Lanikeha, Ka‘anapali’s Newest Project, Sells at Record Pace by Word of Mouth

Lanikeha’s prime location in the center of Ka‘anapali. The area offers views of sunsets into the Pacific Ocean, Lanai and Molokai, along with the rugged backdrop of Puu Kukui (Hill of Enlightenment).

It was unprecedented even by the standards of Maui’s vibrant real estate market. One week after Lanikeha Phase I went to market, all 67 lots were reserved, and backup reservations were three deep before the developer closed the offering. Lanikeha achieved these results through word of mouth without running a single advertisement.

Robert “Bob” Cartwright, Principal Broker of Whalers Realty Inc. and Exclusive Sales Agent for Lanikeha acknowledged that the project’s breathtaking location played a major role in the record-breaking sales. “It is truly one of the most magnificent sites I have ever seen in my 29 years in the real estate business on Maui. Its unbelievable natural topography, tremendous golf course frontage and ocean views are unparalleled.” Lanikeha will be the last major resort residential project that will be available for sale in the Ka'anapali area for many years. Lanikeha offers fee simple quarter acre and half acre lots and for the first time in Ka'anapali, full one acre estate lots.

But equally instrumental to the project’s success was the development team’s vision for Lanikeha led by The Mills Group. “We understood and appreciated the unique qualities of this location and we set out to create the finest residential community on Maui,” said Mills Group partner, Ned Dewey. The development team wanted to create a community, not just a subdivision. A place where people would interact with their neighbors, not only the people living next door, but with all residents of Lanikeha. “Lanikeha is something exciting and different within an already thriving Ka'anapali Golf Estates community,” said Becky Broudy Collins, Project Manager. If sales are any indication, the team has succeeded in translating their vision to a discriminating audience.

An artist rendering of Lanikeha’s generous Clubhouse complex.

The Mills Group took an understated, sensitive and elegant approach to the common amenities of Lanikeha beginning with the project entry, utilizing stone and ’ohia wood with the lush tropical landscaping to create a feeling of old Hawai'i. The philosophy of understated elegance is beautifully translated in the architecture of the Clubhouse complex with dramatic rooflines providing shade for spacious lanais perfect for lounging and entertaining. Situated near the top of the property, the Clubhouse complex will boast spectacular panoramic ocean and mountain views along with a generously sized facility that includes amenities such as a club room, a grill room, an exercise room, an infinity-edge pool, men’s and women’s locker rooms, picnic pavilion, and a hydro-spa. “Lanikeha is the only residential community in Ka'anapali to offer its owners a private recreational facility such as this,” said Collins.

And, as if the on-site facility was not enough, Lanikeha owners may also elect to have the benefit of the Lanikeha Owners Program. This amenity package includes golf at the newly renovated, world-class Ka'anapali Golf Club, a membership at the Maui Arts & Cultural Center as well as privileges at the Hyatt Regency Resort & Spa, including exclusive use of the health and tennis clubs and access to blissfully invigorating benefits such as aromatherapy rubs and lomi lomi massages.

Bob Cartwright, a veteran of many local real estate sales campaigns, is proud to be associated with Lanikeha and its guiding vision. “We became part of the team from day one, helping the developer understand the needs of discriminating Maui resort property buyers. Lanikeha is a marketing firm’s dream; a beautiful parcel of land and a development team dedicated to creating the best residential community in West Maui. Lanikeha sets a standard that other developers will aspire to for many years to come.”

For information on Lanikeha’s 2nd Phase, please contact Bob Cartwright or Greg Walker at Whaler’s Realty at 808-661-8777, 1-800-367-5632 or visit our website www.lanikehamaui.com.

LANIKEHA

This subdivision has been registered with the State of HI’s DCCA and with the US Dept. of Housing and Urban Development. Obtain the Property Report and Public Offering Statement before signing anything.