



Montessori Hale O Keiki Realtor Initiative

"A Great School Sells Real Estate"

Who We Are

Montessori Hale O Keiki (MHOK) is the only independent school in South Maui and offers education from Pre-K to 8th grade. In existence for 23 years, MHOK is the only fully Montessori accredited school on the island and offers a unique marine and environmental stewardship program. Our students are exploring marine science concepts, discovering marine ecosystems, and providing underwater ocean research via our PADI certified students (our youngest certified student was only 9 years old!).

How Realtors Can Be Involved

Inspired by the Alliance to Improve Maui (AIM) and Maui Prep's program, realtors can partner with MHOK by donating a percentage of their commission upon each sale to the school. For realtor and Maui Prep donor Ray Chin, "This program supports my holistic style of service in my real estate business", adding "the professional benefits are simply how much I decide to utilize it." Program founder Dean Otto noted "sellers like to know that their transaction resulted in a donation to a local school". MHOK is South Maui's school of choice.

How It Works

Realtors sign a pledge form with MHOK that serves as an agreement that the realtor will donate a portion of their commission upon a sale to the school. MHOK will work with each individual realtor to decide the percentage amount they would like to contribute (1% - 10%) and whether the donation will be on the buyer's behalf or the realtor's behalf. Each month MHOK will review the real estate transactions that have occurred in the community and will follow up with those that have made a sale to collect the donation in the previously agreed upon manner. Donations collected through this real estate initiative will be used to provide Tuition Assistance and currently, 40% of MHOK's students receive assistance every year. How does it add up? \$3,100 will provide a 30% Tuition Assistance award to a deserving child, which is the average aid request. With your support we can continue to provide a unique learning environment that is both culturally and economically diverse.

Realtor Benefits

By partnering with MHOK, not only will the realtor create rapport with buyers and sellers in the community by selling real estate with a quality educational program, they will also receive PR and marketing benefits:

- All partnering realtors will be listed with a link to their professional website on the school's website
- Once a donation has been made, the charitable realtor will receive recognition on MHOK's Facebook page and inclusion in the school's weekly e-newsletter, as well as highlighted at our special events
- Press releases will be sent out quarterly to spotlight all of the real estate agents who have made donations in that quarter

MHOK will also provide all partnering real estate agents electronic flyers they can use to share their charitable commitment to MHOK with their clients. Once a donation has been made, MHOK will send an acknowledgment letter to the donor to be used for tax purposes under IRS guidelines.

Ready to Partner with MHOK? Questions?

Please contact Stacey Breitlow, Development Director, at 874-7441 or stacey@mhok.org to partner with MHOK, for any additional questions that you may have, or if you would like to set up a classroom visit to learn more about a Montessori education.