



MAUI REALTOR

HOT SEAT

Name: William "Buz" Moffett
Licensing & certifications: RB
Company: Moffett Properties
Contact info: (cell) 870-6794, buz@surfingrealtor.com
Currently live/work: Kahana
Originally from: Lahaina
Years in real estate: 20
Years on Maui/Hawai'i: 35+



William "Buz" Moffett

Photo on your card? Why or why not? No picture on the card—just never been into seeing my mug in print. I like the look on people's faces the first time they meet me. For the most part, I am somewhat unforgettable.

Best marketing gimmick? Surfingrealtor.com, baby!

Type of car? Toyota. I just upgraded this year to the new FJ Cruiser, and it's has been a tough adjustment from having Toyota trucks for the past 15 years. But I'm starting to get used to not being able to throw my trash in the back.

I stayed on Maui story? Lahaina has always been my home. My family moved over in the late '60s to work in the construction industry. I attended Kam III, Lahainaluna and University of Hawai'i. Never considered living anyplace else. Although I have seen a lot of changes over the years, when you're in the ocean or way up in the mountains, I truly believe we live in the best place on the planet.

First job on Maui? Hirashko's meat market in Lahaina Shopping Center / Dongo's Steak House at 505 Front St. (if you remember these businesses, you should keep it to yourself—you're old!)

Any tattoos? Sometimes an empty canvas says it all.

Rubber raft, surfboard or bodyboard? Surfboard all the way. When I got to the point in my life that I could ride what I wanted, when I wanted, I found I needed an extra room just for the boards.

Day Planner or PDA? Old school: Big Red Standard Diary.

What did you want to be when you grew up? And now when you grow up? I never wanted to grow up. My wife says I'm still working on it. I always knew I was a people person and that I loved the deal—some things have not changed

Clients of yours would say...? You may not like the answer Buz gives you, but you can count on it being the truth.

Learned the most from (real estate mentor)? Kay Chase for contracts, and my Dad for work ethic.

A warm and fuzzy real estate moment? 2002 Aloha 'Aina Realtor Award "The Maui News Peoples' Choice" Winner.

The solution to your toughest real estate challenge? Remembering that every transaction is the most important deal in the clients' life—make it right, every time.

No, that didn't happen!! Worst, funniest real estate story? I was showing a home to a longtime female family friend I had not seen for over 20 years. As we walked into one of the bedrooms in the \$3,000,000+ home, a naked woman was lying on the bed. I said, "Oh, excuse us, I thought the home was empty!" The woman just rolled over and said, "Don't worry about it; go ahead and take a look around." My client said, "Nice ass."

Out on a limb—extreme (but legal) steps you took to sell it/find it/secure it for a client? I was on Moloka'i about 12 years ago with a client who was buying multiple oceanfront properties in the Kaluakoi area. We stayed in a studio condo for a week walking the properties and making offers. Every night, I would read him the CC&Rs as a bedtime story. Not sure if he was really listening, but I got a good handle on them!

How has being a real estate agent changed you? It has allowed me to meet and be part of the lives of some of the most fantastic people in the world. I am given the opportunity to make a real difference in the way people look at Hawai'i and how they approach property ownership. We are only using the land—no one really owns it—it was here before we came and will be here long after we are gone.

How can the real estate community do an even better job working together?

Spend more time educating your clients about the realities of buying and selling in Hawai'i. This is a quality of life issue, not only an investment to make money.

What activities keep you centered? Spending lots of time in the surf, hanging with my kids, fishing, Moloka'i.

Last time you went Upcountry or to the West Side? In late July, we had a good south swell and I surfed Mala in the morning, then drove to Makena to check the surf and turned around and drove through Kula out to Kaupo. It was a hell drive and I got skunked—should've stayed at Mala, my favorite.

Favorite aspect of the Hawaiian culture? "Ua mau ke ea o ka 'aina I ka pono" (the life of the land is perpetuated in righteousness) Hawai'i State Motto.

Tips for those considering buying here? Buy because you love it. If you want the best investment, buy the house next door to the house you live in.

Who's at home (dog, cat, spouse, kids, roommate)? Suzy the wife, Ryan and Jesse the sons, Eklou the dog, Milkshake the cat, and Leisto the bird.

If you could write your own question, what would you ask yourself? (And your answer...?) How can one man be so lucky? Treat your neighbor as you would expect to be treated. Oh, yeah—hard work helps too!