

- (1) **Why do you wish to be a member of the Real Estate Commission?**
I take my real estate professional very seriously. Because of this, I believe that my more than 26 years of experience and knowledge in the many facets of real estate, finance and law will add value to the Commission. I have lived on Maui for 31 years. It will be an honor to represent my county and the citizens who live there, doing what I can as a real estate commissioner for their benefit and the benefit of the residents of Hawai'i nei.
- (2) **What do you perceive are the roles and responsibilities of a member of the Real Estate Commission?** **The Hawai'i State website best defines what I understand the duties and responsibilities to be:** *"The Real Estate Branch, as part of the Professional and Vocational Licensing Division, assists the Real Estate Commission in carrying out its responsibility for the education, licensure and discipline of real estate licensees; registration of condominium projects, condominium associations, condominium managing agents, and condominium hotel operators; and intervening in court cases involving the real estate recovery fund."*
- (3) **Given your understanding of the roles and responsibilities of a Real Estate Commission member, why do you believe that you are qualified for the position?** **Throughout my fifty+ years of experience in the work force, I have worked in insurance, for a CPA and did reception and accounting work, was a Trust officer and legal assistant for a national bank, director of administration of a time share resort and since 1992 was licensed to sell real estate in the state of Hawai'i, with about 2 years of inactive status. (I had to take CE classes and appear before REC to reinstate my license in 1997.) I have owned and lived in condominiums (and served as a transcribing secretary for the annual meeting minutes) and read the AOA documents requested as part of my real estate transactions.**

Please include a brief statement of your skills, expertise and knowledge that would aid you as a member of the Board.

I have been involved in leasing, selling, and listing both commercial and residential properties for clients; some were IRS1031 tax deferred exchanges. For my personal use, I have purchased both residential and commercial properties and used 1031 exchanges. I served as President for the Realtors Association of Maui 2013, State of Hawai'i Realtors Political Action Committee Chair 2015-2017, numerous committees at RAM (complete Resume was submitted) and am a current member of the Maui Planning Commission. As principal broker and owner of La Costa Realty Hawai'i, LLC, and previously Prudential Locations Maui Principal Broker, my expertise was and is called upon to prepare contracts and review my agents' real estate transactions which includes giving real estate guidance and to my agents and clients referring them to other professionals when necessary.

- (4) **What do you hope to accomplish during your term of service?**

My main goal is to be an integral part of the Commission and lend my knowledge and expertise to arrive at decisions on items that are presented for the Commission's rulings. Additionally, I would like to thoroughly investigate and have serious discussions about (1) the requirements for a sales licensee to be granted a broker's license. I understand that the rules were changed to accommodate rental managers. However, I do not believe, and have experienced, that there are not enough protections in place for consumers or other agents to have someone granted a broker's license without sales or listing experience. (2) Timeshare sales agents' requirements and licensing. Again, I do not think that there are enough protections in place for consumers.

- (5) Name three qualities that best describe you and how these qualities will benefit the Real Estate Commission.

1) Intelligent: I can read, listen, and comprehend laws then can discuss merits of the laws, give my interpretations and suggest possible changes.

2) Patient: Listening to what the public and commissioners are discussing, taking time to digest the comments and then, if appropriate and I think my opinion or interpretation, I will voice it when called upon or if it should be interjected during a conversation.

3) Experienced: I have had many years of experience, being granted a broker's license in 2000. After many transactions I felt I had the experience and confidence to open my own company in 2004. I know the huge responsibility and protections to the public that are required to be a principal broker. I proudly recognize my membership in the National Association of Realtors (Realtor (R)), Hawaii's Association of Realtors and Realtors Assn of Maui and never compromise my ethics or those demanded by NAR to be a Realtor in the Code of Ethics under which I operate my business. I use my fair judgement and analytical skills to make my best decisions for licensees, consumers and Hawai'i.

- (6) Name a previous experience you've had that will be beneficial as a Real Estate Commission member.

As principal broker, I have mentored any agents. I have signed off agents who do not follow my very strict company rules or the Realtor(R)(R)Code of Ethics. Recognition of who might be a good licensee and those who might need more supervision. Also, review of condominium and other projects that are under the purvue of the HIREC; my personal residence is on an agriculturally zoned lot and could be CPR'ed so I am very familiar with the requirements of this process.

- (7) Can you foresee any possible conflicts of interest that could arise during your service on the Real Estate Commission?

At this juncture, I do not see that I will have conflicts with what the Commission does. My sitting on the Maui Planning Commission has been cleared as not being a conflict.

How would you overcome conflicts of interest?

GM541

P. Denise La Costa

Real Estate Commission

If there is any hint of a conflict of interest with a person or project, or if I feel my input or vote could compromise the decision of the HIREC, I will recuse myself from any discussion or vote. Or, if I believe that my decisions and participation in the hearing/case will be impartial and fair to the person or project before the Commission.

Testimony of the Real Estate Commission

**Before the
Senate Committee on Commerce & Consumer Protection
Wednesday, March 10, 2021
9:30 a.m.
Via Videoconference**

**On the following measure:
G.M. 541, SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE REAL ESTATE COMMISSION,
GUBERNATORIAL NOMINEE, P. DENISE LA COSTA,
FOR A TERM TO EXPIRE 06-30-2024**

Chair Baker and Members of the Committee:

My name is Neil Fujitani, and I am the Supervising Executive Officer of the Real Estate Commission (Commission). The Commission supports the confirmation of Ms. P. Denise La Costa to the Commission as a licensee member for the County of Maui.

Ms. La Costa has held a broker license in Hawaii since May 9, 2001, and her license is current, active, and in good standing. Ms. La Costa is the owner and principal broker of La Costa Realty Hawai'i, LLC, in Lahaina. She also serves on the Maui Commercial Roundtable and Maui County Planning Commission.

Ms. La Costa was appointed to the Commission as an interim member on January 11, 2021, and she has attended both meetings since her appointment.

Ms. La Costa's professional experience, interest in serving on the Board, and desire to contribute to the community will continue to enhance the Board's effectiveness.

Thank you for the opportunity to testify on this measure.

GM-541

Submitted on: 3/6/2021 6:34:33 PM

Testimony for CPN on 3/10/2021 9:30:00 AM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Bruce R. Faulkner | Individual | Support | No |

Comments:

My name is Bruce Faulkner and I am a former member of the Real Estate Commission having recently served two consecutive four year terms. I would like to thank you for the opportunity to testify regarding the appointment of P. Denise La Costa to the Real Estate Commission.

She has a background in the real estate field as a broker and has been active with the local board as well as within the Maui community. She has served as Maui County Planning Commission since 2018 so has a good foundation for the tasks which the commission is responsible for undertaking. For the reasons above, I would appreciate your Committee's support to confirm P. Denise La Costa to the Real Estate Commission.

GM-541

Submitted on: 3/9/2021 9:42:44 AM

Testimony for CPN on 3/10/2021 9:30:00 AM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Mary Begier | Individual | Support | No |

Comments:

Thank you for the opportunity to strongly support P. Denise La Costa to the Hawaii Real Estate Commission. I have had the pleasure of knowing P. Denise for over 20 years. We have worked together on many real estate activities for the benefit of other Realtors as well as for the community at large. P. Denise is thorough and tenacious in her research and most importantly does not ask anyone to do something she is not willing to do herself. Doubly important is the fact that P. Denise does what she says she will do! Please confirm P. Denise La Costa to the HREC.

LAW OFFICES OF

Jack R. Naiditch, Inc.

A LAW CORPORATION

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KULA, HAWAII 96790
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Email: jacknaiditch@gmail.com

February 25, 2021

By regular mail and by email to: Senbaker@capitol.Hawaii.gov

The Honorable Senator Rosalyn H. Baker
Hawai'i State Capitol
Room 230
Honolulu HI 96813

RE: *P. Denise La Costa*

Dear Honorable Senator,

I am happy to send you this letter supporting the nomination of P. Denise La Costa as Maui County commissioner for the Hawai'i Real Estate Commission.

I have known Ms. La Costa for more than twenty years in both a professional and personal capacity. I practice law in Hawai'i and have represented Ms. La Costa during this time in real estate transactions. I have also utilized her services with expert testimony and opinions.

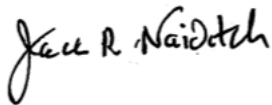
I have admired Ms. La Costa's contributions to our community with her work as a Board member of the West Maui Community Task Force, an elector of her Church and a former President of the Realtors Association of Maui. In the last several years, Ms. La Costa has served with distinction as a commissioner with the Maui Planning Commission where she brings much integrity, compassion, personal skills and decisiveness.

Ms. La Costa will also bring her solid knowledge of real estate to HIREC, and will be a hard-working and diligent member of the commission.

Ms. La Costa is a credit to the Maui community and will serve our community well at HIREC.

If you have any questions, please don't hesitate to contact me.

Best,



Jack R. Naiditch



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Email: Amy@RAMaui.com ~ www.RAMaui.com

February 3, 2021

Senator Rosalyn Baker
Hawaii State Capitol
415 South Beretania St., Ste. 231
Honolulu, HI 96813

**RE: Letter of recommendation for P. Denise La Costa to serve on
the Real Estate Commission**

Aloha Senator Baker:

I am submitting this letter of recommendation in support of P. Denise La Costa's confirmation to the Hawaii Real Estate Commission. P. Denise has been an integral part of the REALTORS Association of Maui through her leadership and participation, and I can imagine no better candidate to serve the people of Hawaii as a member of the Real Estate Commission.

Aside from having an impressive understanding of law, economics, government, and the real estate industry, she is also a genuinely good person. P. Denise gives her time to numerous charitable organizations and has a passion for serving her community. She has the ability to understand the whole of an issue and to communicate it clearly. This is one of many reasons that P. Denise is so successful. When P. Denise formulates an opinion on an issue, it is well reasoned and never dismissive or combative. P. Denise is a consummate professional and a trusted and valued asset to our association and to our community. I have no doubt of her ability to accomplish the work of the Real Estate Commission, and I can attest that she is a great person to work with.

Mahalo,

Amy B. Johnson
Interim Chief Staff Executive
Director, Professional Standards and Board Relations

From: [P. Denise La Costa](mailto:P.Denise.La.Costa)
To: brf@maui.net; RozBaker@capitol.hawaii.gov
Subject: Re: Real Estate Appointee, P. Denise La Costa
Date: Thursday, February 25, 2021 11:46:08 AM

Mahalo Nui Bruce

Sent with Aloha
P. Denise La Costa RB 17578
(808) 280-2132 Call or Text
Pdenise@lacobstarealtyhawaii.com
La Costa Realty Hawai'i, LLC RB18349
www.LaCostaRealtyHawaii.com

From: brf@maui.net <brf@maui.net>
Sent: Thursday, February 25, 2021 11:44:58 AM
To: RozBaker@capitol.hawaii.gov <RozBaker@capitol.hawaii.gov>
Subject: Real Estate Appointee, P. Denise La Costa

TO THE HONORABLE ROSALYN H. BAKER, CHAIR,
AND MEMBERS OF THE COMMITTEE:

My name is Bruce Faulkner and I am a former member of the Real Estate Commission.

I would like to thank you for the opportunity to testify regarding the appointment of

P. Denise La Costa to the Real Estate Commission. She has a background in the real estate

field as a broker and has been active with the local board and within the Maui community.

Also she has served on the Maui County Planning Commission since 2018, so has a good

foundation for the tasks which the Real Estate Commission is responsible for undertaking.

For the reasons above, I would appreciate your Committee's support to confirm

P. Denise La Costa to the Real Estate Commission.

Aloha,

Bruce R. Faulkner

Maui HI Realty

RB# 16836

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808-280-4445 (C)

Email brf@maui.net

Visit: MauiHIrealty.com

February 6, 2021

Senator Rosalyn Baker

Hawaii State Capitol
415 South Beretania Street, Suite #231
Honolulu, Hawaii 96813

Dear Senator Baker:

I am submitting this letter of recommendation to you today asking for your kind support of P. Denise La Costa's decision and desire to serve on the Hawaii Real Estate Commission.

P. Denise La Costa, Owner and Real Estate Broker of La Costa Realty Hawai'i, LLC, unequivocally possesses the leadership skills, energy, and high output style required to be successful as Commissioner for Maui County Planning Commission.

Her experience as **Past President** of RAM, **Past President** of Maui Commercial Round Table, **Past Vice President** of West Maui Community Task Force, and **Past State Chair** of the Realtor Political Action Committee coupled with her leadership roles as **Current Vice President** of Maui Commercial Round Table and **Current Vice President** of West Maui Community Task Force make her an excellent candidate for the Hawaii Real Estate Commission.

In addition, P. Denise La Costa is an Original Charter Member of WMDVTF (reorganized under WMCTF). She is also a member of the following Professional Organizations: National Association of REALTORS® (NAR), Hawaii Association of REALTORS® (HAR), and REALTORS® Association of Maui (RAM). Impressively, she holds the following **Professional Designations**: Short Sale and Foreclosure Resource (SFR), Designated Realtor (DR), Real Estate Negotiations Expert (RENE), and Accredited Buyers' Representative® (ABR).

P. Denise La Costa possesses numerous qualities that make her an extremely successful and effective Principal Broker. As an agent of hers for nearly 10 years, I have personally witnessed her leadership style, professionalism, and knowledge within the industry. She has high integrity, a positive approach to prioritizing and tackling issues, and is very conscientious and tenacious; always keeping best interests and best practices at the forefront. One of the qualities I respect the most is P. Denise's "no nonsense" style. P. Denise gets to the point quickly and professionally, always respecting her agents' and clients' time. She does an excellent job listening to her agents' and clients' needs so she is able to quickly and accurately meet their objectives. Noteworthy are her skills as a team player, negotiating, researching, and multi tasking. I have the highest level of confidence in her abilities and feel she would be able to properly assess any situation and quickly come up with effective solutions as a member of the Hawaii Real Estate Commission.

If you have any questions, I would be happy to email or talk with you anytime. Feel free to contact me at SaveMoneyInMaui@yahoo.com or 808-283-3987.

Respectively submitted,

Tracy Michelle O'Reilly

