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LIEUTENANT GOVERNOR | KA HOPE KIA'ĀINA

STATE OF HAWAII | KA MOKU'ĀINA 'O HAWAI'I
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DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
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Testimony of the Department of Commerce and Consumer Affairs

Before the
Senate Committee on Commerce and Consumer Protection
Friday, March 21, 2025
9:30 a.m.
Conference Room 229, and Via Videoconference

On the following measure:
G.M. 714, SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE REAL ESTATE COMMISSION,
GUBERNATORIAL NOMINEE, FRANK GOODALE,
FOR A TERM TO EXPIRE 06-30-2026

Chair Keohokalole and Members of the Committee:

My name is Nadine Y. Ando, and I am the Director of the Department of Commerce and Consumer Affairs (Department). The Department supports the appointment of Frank Goodale, as a member for the Real Estate Commission (Commission).

Mr. Goodale holds a Bachelor of Business Administration from the University of Hawaii, Hilo, graduating with highest honors and receiving the Wall Street Journal Award. His expertise in Marketing and Finance provides a solid foundation for understanding Hawaii's real estate market.

Mr. Goodale has held key leadership roles, including Broker in Charge, President, and Principal Broker at SVN | GO COMMERCIAL and Clark Realty LLC. His

experience in managing multi-office brokerages with sales and property management divisions demonstrates his comprehensive understanding of the industry.

As the 2018 President of the Hawaii Association of Realtors, and through his work on committees such as the Standard Forms and Government Affairs Committees, he has significantly contributed to the advancement of the profession. He was named the 2015 State of Hawaii Realtor of the Year and the 2005 Hawaii Island Board Realtor of the Year, highlighting his industry's recognition.

Mr. Goodale's background in project development, subdivision development, and IT implementation further strengthens his ability to address evolving challenges in the real estate market. Frank Goodale's background, combined with his extensive experience, makes him exceptionally qualified to serve on the Real Estate Commission.

Thank you for the opportunity to testify on this measure.

GM-714

Submitted on: 3/15/2025 9:35:37 AM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Chuck Garrett	Individual	Support	Remotely Via Zoom

Comments:

Aloha,

It is my pleasure to provide written testimony in support of Frank Goodale's consideration and confirmation to the Hawaii Real Estate Commission.

I have known and worked with Frank for over 18 years. He is a highly skilled and well-respected leader in his own right, widely recognized for his contributions to the Hawaii real estate community through years of volunteer work and service to our industry. His leadership roles, including serving as President of the Hawaii Association of REALTORS® and his many years of dedication to the HAR Forms Committee, are just two examples of his significant impact.

Through both his professional and volunteer work, Frank has built strong relationships across all islands and developed a deep understanding of island-specific real estate issues. His broad network of colleagues throughout Hawaii enables him to provide and seek valuable counsel on key industry matters.

As a Hawaii real estate licensee for over 30 years, I wholeheartedly support Frank Goodale's consideration and confirmation to the Hawaii Real Estate Commission.

Sincerely,
Chuck Garrett, RB-15723

Dear Members of the Real Estate Commission,

It is with great enthusiasm that I recommend Frank Goodale for appointment to the Real Estate Commission. I have had the privilege of knowing Frank since the beginning of his real estate career in 1988 when he joined Bradley Properties as a sales agent. Over the past several decades, we have worked in the same industry, at different firms, but I have always known him to be a consummate professional with an outstanding reputation.

Throughout his career, Frank has demonstrated a deep commitment to excellence, both in his personal practice and in his management of real estate professionals. He has always led with the highest ethical standards, ensuring that the agents under his guidance were not only knowledgeable in all aspects of the business but also exemplified professionalism and confidence. His ability to foster a culture of integrity and diligence has resulted in companies filled with highly respected real estate professionals.

Beyond his leadership in brokerage management, Frank has been actively involved with our local real estate boards and state associations, further solidifying his reputation as a leader in our industry. His contributions have been instrumental in shaping the professionalism and standards within our real estate community. Those who have worked with Frank, including myself, hold him in the highest regard for his wisdom, fairness, and commitment to the betterment of our profession.

Given his extensive experience, dedication to ethical real estate practices, and proven leadership, I strongly believe that Frank Goodale would be an invaluable asset to the Real Estate Commission. I respectfully urge you to consider his appointment and am confident that he will serve with the same diligence and excellence that he has demonstrated throughout his career.

Thank you for your time and consideration. Please feel free to contact me if I can provide any further insights regarding Frank's qualifications.

Sincerely,

Deborah A. Au

Principal Broker
Aloha Sotheby's International Realty
65-1279 Kawaihae Road, Suite 104
Kamuela, HI 96743

GM-714

Submitted on: 3/16/2025 5:36:27 AM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kalama Kim	Individual	Support	Written Testimony Only

Comments:

I am honored to submit this recommendation in strong support of Frank Goodale for the position of Real Estate Commissioner for the State of Hawaii. Over the past 17 years, I have had the privilege of working alongside Frank in various leadership roles and committees within the real estate industry, where he has demonstrated an unwavering commitment to the betterment of our profession and our community. Frank possesses an unparalleled depth of knowledge in real estate, not just in transactional matters but in the governance and regulatory aspects that shape the industry throughout the state. His expertise extends beyond local markets—he has a statewide perspective on the challenges and opportunities facing Hawaii’s real estate landscape. He understands the unique complexities of our industry across all islands, from housing affordability to sustainable development, and his decisions are always thoughtful, well-researched, and made in the best interest of both the industry and the people of Hawaii. One of Frank’s defining qualities is his ability to set aside personal preferences to make decisions that serve the greater good. Whether in leadership discussions or policymaking efforts, he consistently seeks common ground and solutions that benefit all stakeholders. His open-minded approach, willingness to listen, and ability to find compromise make him an exceptional leader, particularly in a role that requires balance, fairness, and vision. Beyond his contributions to the real estate profession, Frank is deeply committed to making Hawaii a better place to call home, not just for today’s residents but for future generations. He recognizes the pressing need to create housing opportunities that allow local families to stay in Hawaii rather than being forced to move elsewhere due to affordability challenges. His passion for keeping Hawaii’s people in Hawaii is evident in the way he approaches real estate policies and discussions—always with a long-term view of ensuring that our islands remain a place where families can thrive for generations to come. Frank’s integrity, deep expertise, and commitment to serving the people of Hawaii make him an ideal choice for Real Estate Commissioner. I have the utmost confidence that his leadership in this role will positively shape the industry and the future of homeownership in our state.

GM-714

Submitted on: 3/17/2025 2:00:39 PM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Georgia "Gae" Callaway	Individual	Support	Written Testimony Only

Comments:

March 17, 2025

Department of Commerce and Consumer Affairs

335 Merchant Street

Honolulu, HI 96813

RE: Frank Goodale Confirmation Hearing Real Estate Commission March 21, 2025

Frank's years of experience and service related to the practice of real estate have been noted by many in our industry. His continuing education of the ethical and business practices as changes are made, has been a cornerstone of the real estate brokerages he has worked with.

Knowledge, understanding and willing to collaborate are words that represent Frank. His listening skill and ability to collaborate are valuable.

I am certain with Frank's commitment to this position you will appreciate and recognize what others have been privileged to work, learn and benefit from.

Aloha,

Georgia “Gae” Callaway

RB-14841

808-987-2590

GM-714

Submitted on: 3/17/2025 3:45:23 PM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Gary L Davis	Individual	Support	Written Testimony Only

Comments:

I would like to offer my strongest backing to Frank Goodale's application to be approved as a new member of the Real Estate Commission. I've know Frank for at least 28 years, both as a fellow Realtor, and a friend. My years working with Frank at Clark Realty offered me the chance to observe his organizational abilities, his ability to take complex issues and reduce them to workable, cohesive issues, and the ability to lead a diverse group of independent minded people to a final solution. This was evident in his position as the President of the Hawaii Association of Realtors, his years as President of Clark Realty, and his years as the Chair of the Standard Forms Committee. Frank would bring a fresh and innovative mindset to the table and would be an extremely hard working and dedicated addition to the Commission. When Frank jumps in, it is with both feet and full committment. He would be an exemplary Commissioner.

GM-714

Submitted on: 3/17/2025 4:43:21 PM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lance Owens	Individual	Support	Written Testimony Only

Comments:

Aloha

To Whom It May Concern,

I am writing to offer my strong recommendation for **Frank Goodale's appointment to the Hawaii Real Estate Commission**. As a **41-year resident of Hawaii and a real estate professional for over 21 years**, I have had the privilege of working with Frank on numerous occasions and can confidently say there is **no one more qualified, fair-minded, or committed to the integrity of our industry**.

In my experience, **when a transaction came through under Frank's review, you knew it was right—even if you didn't always agree with it**. His decisions were consistently **grounded in knowledge, ethics, and a deep understanding of real estate law and best practices**. His reputation is not just built on years in the business but on the **respect he has earned from agents, brokers, and industry leaders alike**.

With **over 30 years in real estate management**, including roles as **President of Clark Realty and Hawaii Association of REALTORS®**, Frank has demonstrated a deep understanding of **sales, property management, commercial transactions, and industry regulations**. His long-standing work on **standard forms** - including over a decade shaping policies that protect both consumers and professionals - reflects his commitment to ensuring fairness and clarity in the real estate process.

Frank's ability to **weigh complex issues, collaborate with stakeholders, and uphold the highest ethical standards** makes him exceptionally well-suited for this role. His leadership, integrity, and industry expertise would be an invaluable asset to the Commission.

I strongly urge his confirmation and appreciate your consideration. Please feel free to reach out if I can provide any further insights.

Aloha,

Aloha,
Lance Owens

GM-714

Submitted on: 3/17/2025 5:08:16 PM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nancy Donahue Jones	Individual	Support	Written Testimony Only

Comments:

Aloha. My name is Nancy Donahue Jones, and I have had the pleasure of working with Frank Goodale for many years. I can think of no better person to serve on the Real Estate Commission for the State of Hawaii then Frank. Frank is an extremely knowledgeable individual with decades of experience serving in a variety of roles and responsibilities. It is through this experience that he will be of great benefit to the REC. He has an excellent understanding of the industry, having worked with small and large firms and both in the commercial and residential space. Frank is detailed orientated, always preparing in advance by doing his homework. Frank is a team player and will work hard to ensure that the REC moves forward, benefiting not only Hawaii's consumers but the real estate industry.

GM-714

Submitted on: 3/17/2025 5:44:16 PM

Testimony for CPN on 3/21/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arabel L Camblor, RB-18124	Individual	Support	Written Testimony Only

Comments:

"It is my pleasure to write this testimony on behalf of Frank Goodale. I have had the privilege of knowing Frank since I began my real estate career in 2000. From being a student in one of his real estate classes, to working with him as a broker-salesperson for five years, to later working alongside him as a Broker-in-Charge for six years, Frank has consistently demonstrated exceptional knowledge and expertise in every aspect of the real estate industry.

His vast experience within both our local and state associations is unparalleled. Frank has continually been sought after to serve in many significant capacities, including governance, education, leadership, and advocating on behalf of our profession with our Congressional representatives in Washington, D.C. With over 30 years of active service within the Hawai'i Realtors, Hawai'i Island Realtors, and West Hawai'i Association of Realtors, Frank has remained engaged in the most pressing discussions regarding how Realtors can best advocate for their clients while maintaining the highest professional standards.

As Broker-in-Charge of over 300 agents, Frank played a pivotal role in propelling Clark Realty Corp. to become the largest and one of the most successful privately-owned real estate firms on the Big Island. He ensured that the company stayed ahead of industry trends by providing agents with the latest technology and tools, all while keeping the best interests of our clients at the forefront.

Throughout his career, Frank has remained a true leader, consistently encouraging Realtors to adhere to the Code of Ethics and to always act in a manner that is both professional and client-focused. I have learned much from Frank and highly recommend him as a person of integrity, vision, and dedication to the real estate profession."