



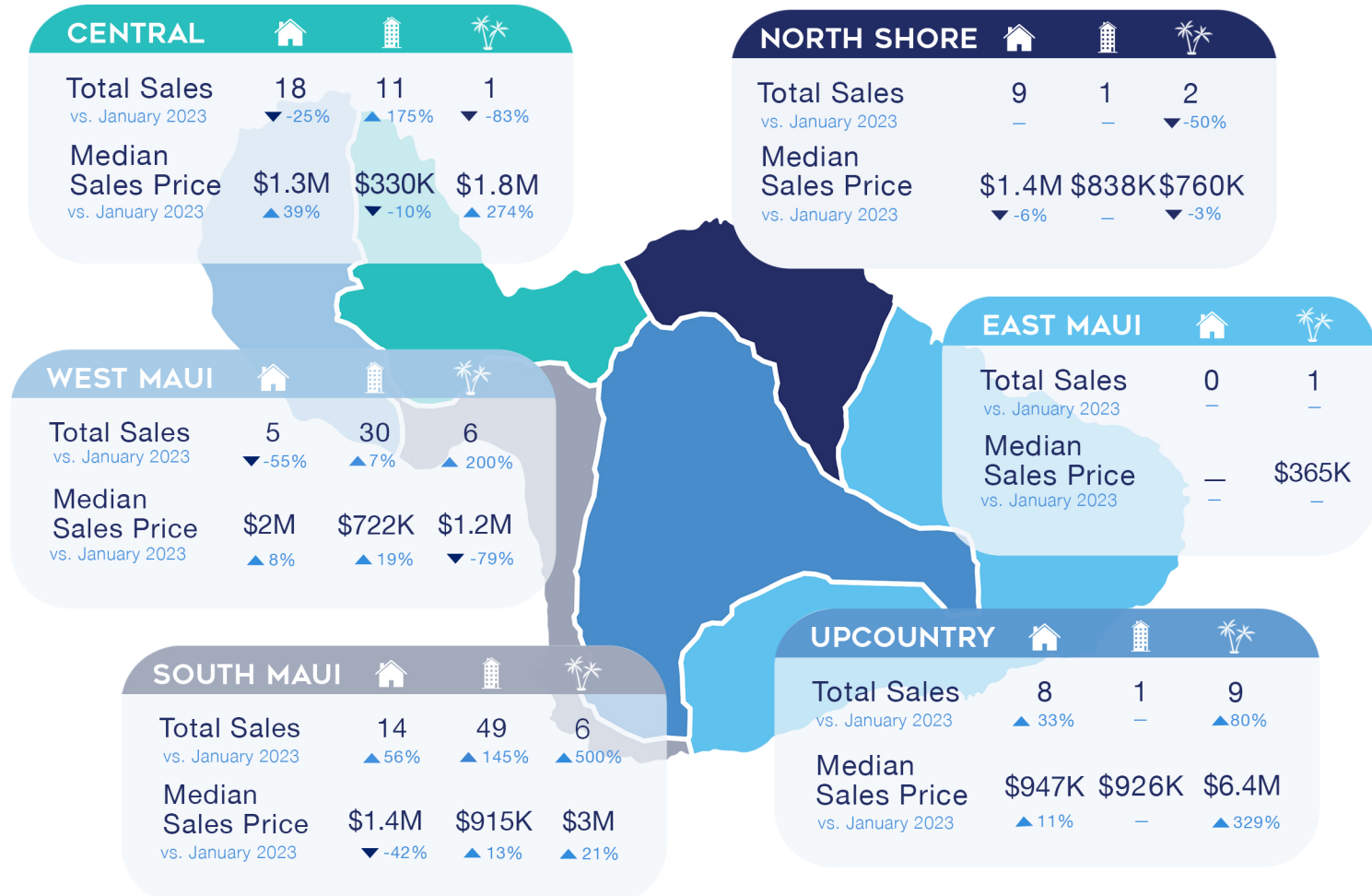
MAUI MARKET REPORT

JANUARY 2024

Maui's real estate market started the new year with record-breaking momentum as single-family homes reached a new peak in median sales price, hitting \$1,342,581, along with a rise in new listings. Conversely, Maui's condo market is in an interesting position as recent FEMA and government programs, designed to house those displaced by the Lahaina fires, are becoming increasingly appealing options for condo owners who were undecided about selling. With the Federal Reserve holding off on rate cuts, it is still too early to determine any larger market trends for the year ahead.

COUNTY-WIDE OVERVIEW	TOTAL SALES	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	SOLD ABOVE LIST PRICE	MEDIAN DAYS ON MARKET	NEW LISTINGS
SINGLE-FAMILY HOMES	55	\$1,342,581	99%	24%	99	100
CONDOMINIUMS	92	\$795,000	98%	13%	69	137
LAND	25	\$1,700,000	95%	0%	81	29

ISLAND-WIDE OVERVIEW



SINGLE-FAMILY HOME TRANSACTIONS

JANUARY 2024 VS. PERCENT CHANGE OVER LAST YEAR



**COLDWELL
BANKER**
ISLAND
PROPERTIES

In January, with only 55 total sales, Maui's record median sales price was significantly impacted by the fact that 75% of properties sold for over \$1M. The recent surge in new listings calls for close monitoring of demand indicators, such as days on the market (currently 99 days) and the proportion of properties sold below the list price (53%), both of which have been on the rise. It's crucial to bear in mind that market statistics are lagging indicators, given that a typical escrow period lasts either 30 or 45 days.

		TOTAL SALES		MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	SOLD ABOVE LIST PRICE	LIVING \$/SQ FT
CENTRAL	Wailuku	11 ▼ -21%		\$1,301,000 ▲ 33%	99% ▲ 2%	150 ▲ 92%	36% ▲ 70%	\$669 ▲ 10%
	Kahului	7 ▼ -30%		\$1,100,000 ▲ 19%	101% ▲ 5%	65 ▼ -16%	43% ▲ 329%	\$719 ▲ 16%
NORTH SHORE	Spreckelsville/ Paia/Kuau	1 — 0%		\$1,875,000 ▼ -27%	100% ▼ -3%	55 ▼ -79%	0% ▼ -100%	\$964 ▲ 17%
	Haiku	8 — 0%		\$1,400,000 ▼ -3%	97% ▼ -4%	133 ▲ 92%	0% ▼ -100%	\$951 ▼ -21%
SOUTH MAUI	Wailea/ Makena	1 ▼ -67%		\$6,977,950 ▲ 22%	92% ▲ 2%	118 ▲ 24%	0% —	\$1,711 ▼ -38%
	Maui Meadows	1 — 0%		\$2,760,000 ▼ -23%	92% ▼ -5%	135 ▼ -27%	0% —	\$906 ▼ -3%
	Maalaea	1 —		\$2,933,006 —	100% —	0 —	0% —	\$1,544 —
	Kihei	11 ▲ 120%		\$1,350,000 ▲ 15%	98% ▲ 4%	93 ▲ 26%	9% ▼ -57%	\$740 ▼ -14%
UPCOUNTRY	Pukalani	3 —		\$905,000 —	98% —	99 —	33% —	\$668 —
	Makawao/ Olinda/ Haliimaile	4 ▲ 100%		\$947,500 ▲ 40%	100% ▼ 0%	70 ▲ 202%	50% —	\$785 ▲ 128%
	Kula/ Ulupalakua/ Kanaio	1 ▼ -75%		\$3,300,000 ▲ 128%	94% ▲ 1%	130 ▲ 11%	0% —	\$3,438 ▲ 244%
WEST MAUI	Napili/ Kahana/ Honokowai	3 ▼ -25%		\$1,690,000 ▲ 11%	101% ▲ 9%	44 ▼ -34%	33% —	\$1,124 ▲ 38%
	Kaanapali	2 —		\$2,500,000 —	96% —	145 —	50% —	\$908 —
MOLOKAI	Molokai	1 — 0%		\$375,000 ▼ -57%	99% ▼ -1%	69 ▼ -19%	0% —	\$521 ▼ -23%
GRAND TOTAL		55 ▲ 4%		\$1,342,581 ▲ 22%	99% ▲ 2%	99 ▲ 27%	24% ▲ 55%	\$866 ▼ -19%

CONDOMINIUM TRANSACTIONS

JANUARY 2024 VS. PERCENT CHANGE OVER LAST YEAR

Condo prices in Maui have remained within a consistent range when comparing January 2024 to much of 2023. Since last summer, the inventory of available condos has increased, with the months of remaining inventory rising from 3 months to 5.1 months in January. This increase indicates a shift from a seller's market towards a more balanced market. It is worth noting that a market is considered a buyer's market when prices are more likely to decrease, days on the market to increase, and when the inventory exceeds 6 months.

		TOTAL SALES		MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	SOLD ABOVE LIST PRICE	LIVING \$/SQ FT
CENTRAL	Kahului	5 ▲ 150%		\$251,000 ▼ -3%	100% ▲ 4%	14 ▼ -80%	20% —	\$316 ▼ -15%
	Wailuku	6 ▲ 200%		\$422,500 ▼ -26%	98% ▼ -1%	51 ▼ -61%	17% —	\$668 ▲ 4%
NORTH SHORE	Spreckelsville/ Paia/Kuau	1 —		\$838,500 —	98% —	32 —	0% —	\$1,471 —
SOUTH MAUI	Kihei	33 ▲ 154%		\$780,000 ▲ 1%	98% ▼ 0%	86 ▲ 54%	6% ▼ -74%	\$1,138 ▲ 10%
	Maalaea	4 ▲ 33%		\$972,500 ▲ 33%	98% ▲ 1%	55 ▼ -17%	0% —	\$1,269 ▲ 34%
	Wailea/ Makena	12 ▲ 200%		\$2,669,275 ▼ -12%	100% ▲ 3%	107 ▼ -22%	50% —	\$1,907 ▼ -7%
WEST MAUI	Kaanapali	11 ▲ 267%		\$1,575,000 ▲ 53%	97% ▲ 0%	52 ▼ -76%	9% —	\$1,542 ▲ 12%
	Napili/ Kahana/ Honokowai	19 ▲ 19%		\$629,000 ▲ 19%	96% ▼ -3%	71 ▲ 25%	5% ▼ -72%	\$831 ▼ -10%
UPCOUNTRY	Pukalani	1 —		\$926,000 —	100% —	35 —	0% —	\$713 —
GRAND TOTAL		92 ▲ 114%		\$795,000 ▲ 14%	98% ▼ -1%	69 ▲ 12%	13% ▼ -7%	\$1,260 ▲ 3%

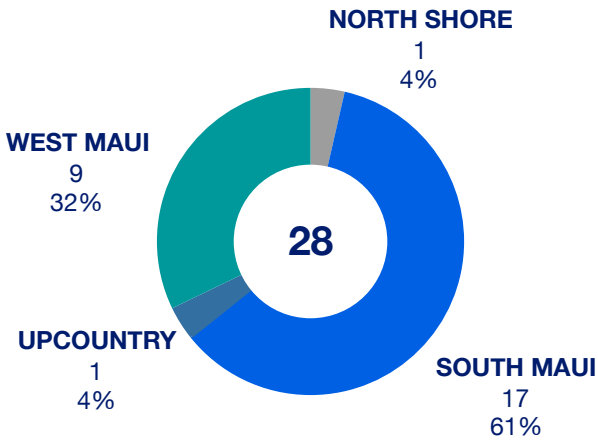
LUXURY TRANSACTIONS FOR JANUARY 2024

FOR SINGLE-FAMILY HOME SALES OVER \$2.5M AND CONDO SALES OVER \$1.5M

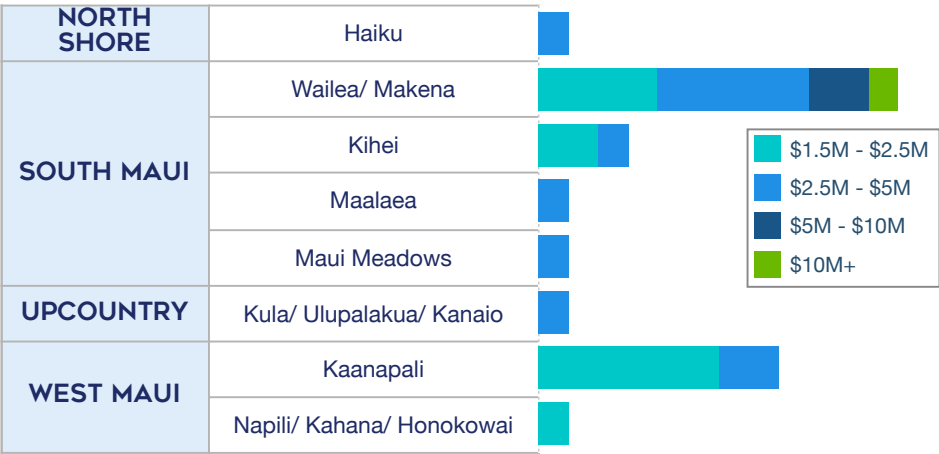
SINGLE-FAMILY HOME SALES		TOTAL SALES	TOTAL VOLUME	AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	BID-UPS	LIVING \$/SQ FT
NORTH SHORE	Haiku	1	\$3,450,000	\$3,450,000	\$3,450,000	97%	126	0%	\$1,583
SOUTH MAUI	Maui Meadows	1	\$2,760,000	\$2,760,000	\$2,760,000	92%	135	0%	\$906
	Kihei	1	\$2,500,000	\$2,500,000	\$2,500,000	98%	123	0%	\$601
	Wailea/ Makena	1	\$6,977,950	\$6,977,950	\$6,977,950	92%	118	0%	\$1,711
	Maalaea	1	\$2,933,006	\$2,933,006	\$2,933,006	100%	0	0%	\$1,544
UPCOUNTRY	Kula/ Ulupalakua/ Kanaio	1	\$3,300,000	\$3,300,000	\$3,300,000	94%	130	0%	\$3,438
WEST MAUI	Kaanapali	1	\$2,700,000	\$2,700,000	\$2,700,000	100%	24	100%	\$891
GRAND TOTAL		7	\$24,620,956	\$3,517,279	\$2,933,006	96%	123	14%	\$1,272

CONDO SALES		TOTAL SALES	TOTAL VOLUME	AVERAGE SOLD PRICE	MEDIAN SOLD PRICE	% LIST PRICE RECEIVED	MEDIAN DOM	BID-UPS	LIVING \$/SQ FT
SOUTH MAUI	Wailea/ Makena	11	\$39,290,900	\$3,571,900	\$2,800,000	99%	133	45%	\$1,904
	Kihei	2	\$4,350,000	\$2,175,000	\$2,175,000	96%	83	0%	\$2,836
WEST MAUI	Kaanapali	7	\$13,225,000	\$1,889,286	\$1,675,000	96%	52	14%	\$1,729
	Napili/ Kahana/ Honokowai	1	\$1,500,000	\$1,500,000	\$1,500,000	100%	23	0%	\$1,342
GRAND TOTAL		21	\$58,365,900	\$2,779,329	\$2,200,000	98%	70	29%	\$1,886

TOTAL LUXURY SALES BY DISTRICT



LUXURY SALES BY PRICE RANGE



* The information in this report is deemed reliable but not guaranteed. Data provided by the REALTORS® Association of Maui as of 02/01/24 and is subject to change.