

# TOP AGENT

MAGAZINE



**JOHNNY  
MCELREE**



## JOHNNY MCELREE

---

*"I'm a people person and I can pretty much talk to anybody. I have a Bachelor's and a Master's degree, but I started out with a shovel in my hand, so I'm able to relate to a whole variety of different people."*

---

A hard worker by nature, Johnny McElree quickly found his life in retirement lackluster, and felt the need to start a new passion project. "I was tired of being retired. All I was doing was reading books and paddling

canoes," he jokes. When the desire for work came knocking at the door, Johnny answered without hesitation, and began his career in real estate. As the Founder and Principal Broker at Hawaii Luxury Listings, he's been



helping buyers and sellers navigate the Big Island market, specifically the Kohala Coast, for the past 15 years.

A big part of Johnny's charm is his relaxed demeanor and the ability to befriend almost anyone. "I'm a people

person and I can pretty much talk to anybody. I have a Bachelor's and a Master's degree, but I started out with a shovel in my hand, so I'm able to relate to a whole variety of different people. I don't try to be anything other than what I am, and I work very hard



to represent my clients' best interests.”

Always on the lookout for creative solutions, Johnny utilizes a hybrid marketing strategy for his listings. “I like a mix of traditional and modern when it comes to my marketing. I do a lot of social media and I have my own YouTube channel, but I’m also a big believer in open houses, which a lot of people consider to be kind of passé. I have sold a lot of properties by doing an open house. I’m in the second





home market, so people are here on vacation, and they might drive by and see an open house, and if they drive by enough times, eventually they're going to come in," he says, and adds, "Of course during the pandemic doing open houses was not an option, so I moved everything online and posted detailed virtual tours. Even though Hawaii was shut down and nobody could come in, I still had a decent number of sales."

Johnny's business philosophy is centered around providing excellent service and giving clients his full attention, which is why he doesn't spread himself too thin. "I take good care of my clients and give them a very personalized service. I don't have a transaction coordinator where once I get something into escrow, I'm looking for the next deal right away. I don't take on more than I can handle, because I want to take good care of my clients



from start to finish.” It’s this attentive approach that brings in \$25,000,000 to \$30,000,000 in sales volume per year. With an upbeat attitude and drive for helping people, Johnny doesn’t plan to slow down anytime soon. “I’m 68 years

old and I’m not into building an empire right now, but I’m truly enjoying what I’m doing. My next step is to hire more agents and step back from direct sales for a little while so that I can focus on teaching them.”

To learn more about Johnny McElree,  
call (808) 443 – 6288, email [johnny@hawaiiluxurylistings.com](mailto:johnny@hawaiiluxurylistings.com),  
or visit [hawaiiluxurylistings.com](http://hawaiiluxurylistings.com)