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## July 2024

# Property Valuation and Asset Appreciation

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Over the last year or two, Artificial Intelligence (A.I.) has been a hot topic of conversation. There have been congressional hearings. Big think pieces warning of the dangers. An equal number of think pieces celebrating the possibilities. Establishing your rental property's value isn't always as easy as you wish it would be, right?

We are fortunate to have a lot of data, a lot of experience, and a lot of property management tools at our disposal to decide how to price your property, whether it's about to be listed or it's been on the market for a few days and it may need a tweak.

By now you know that the market drives the pricing - always.

Here are some of the other factors that affect your rental property's valuation.

- **Location, Location, Location.**

It's a mantra.

It's also true; location is a critical factor in real estate valuation. Properties located in sought-after neighborhoods tend to have higher values. Proximity to amenities such as schools, parks, shopping

- **Property Condition.**

The condition of your property can be a deal breaker for a lot of renters. Good tenants aren't going to pay a premium when your carpets are faded, your appliances are older than they are, and your yard looks thirsty. Upgrades and improvements, particularly in key areas such as kitchens and bathrooms, can turn that deal breaker into a deal maker, so consider some updates before you list. Similarly, newer properties command higher prices than older ones, although historic charm can also add value in certain markets.

- **Amenities on Offer.**

Modern amenities can influence a property's value. Smart home technologies that enhance security, efficiency, and convenience are highly valued. Energy-efficient features, such as energy-saving appliances and smart thermostats, are not only good for the environment but can also lead to substantial savings, making your property more appealing to environmentally conscious tenants.

Have we mentioned how much we enjoy working with you? Helping you price your property accurately and profitably is only one of the things we love doing. And remember, if you have friends or fellow investors who are thinking about renting out a property, we'd love your property management referral.

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**ANNOUNCEMENT:**



We are profoundly thankful to all those who supported us in being voted as the number one property management company in the state. For the second year in a row, we have been privileged to receive the title of First Place for the Best Property Management company in the state of Hawaii through the KTV4 Viewers Choice Award.

This accolade inspires us to redouble our efforts to constantly pursue the highest levels of excellence in serving you, our esteemed clients. Your support has been instrumental in our success, and I would like to extend my heartfelt gratitude to you.



Our goal at Marie Hansen Properties is to maximize the return on your investment and to grant you the peace of mind that comes from knowing that your property is in capable hands.

**The Marie Hansen Properties**  
**Team**

Cheryl Kunimoto, R, PB, RMP  
President



**The Marie Hansen Properties**  
**Team**

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## WE LOVE REFERRALS

We hope you love working with us just as much as we love working with you! If you know anyone that needs help with their property, we'd be happy to assist!

## REFER A FRIEND

## Marie Hansen Properties

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## CONTACT US



**Marie Hansen Properties**  
"The company with a passion for property management."  
The Trusted Choice For Honolulu Property Management

**Contact Us**



(808) 591-1110



It is very important that we are able to reach you if we have any questions or concerns about your property. If your phone number, email address or address/contact information has changed, please call or email Cheryl so she can update your file. You can reach her at (808) 591-1110 or [cheryl@mhprops.net](mailto:cheryl@mhprops.net)

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