1%	4.3%
Change, 2012.1Q - 2014.1Q			**-66.4%**	**18.5%**
Summary Change, all periods			-94.8%	18.4%
Per period change			-19.0%	3.7%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	22	$1,797		
	2012.3Q	22	$1,990	0.0%	10.7%
	2012.4Q	34	$1,879	54.5%	-5.6%
	2013.3Q	13	$2,208	-61.8%	17.5%
	2013.4Q	6	$1,958	-53.8%	-11.3%
	2014.1Q	10	$2,420	66.7%	23.6%
	Change, 2012.1Q - 2014.1Q			**-54.5%**	**34.7%**
	Summary Change, all periods			5.6%	34.9%
	Per period change			1.1%	7.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	22	$1,797		
	2012.3Q	22	$1,894	0.0%	5.4%
	2012.4Q	28	$1,935	27.3%	2.2%
	2013.3Q	24	$2,043	-16.1%	5.6%
	2013.4Q	10	$2,083	-59.6%	1.9%
	2014.1Q	8	$2,189	-15.8%	5.1%
	Change, 2012.1Q - 2014.1Q			**-63.6%**	**21.8%**
	Summary Change, all periods			-64.2%	20.2%
	Per period change			-12.8%	4.0%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	9	$3,544		
	2012.3Q	11	$2,220	22.2%	-37.4%
	2012.4Q	5	$3,700	-54.5%	66.7%
	2013.3Q	3	$4,150	-40.0%	12.2%
	2013.4Q	2	$3,750	-33.3%	-9.6%
	2014.1Q	1	$2,500	-50.0%	-33.3%
	Change, 2012.1Q - 2014.1Q			**-88.9%**	**-29.5%**
	Summary Change, all periods			-155.7%	-1.5%
	Per period change			-31.1%	-0.3%

AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	9	$3,544		
	2012.3Q	10	$2,882	11.1%	-18.7%
	2012.4Q	8	$2,960	-20.0%	2.7%
	2013.3Q	4	$3,925	-50.0%	32.6%
	2013.4Q	3	$3,950	-37.5%	0.6%
	2014.1Q	2	$3,125	-40.0%	-20.9%
	Change, 2012.1Q - 2014.1Q			**-83.3%**	**-11.8%**
	Summary Change, all periods			-136.4%	-3.6%
	Per period change			-27.3%	-0.7%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	17	$2,738		
	2012.3Q	30	$2,357	76.5%	-13.9%
	2012.4Q	12	$2,863	-60.0%	21.4%
	2013.3Q	19	$3,129	58.3%	9.3%
	2013.4Q	16	$3,478	-15.8%	11.2%
	2014.1Q	6	$2,588	-62.5%	-25.6%
	Change, 2012.1Q - 2014.1Q			**-64.7%**	**-5.5%**
	Summary Change, all periods			-3.5%	2.4%
	Per period change			-0.7%	0.5%

AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	17	$2,738		
	2012.3Q	24	$2,547	38.2%	-6.9%
	2012.4Q	21	$2,610	-10.6%	2.5%
	2013.3Q	16	$2,996	-26.2%	14.8%
	2013.4Q	18	$3,304	12.9%	10.3%
	2014.1Q	11	$3,033	-37.1%	-8.2%
	Change, 2012.1Q - 2014.1Q			**-35.3%**	**10.8%**
	Summary Change, all periods			-22.8%	12.4%
	Per period change			-4.6%	2.5%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	36	$2,257		
	2012.3Q	26	$2,285	-27.8%	1.3%
	2012.4Q	12	$2,067	-53.8%	-9.6%
	2013.3Q	30	$2,432	150.0%	17.7%
	2013.4Q	13	$2,338	-56.7%	-3.9%
	2014.1Q	10	$2,715	-23.1%	16.1%
	Change, 2012.1Q - 2014.1Q			**-72.2%**	**20.3%**
	Summary Change, all periods			-11.4%	21.6%
	Per period change			-2.3%	4.3%

AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	36	$2,257		
	2012.3Q	31	$2,271	-13.9%	0.6%
	2012.4Q	19	$2,176	-38.7%	-4.2%
	2013.3Q	21	$2,250	10.5%	3.4%
	2013.4Q	22	$2,385	2.4%	6.0%
	2014.1Q	12	$2,527	-46.5%	5.9%
	Change, 2012.1Q - 2014.1Q			**-68.1%**	**11.9%**
	Summary Change, all periods			-86.2%	11.8%
	Per period change			-17.2%	2.4%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	26	$2,764		
	2012.3Q	11	$2,758	-57.7%	-0.2%
	2012.4Q	4	$2,463	-63.6%	-10.7%
	2013.3Q	10	$3,556	150.0%	44.4%
	2013.4Q	1		-90.0%	-100.0%
	2014.1Q	8	$4,474	700.0%	#DIV/0!
	Change, 2012.1Q - 2014.1Q			**-69.2%**	**61.8%**
	Summary Change, all periods			638.7%	#DIV/0!
	Per period change			127.7%	#DIV/0!

AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	26	$2,764		
	2012.3Q	19	$2,761	-28.8%	-0.1%
	2012.4Q	8	$2,610	-59.5%	-5.5%
	2013.3Q	7	$3,009	-6.7%	15.3%
	2013.4Q	6	$3,556	-21.4%	18.2%
	2014.1Q	5	$4,474	-18.2%	25.8%
	Change, 2012.1Q - 2014.1Q			**-82.7%**	**61.8%**
	Summary Change, all periods			-134.6%	53.7%
	Per period change			-26.9%	10.7%

DETACHED UNITS (Homes)
Maui, 4 BEDS

No Average

Yr	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	30	$2,640		
2012.3Q	24	$3,014	-20.0%	14.1%
2012.4Q	16	$3,391	-33.3%	12.5%
2013.3Q	21	$3,452	31.3%	1.8%
2013.4Q	11	$4,327	-47.6%	25.4%
2014.1Q	12	$3,696	9.1%	-14.6%
Change, 2012.1Q - 2014.1Q			**-60.0%**	**40.0%**
Summary Change, all periods			-60.6%	39.2%
Per period change			-12.1%	7.8%

DETACHED UNITS (Homes)
Maui, 4 BEDS

Averaged, 2 Periods

	Listings	Rents	List Ch %	Rent Ch %
2012.1Q	30	$2,640		
2012.3Q	27	$2,827	-10.0%	7.1%
2012.4Q	20	$3,202	-25.9%	13.3%
2013.3Q	19	$3,421	-7.5%	6.8%
2013.4Q	16	$3,890	-13.5%	13.7%
2014.1Q	12	$4,012	-28.1%	3.1%
Change, 2012.1Q - 2014.1Q			**-61.7%**	**52.0%**
Summary Change, all periods			-85.1%	44.0%
Per period change			-17.0%	8.8%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	10	$2,280		
	2012.1Q	4	$2,450	-60.0%	7.5%
	2012.3Q	4	$2,457	0.0%	0.3%
	2013.3Q	2	$1,700	-50.0%	-30.8%
	2013.4Q	1	$3,500	-50.0%	105.9%
	2014.1Q	7	$3,257	600.0%	-6.9%
	Change, 2012.1Q - 2014.1Q			**-30.0%**	**42.9%**
	Summary Change, all periods			440.0%	75.9%
	Per period change			88.0%	15.2%

AREA		Listings	Rents	List Ch %	Rent Ch %
Central Maui	2012.1Q	10	$2,280		
	2012.3Q	7	$2,365	-30.0%	3.7%
	2012.4Q	4	$2,453	-42.9%	3.7%
	2013.3Q	3	$2,078	-25.0%	-15.3%
	2013.4Q	2	$2,600	-50.0%	25.1%
	2014.1Q	4	$3,379	166.7%	29.9%
	Change, 2012.1Q - 2014.1Q			**-60.0%**	**48.2%**
	Summary Change, all periods			18.8%	47.2%
	Per period change			3.8%	9.4%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q				
	2012.3Q			#DIV/0!	#DIV/0!
	2012.4Q			#DIV/0!	#DIV/0!
	2013.3Q			#DIV/0!	#DIV/0!
	2013.4Q			#DIV/0!	#DIV/0!
	2014.1Q			#DIV/0!	#DIV/0!
	Change, 2012.1Q - 2014.1Q			**#DIV/0!**	**#DIV/0!**
	Summary Change, all periods			#DIV/0!	#DIV/0!
	Per period change			#DIV/0!	#DIV/0!

AREA		Listings	Rents	List Ch %	Rent Ch %
North Shore Maui	2012.1Q	#DIV/0!	#DIV/0!		
	2012.3Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2012.4Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2013.3Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2013.4Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	2014.1Q	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Change, 2012.1Q - 2014.1Q			**#DIV/0!**	**#DIV/0!**
	Summary Change, all periods			#DIV/0!	#DIV/0!
	Per period change			#DIV/0!	#DIV/0!

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.4Q	8	$3,081		
	2012.4Q	12	$3,265	50.0%	5.9%
	2012.4Q	4	$4,219	-66.7%	29.2%
	2012.4Q	4	$2,824	0.0%	-33.1%
	2013.4Q	4	$3,750	0.0%	32.8%
	2014.1Q	1	$5,600	-75.0%	49.3%
	Change, 2012.1Q - 2014.1Q			**-87.5%**	**81.7%**
	Summary Change, all periods			-91.7%	84.2%
	Per period change			-18.3%	16.8%

AREA		Listings	Rents	List Ch %	Rent Ch %
South Maui	2012.1Q	8	$3,081		
	2012.3Q	10	$3,173	25.0%	3.0%
	2012.4Q	8	$3,742	-20.0%	17.9%
	2013.3Q	4	$3,521	-50.0%	-5.9%
	2013.4Q	4	$3,287	0.0%	-6.7%
	2014.1Q	3	$4,675	-37.5%	42.2%
	Change, 2012.1Q - 2014.1Q			**-68.8%**	**51.7%**
	Summary Change, all periods			-82.5%	50.6%
	Per period change			-16.5%	10.1%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	9	$2,406		
	2012.3Q	6	$3,142	-33.3%	30.6%
	2012.4Q	6	$3,050	0.0%	-2.9%
	2013.3Q	8	$3,200	33.3%	4.9%
	2013.4Q	5	$5,100	-37.5%	59.4%
	2014.1Q	2	$2,575	-60.0%	-49.5%
	Change, 2012.1Q - 2014.1Q			**-77.8%**	**7.0%**
	Summary Change, all periods			-97.5%	42.5%
	Per period change			-19.5%	8.5%

AREA		Listings	Rents	List Ch %	Rent Ch %
Upcountry Maui	2012.1Q	9	$2,406		
	2012.3Q	8	$2,774	-16.7%	15.3%
	2012.4Q	6	$3,096	-20.0%	11.6%
	2013.3Q	7	$3,125	16.7%	0.9%
	2013.4Q	7	$4,150	-7.1%	32.8%
	2014.1Q	4	$3,838	-46.2%	-7.5%
	Change, 2012.1Q - 2014.1Q			**-61.1%**	**59.5%**
	Summary Change, all periods			-73.3%	53.1%
	Per period change			-14.7%	10.6%

AREA	Yr	Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	1	$5,400		
	2012.1Q	2	$2,250	100.0%	-58.3%
	2012.3Q	2	$4,625	0.0%	105.6%
	2013.3Q	3	$4,583	50.0%	-0.9%
	2013.4Q	1	$3,600	-66.7%	-21.4%
	2014.1Q	2	$5,400	100.0%	50.0%
	Change, 2012.1Q - 2014.1Q			**100.0%**	**0.0%**
	Summary Change, all periods			183.3%	74.9%
	Per period change			36.7%	15.0%

AREA		Listings	Rents	List Ch %	Rent Ch %
West Maui	2012.1Q	1	$5,400		
	2012.3Q	2	$3,825	50.0%	-29.2%
	2012.4Q	2	$3,438	33.3%	-10.1%
	2013.3Q	3	$4,604	25.0%	33.9%
	2013.4Q	2	$4,092	-20.0%	-11.1%
	2014.1Q	2	$4,500	-25.0%	10.0%
	Change, 2012.1Q - 2014.1Q			**50.0%**	**-16.7%**
	Summary Change, all periods			63.3%	-6.5%
	Per period change			12.7%	-1.3%

APPENDIX TWO: CRAIGSLIST DATA BY PERIOD

This is the same data, but without the averaging. By doing that, it also allows for a better focus on the trend in the specific area, or community.

MAUI

Condos		Central Maui		East Maui		North Shore Maui		South Maui		Uocountrv Maui		West Maui		Total Listed	Total Ave Rent
Bedrms	Yr	Listed	Ave Rent	Listed	Ave Rent	Listed	Ave Rent	Listed	Ave Rent	Listed	Ave Rent	Listed	Ave Rent		
0	2012.10	13	$727			2	$1,200	9	$1,047	12	$823	16	$1,106	52	$936
	2012.30	24	$860	1	$750	7	$949	8	$1,061	19	$765	33	$1,064	92	$939
	2012.40	16	$864					5	$757	22	$715	17	$920	60	$816
	2013.30	14	$1,013			3	$867	15	$988	13	$880	17	$1,093	62	$994
	2013.40	11	$1,008			4	$1,700	8	$1,256	5	$1,025	4	$1,325	33	$1,199
	2014.10	8	$856			5	$1,150	5	$1,385	2	$1 013	6	$1 147	26	$1 094
O Total		86	$885	1	$750	21	$1 152	50	$1 071	73	$805	93	$1 066	325	$965
1	2012.10	18	$947					31	$1,187	20	$981	35	$1,421	104	$1,185
	2012.30	17	$1,003	1	$1,000	3	$2,417	35	$1,132	16	$874	47	$1,314	119	$1,182
	2012.40	18	$1,014			2	$1,950	19	$1,322	14	$953	28	$1,246	81	$1,179
	2013.30	19	$989	1	$1,350	1	$1,150	28	$1,485	16	$1,105	26	$1,376	91	$1,278
	2013.40	13	$1,038			5	$2,147	16	$1,572	6	$948	6	$1,317	46	$1,369
	2014.10	4	$1,094			1	$800	12	$1,917	5	$1,104	5	$1 730	27	$1 568
1 Total		89	$1,000	2	$1,175	12	$1,986	141	$1,356	77	$985	147	$1 352	468	$1 241
2	2012.10	28	$1,032			1	$1,500	80	$2,208	7	$1,320	16	$1,922	132	$1,872
	2012.30	23	$1,220	1	$1,200	2	$2,700	56	$1,501	11	$1,741	21	$1,717	114	$1,534
	2012.40	46	$1,261			3	$2,367	33	$1,495	2	$1,350	15	$1,638	99	$1,431
	2013.30	43	$1,366					40	$1,762	6	$1,442	23	$2,003	112	$1,642
	2013.40	14	$1,289					21	$1,733	3	$1,917	8	$2,166	47	$1,745
	2014.10	9	$1,324					18	$2,195	2	$2,500	10	$2,222	41	$2,086
	2014.40	1	$1,700											1	$1,700
2 Total		164	$1253	1	$1200	6	$2 333	248	$1842	31	$1 629	93	$1 900	546	$1 680
3	2012. 10	4	$1,575			1	$2,000	11	$2,123	10	$1,840	2	$1,950	28	$1,927
	2012.30	12	$1,700					4	$1,913	6	$1,700	3	$1,983	25	$1,768
	2012.40	6	$1,544					2	$2,900	1	$3,000	5	$2,600	14	$2,219
	2013.30	5	$1,656					5	$2,080	2	$1,950	4	$2,525	16	$2,043
	2013.40	8	$1,900					3	$2,550	1	$2,150	5	$2,800	17	$2,319
	2014. 10	7	$1,906					2	$3,100	1	$1,500	6	$3 400	16	$2 590
3 Total		42	$1729			1	$2 000	27	$2 261	21	$1 864	25	$2 694	116	$2 091
4	2012. 10			1	$2,200			1	$4,300	1	$3,600	1	$2,500	4	$3,150
	2012.40	2	$2,600							1	$1,950			3	$2,383
	2013.30									1	$2,400			1	$2,400
	2013.40									1	$2,600			1	$2,600
4 Total		2	$2,600	1	$2 200			1	$4 300	4	$2 638	1	$2 500	9	$2 750
Grand Total		383	$1,172	5	$1,300	40	$1,601	467	$1,643	206	$1,140	359	$1,518	1,464	$1,421

MAUI
Homes

		Central Maui		East Maui		North Shore Maui		South Maui		Upcountry Maui		West Maui		Total Listings	Total Ave Rent
Bedrms	Yr	Listings	Ave Rent	Listings	Ave Rent	Listings	Ave Rent	Listings	Ave Rent	Listings	Ave Rent	Listings	Ave Rent		
1	2012.1Q	10	$1,073	3	$729	3	$1,583	5	$1,150	31	$1,237	3	$1,233	55	$1,190
	2012.3Q	6	$1,025	3	$717	7	$1,182	14	$1,478	52	$1,085	4	$1,248	86	$1,148
	2012.4Q	5	$1,020	5	$1,018			2	$1,350	13	$1,229	6	$1,380	31	$1,198
	2013.3Q	5	$1,085	4	$938	1	$1,500	5	$1,360	20	$1,287	3	$1,758	38	$1,276
	2013.4Q			4	$938	1	$1,300	1	$1,950	11	$1,029			17	$1,081
	2014.1Q	2	$1,075			1	$1,225	6	$1,458	11	$1,182			20	$1,257
1 Total		28	$1,055	19	$891	13	$1,312	33	$1,413	138	$1,166	16	$1,390	247	$1,188
2	2012.1Q	15	$1,400			4	$1,775	17	$2,738	44	$1,510	7	$2,086	87	$1,790
	2012.3Q	15	$1,540	2	$1,200	5	$1,950	23	$1,701	46	$1,627	6	$1,825	97	$1,651
	2012.4Q	11	$1,440	1	$1,000	6	$3,208	14	$1,473	19	$1,736	10	$1,790	61	$1,769
	2013.3Q	7	$1,571	1	$1,350	7	$2,086	20	$2,041	40	$1,906	5	$2,810	80	$1,976
	2013.4Q	15	$1,592	2	$1,180	2	$1,975	10	$2,240	18	$1,694	3	$2,523	50	$1,798
	2014.1Q	5	$2,190	5	$1,230			7	$2,157	11	$2,102	3	$1,930	31	$1,971
2 Total		68	$1,557	11	$1,206	24	$2,277	91	$2,029	178	$1,709	34	$2,071	406	$1,805
3	2012.1Q	22	$1,797			9	$3,544	17	$2,738	36	$2,257	26	$2,764	110	$2,468
	2012.3Q	22	$1,990			11	$2,220	30	$2,357	26	$2,285	11	$2,758	100	$2,288
	2012.4Q	34	$1,879			5	$3,700	12	$2,863	12	$2,067	4	$2,463	67	$2,260
	2013.3Q	13	$2,208	1	$1,650	3	$4,150	19	$3,129	30	$2,432	10	$3,556	76	$2,762
	2013.4Q	6	$1,958			2	$3,750	16	$3,478	13	$2,338	1		38	$2,846
	2014.1Q	10	$2,420			1	$2,500	6	$2,588	10	$2,715	8	$4,474	36	$3,005
3 Total		107	$1,980	1	$1,650	31	$3,168	100	$2,819	127	$2,332	60	$3,101	427	$2,523
4	2012.1Q	10	$2,280	2	$2,350			8	$3,081	9	$2,406	1	$5,400	30	$2,640
	2012.3Q	4	$2,450					12	$3,265	6	$3,142	2	$2,250	24	$3,014
	2012.4Q	4	$2,457					4	$4,219	6	$3,050	2	$4,625	16	$3,391
	2013.3Q	2	$1,700			4	$4,486	4	$2,824	8	$3,200	3	$4,583	21	$3,452
	2013.4Q	1	$3,500					4	$3,750	5	$5,100	1	$3,600	11	$4,327
	2014.1Q	7	$3,257					1	$5,600	2	$2,575	2	$5,400	12	$3,696
4 Total		28	$2,576	2	$2,350	4	$4,486	33	$3,412	36	$3,196	11	$4,300	114	$3,244
Grand Total		231	$1,817	33	$1,107	72	$2,601	257	$2,433	479	$1,820	121	$2,693	1,194	$2,067

APPENDIX THREE: CRAIGSLIST DATA BY PRICE RANGE

This is again the Craigslist data, but it is broken out by rental price segments and period of time in such a way as to show the number of times a listing appears within a price range. The rental price segments are $12.50, a price breakout that relates well to the rents that low-income households are in search of. Due to a peculiarity of the formula of the spreadsheet, the segmentation that shows up in the left hand side of the table appears without a comma, and is represented such that $1,200 to $1,212.50 appears as $1200-$1211.5.

In addition, at the bottom of the page, the respective Area Median Income ranges (AMI) are identified and then colored. These colors were then used to show which listing and price segment that the particular unit's rental rate falls into. This allows the reader to visualize the frequency of listings over the time period analyzed.

For instance, the table below shows the One Bedroom (Sum of 1) AMI by the maximum rent allowed for Oahu:

AMI	Sum of 1
30%	$539
50%	$898
60%	$1,078
80%	$1,438
100%	$1,797

This analysis was performed for bedroom count units that were the ones most sought after by lower-income households. When the table heading says "(All)", this refers to the data combining both attached and detached units.

Maui, Studio (Attached Only)

	2012.1Q	2012.3Q	2012.4Q	2013.3Q	2013.4Q	2014.1Q
$425-$436.5					1	
$475-$486.5			1			
$500-$511.5		2	2	7	1	
$550-$561.5		1		3		
$587.5-$599			2			
$600-$611.5			4	2	1	
$650-$661.5		2	2	3		
$675-$686.5		2		1		
$687.5-$699			1	2		2
$700-$711.5		2		3	2	
$725-$736.5			1		2	
$750-$761.5		3	6	5	5	1
$775-$786.5		2	1			2
$787.5-$799			1			1
$800-$811.5		5	11	5	6	
$825-$836.5		1	1		1	
$837.5-$849			2	1		
$850-$861.5		4	2	4	2	
$862.5-$874			8			
$875-$886.5			1	3		
$887.5-$899					1	
$900-$911.5		4	10	3	4	2
$912.5-$924		1				
$925-$936.5		3	2	1		
$950-$961.5		1	4	2	4	
$975-$986.5		1	1	1		1
$987.5-$999		1		1	1	
$1000-$1011.5		4		2	4	1
$1012.5-$1024						1
$1025-$1036.5				1	1	
$1037.5-$1049					1	
$1050-$1061.5		1	3	3	3	2
$1087.5-$1099				2	2	
$1100-$1111.5		1	2	2	4	1
$1137.5-$1149						1
$1150-$1161.5			3		1	1
$1187.5-$1199		1	4		1	
$1200-$1211.5		1	2	2	2	5
$1250-$1261.5			1		4	1
$1275-$1286.5		1				
$1287.5-$1299						1
$1300-$1311.5			2		2	1
$1350-$1361.5		3				2
$1375-$1386.5					1	
$1387.5-$1399						2
$1400-$1411.5			1	1		1

AMI	Sum of 0
30%	$ 423
50%	$ 706
60%	$ 847
80%	$ 1,131
100%	$ 1,412

Maui, 1 Bedroom (Attached Only)

	2012.1Q	2012.3Q	2012.4Q	2013.3Q	2013.4Q	2014.1Q
$500 & Under						
$500-$511.50		3			1	
$550-$561.50		1				
$600-$611.50	1	2				
$650-$661.50		1	1			
$687.50-$699	1					1
$700-$711.50	3	3		2		
$712.50-$724	1					
$725-$736.50	3	2	1			
$750-$761.50	4	4	2	2		
$762.50-$774	1	1				
$775-$786.50	2	1	1			
$787.50-$799			1	1	1	
$800-$811.50	3	5	2	5	3	1
$825-$836.50		3	2			
$850-$861.50	3	5	2	2	3	1
$875-$886.50	2	1	4			
$900-$911.50	5	2	4	3	1	
$912.50-$924	1					
$925-$936.50	1	1	1			
$950-$961.50	2		2	1		1
$975-$986.50	2	2	1	1		
$987.50-$999	1	1	1	2		
$1000-$1011.50	3	7	10	6	5	2
$1025-$1036.50				1		
$1037.50-$1049					1	
$1050-$1061.50				3		
$1075-$1086.50				1	1	1
$1087.50-$1099		2	3			
$1100-$1111.50	14	9	7	6	4	1
$1125-$1136.50		1				
$1150-$1161.50	4	5	3	6	2	1
$1162.50-$1174	2					
$1187.50-$1199		5			1	
$1200-$1211.50	10	8	4	4	4	1
$1225-$1236.50			1			
$1237.50-$1249			2	4		
$1250-$1261.50	2	5	3	2		
$1262.50-$1274			1			
$1275-$1286.50		1	2	2		
$1287.50-$1299		3	1	1		
$1300-$1311.50	2	2		4	2	2
$1312.50-$1324				2		
$1325-$1336.50		2	1			
$1350-$1361.50	3	1		3		
$1375-$1386.50	1					
$1400-$1411.50	1	3	2	4	3	1
$1425-$1436.50			2			1
$1450-$1461.50			2	4	1	2
$1487.50-$1499				1		
$1500-$1511.50	6	4	2	2	1	1
$1525-$1536.50	1					

AMI	Sum of 1
30%	$ 454
50%	$ 756
60%	$ 908
80%	$ 1,211
100%	$ 1,513

Maui, 2 Bedroom (All)

	2012.1Q	2012.3Q	2012.4Q	2013.3Q	2013.4Q	2014.1Q
$600-$624			1			
$700-$724			1			1
$725-$749					1	
$800-$824	2				1	1
$825-$849	2					
$850-$874	3					
$875-$899	6		2	1		
$900-$924	1		1	2	1	
$950-$974	2		2	1	3	1
$975-$999	1		1	1		1 1
$1000-$1024	7		6	5	4	2 2
$1025-$1049			1	2		
$1050-$1074	6		5		1	1
$1075-$1099	1		1	1		
$1100-$1124	8		12	8	2	2 1
$1125-$1149			1	1	1	
$1150-$1174	5		3	5	2	
$1175-$1199	5			1		4
$1200-$1224	11		17	11	8	8 3
$1225-$1249				15	1	1
$1250-$1274	9		4	11	9	2 1
$1275-$1299	1		2	5	1	1 1
$1300-$1324	12		12	11	5	3 2
$1325-$1349					1	1 1
$1350-$1374	5		15	3	5	1
$1375-$1399					1	3 2
$1400-$1424	10		15	3	8	4 2
$1425-$1449	1			5		2 1

AMI	Sum of 2
30%	$ 545
50%	$ 908
60%	$ 1,090
80%	$ 1,453
100%	$ 1,817

Maui, 3 Bedroom (All)

	2012.1Q	*2012.3Q*	*2012.4Q*	*2013.3Q*	*2013.4Q*	*2014.1Q*
$600-$624						1
$825-$849	1				1	
$975-$999				1		
$1000-$1024			1			
$1150-$1174						1
$1200-$1224	2					
$1250-$1274			2			
$1300-$1324	2		2	1		
$1350-$1374	1		2	2		1
$1375-$1399			1		1	
$1400-$1424	2		1		1	
$1450-$1474	2		4	1		
$1475-$1499						1
$1500-$1524	6		7	7	5	1
$1525-$1549			1			
$1550-$1574	5		3	2	1	2
$1575-$1599	2					
$1600-$1624	4		7	5	1	1
$1625-$1649			1	4		
$1650-$1674	4		2	3	2	1
$1675-$1699	1			2		
$1700-$1724	5		8	1	1	
$1725-$1749					1	
$1750-$1774	4		2	1	1	
$1800-$1824	8		8	5	4	2

AMI	Sum of 3
30%	$ 629
50%	$ 1,049
60%	$ 1,259
80%	$ 1,680
100%	$ 2,098