



KEONI FURSSE, CCIM

Realtor® Broker
CEO & Principal Broker

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PROFESSIONAL EXPERIENCE

Keoni Fursse is a CCIM (Certified Commercial Investment Member) and provides investment and advisory services to institutional and private client owners. Services include acquisitions, dispositions, leasing, turn-around management, sophisticated financial modeling and consulting, asset/property management, facility maintenance and construction management services.

Keoni Fursse is the Owner of Kokua Realty, LLC, and brings over 35 years of experience and is a trusted advisor to investors, developers, owners and tenants of commercial and investment properties throughout Hawaii. Keoni’s professional career began in 1988 with Monroe & Friedlander, Inc. – Hawaii’s largest commercial real estate firm (now Colliers). In 1996 he moved to Seattle and was associated with Kidder, Mathews & Segner, Inc. – Seattle’s largest commercial real estate firm. Keoni co-founded Fursse & Hall Realty, Inc. in 1999 specializing in Seattle commercial real estate services, which he later sold in 2007. After 3 years of working for Kansas City’s largest commercial real estate firm (Block Real Estate Services), Keoni started Kokua Realty Company, LLC in 2010 – a full service commercial real estate firm based in Kansas City. In 2012, Keoni moved back home to Maui and bought Prudential Iwado Realty, Inc. located on Maui– one of Hawaii’s largest real estate firms as ranked each year by Pacific Business News and renamed the company Kokua Realty, LLC.

CLIENTS REPRESENTED

- Bank of America
- BlackSand Capital
- Burnham Properties
- Diamond Parking
- Cascade Federal Credit Union
- County of Maui
- Central Pacific Bank
- Equinox Properties
- Federal Bureau of Investigation
- Frontier Kemper Construction
- General Services Administration
- Goodman Real Estate
- Internal Revenue Service
- Jac Kean
- Jimi Hendrix Foundation
- Kurusu & Fergus
- Lexas Companies
- Marpac Construction & Properties
- Mutual Development
- Pacific Medical Center
- Parker LePla
- Peck Properties
- Phillips Edison & Company
- Prudential Locations
- Seattle Housing Authority
- Seattle Indian Health
- Sommers Company
- State of Hawaii
- State of Washington
- Store Financial
- Ward Development
- Watumull Properties
- Weingarten Realty
- Wold Enterprises

AFFILIATIONS, DESIGNATIONS & AWARDS

- 2013 - 2023: Ranked Maui’s largest locally-owned commercial property management Pacific Business News and 8th largest in State of Hawaii.
- 2008: Deal of the Year finalist nominated by Washington State Chapter of National Association of Industrial and Office Properties (NAIOP)
- 2008: National award for “Top Deals of 2008” by CCIM Institute
- Certified Commercial Investment Member (CCIM)
- Hawaii CCIM Chapter – Member since 2013
- Licensed Real Estate Broker (Hawaii)
- Member: National Association of REALTORS (NAR) & REALTORS Assoc. of Maui (RAM)
- Commercial Round Table of Maui – Member since 2012, 2023 President

EXAMPLE OF ASSIGNMENTS & EXPERIENCE

240,000 SF	Shopping Center – Property maintenance/leasing	Independence, MO
217,000 SF	Exclusive leasing agent: Loft-office	Seattle, WA
135,000 SF	Shawnee Village Center – Exclusive leasing agent	Shawnee, KS
63,558 SF	Shopping Ctr Leasing & Property Management	Lahaina, HI
19,534 SF	Office lease renewal – Tenant Representation	Overland Park, KS
13,728 SF	100% lease up of Class “A” office/flex on I-35	Lenexa, KS
30,000 SF	100% lease up of industrial portfolio	Oak Grove, MO



\$23.4 million	Two 37-story tower development in Seattle CBD	Seattle, WA
\$21.8 million	Portfolio analysis and disposition – retail & apt	Kansas City, MO
\$13.7 million	Marketing of multifamily investment offering	Kansas City, MO
\$9.0 million	535 Lipoa Parkway – Kihei Class A office building	Kihei, Maui, HI
\$6.6 million	Retail center redevelopment and disposition	Lahaina, Maui, HI
\$5.995 million	2050 Main Street – Wailuku office building	Wailuku, Maui, HI
\$5.5 million	Maui office building disposition	Wailuku, Maui, HI
\$5.3 million	University Plaza Hotel sale (135 units)	Seattle, WA
\$4.495 million	Lahaina apartment building	Lahaina, Maui, HI
\$3.7 million	Sale of Wal-Mart shadow anchored retail center	Blue Springs, MO
\$3.5 million	Auburn Medical Arts Bldg – 20,000 SF	Auburn, WA
\$3.074 million	Kahului Industrial building and property	Kahului, Maui, HI
\$3.050 million	Kahului Warehouse and industrial property	Kahului, Maui, HI
\$3.0 million	41,000 SF industrial/office build-to-suit	Kent, WA
\$2.3 million	Sale of shopping center to CVS	Independence, MO
\$2.1 million	Exclusive sale / leasing agent – office building	Lenexa, KS
\$1.2 million	Jimi Hendrix corporate office relocation	Tukwila, WA
90,000 SF	Exclusive leasing agent: Class A office – One Main Plaza	Maui, HI
54,000 SF	Exclusive leasing agent: Class A office	Seattle, WA
48,000 SF	Exclusive leasing agent: Class A office building	Kihei, HI
44,417 SF	Exclusive leasing agent: Class A office	Seattle, WA
40,762 SF	Exclusive leasing agent: Class A office	Fremont, WA

SUMMARY OF DEAL EXAMPLES

48,401 SF Wailea Shopping Center – 116 Wailea Ike Drive, Wailea, Maui, Hawaii

Kokua Realty, LLC was assigned to oversee property management, leasing, facility maintenance and janitorial, and construction management services for one of Maui's largest shopping centers. Kokua Realty oversees all tenant relations and all construction punch items for Wyndham and the shopping center.

14,534 SF Wal-Mart shadow anchored retail center sold for \$3,760,000

Keoni represented a local developer with a portfolio of properties (including retail centers and an apartment building) in the overall analysis of the portfolio and implemented a disposition plan to sell each asset individually to obtain the highest price per property. Keoni oversaw a national marketing campaign and located a California buyer (Passco) to complete the acquisition of this Class "A" strip center that was 100% leased. The Property was going to be included in one of Passco's new funds, so Keoni had to assist with a comprehensive and complicated due diligence process.

50,092 SF retail center sold for \$2,350,000

Keoni represented the seller (a husband and wife looking to retire) in analyzing their portfolio of properties owned throughout the Kansas City Metro area and implementing a game plan to dispose of their less desirable properties. Keoni assisted with the marketing and recent sale of their 50,092 SF retail center to CVS and an out-of-state developer. CVS rehabbed the building, demo a portion of the center and relocate one of their drug stores to this new location. Other tasks included coordinating lease buys and coordination of existing tenants including Blockbuster, Goodwill, Papa Murphy's Pizza and others. Keoni assisted the Seller with completing a 1031 Exchange to purchase a value-add 50,000 SF retail center.



117-unit Class “A” Apartment \$10,500,000

Keoni was hired by a developer to oversee the lease up and management of a brand new Class “A” apartment community and increased occupancy from 70% to over 90%. Keoni worked with the Owner to position the property for sale for \$10,500,000. Keoni is coordinating with all attorneys and all lenders.

Facility maintenance for 241,135 SF grocery-anchored shopping center

In 2011 Phillips Edison & Company purchased the 50% vacant Marketplace Shopping Center as a value-add investment opportunity. Keoni was hired to oversee all property maintenance and light construction which included work on HVAC & Plumbing systems, roof repairs, concrete construction, parking lot maintenance, lawn and landscape services, as well as assist the corporate office with leasing and marketing. Keoni also assisted with new tenant move-in work for Allstate, Petco and other national tenants. Other assistance included providing “submarket” leasing analysis competing retail centers and canvassing for new tenants.

