



EDUCATION

State of Hawaii
Licensed Real Estate Salesperson

PAM KALEHUWEHE (RS)

Director of Operations | RS-51019

Pam leads the backbone of CAA's internal systems. She excels at transforming strategy into structured processes, maintaining rigorous compliance standards, and enabling brokers to focus on market-facing tasks. Her work ensures that every transaction is supported by robust infrastructure, seamless marketing execution, and client-centric service.

AREAS OF LEADERSHIP & FOCUS

Workflow & Process Design

- Develops and refines end-to-end transaction workflows—from list to close—to minimize errors and maximize consistency.
- Implements checks and balances for document submission, version control, and interdepartmental handoffs.
- Monitors performance metrics to identify bottlenecks and drive continuous improvement.

Operations & Compliance Oversight

- Maintains compliance with industry standards, internal policies, and regulatory requirements.
- Administers audit-ready record keeping, standard forms, and quality assurance reviews.
- Coordinates with legal, accounting, and risk teams to ensure alignment and mitigate exposure.

Marketing Strategy & Execution

- Crafts marketing playbooks for listings (office, industrial) that integrate print collateral, digital campaigns, and broker packages.
- Manages contractors, design partners, and content schedules to ensure consistency in branding and timing.
- Uses automation tools and templates to streamline campaign deployment and maintain high quality.

Broker & Client Support Systems

- Provides brokers with sales kits, compliance checklists, and transaction dashboards to enhance efficiency and transparency.
- Facilitates regular training on tools, protocols, and best practices to support front-line team performance.
- Acts as a liaison between clients, brokers, and internal staff—ensuring responsiveness and clarity at every touchpoint.

VALUE PROPOSITION TO CLIENTS & PARTNERS

Pam's leadership ensures that CAA does not just market or transact properties—but does so with stability, repeatability, and precision. From process architecture to tactical execution, she ensures clients and brokers receive not only high visibility for their assets, but also the operational integrity that builds trust, reduces risk, and supports consistent deliverables.

COMMUNITY INVOLVEMENT



Iwamoto Family Foundation – Board Member

Supporting charitable initiatives and community programs across Hawaii.



Healani Canoe Club – Past Board Member & Coach

Dedicated to preserving paddling traditions and fostering community through outrigger canoeing.



Honolulu Pearl Canoe Club – Past Board Member & Coach

Promoting teamwork, competition, and cultural values within Hawaii's paddling community for veterans and enlisted military men and women.

Rabbit Kekai Foundation – Past Board Member

Honoring surf legend Rabbit Kekai by supporting youth development and ocean stewardship.



St. Andrew's Priory School – Event Chair

Led fundraising events in support of education and student development.

Pearl Harbor Wounded Warriors – Event Chair

Chaired community events honoring and assisting military veterans and service members.

ATHLETIC DISCIPLINES



Na Wahine O Ke Kai

Completed 2 crossings in the world's premier women's outrigger canoe race.



USPA Powerlifting

2 National Titles and World Championships Qualifier.



CrossFit Games

Achieved 23rd place at the 2025 World Semifinals.