

Greybox Creative Luxury Big Island Social Landscape

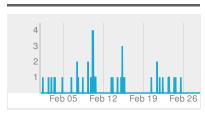
February 1, 2017 at 12am - February 28, 2017 at 11pm

Greybox Creative At a Glance

This report analyzes **48 social mentions** including the keywords **#LuxuryBigIsland**, **Luxury Big Island**, **@luxurybigisland** and **luxury_big_island** between February 1st at 12am (Eastern Standard Time) and February 28th at 11pm (Eastern Standard Time).

Positive conversations included the emotions listing courtesy, stunning, comfort, integrity and inspiring article.

Volume:



There were **48** mentions between February 1st at 12am and February 28th at 11pm.

Location:



The highest number of mentions originated from **Hawaii**.

Hawaii had the most mentions per capita.

Sentiment:

Influencers:

4 3 2 1 Feb 05 Feb 12 Feb 19 Feb 26

83% Positive Peak: 4 mentions on February 10th at 2am.

< 1% Negative Peak: 0 mentions on February 1st at 12am.

Conversations:

8.6% 22 mentions shared "home"

3.1% 8 mentions shared "view"

3.1% 8 mentions shared "resort"

Viral Coefficient:



Original mentions had a potential of reaching **782** people between February 1st and February 28th.

In the same timeframe, those mentions spread to ${\bf 0}$ additional people via Re-Tweets and Shares.

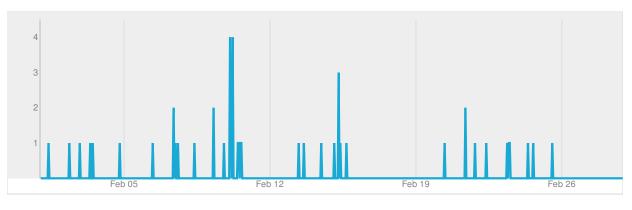
Viral Coefficient

Mentions during this time period were not very viral.

Greybox Creative Volume

Between February 1st at 12am and February 28th at 11pm there were **48** mentions. **47** of these were original mentions reaching a potential audience of **782**. Of these 48, 0 were reshared.

Mentions Timeline



48 Total Mentions

On Friday the 10th of February at 2am, there was a spike of 4 mentions.

Content Source Breakdown

Blogs, News, RSS 39.58% (19 mentions)

Google+ 27.08% (13 mentions)

Instagram 22.92% (11 mentions)

Automattic 4.17% (2 mentions)

Twitter

4.17% (2 mentions)



Original mentions had a potential of reaching **782** people between February 1st and February 28th.

In the same timeframe, those mentions spread to ${\bf 0}$ additional people via Re-Tweets and Shares.

Viral Coefficient Mentions during this time period were not very viral.

Most Reach

Most Spread

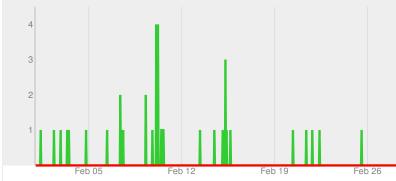
No mentions captured by this report were reshared. Most Popular

No mentions captured by this report were reshared.

Greybox Creative Sentiment

Of **48** mentions analyzed between February 1st at 12am and February 28th at 11pm, approximately **40** mentions (83%) were positive, and **0** mentions (< 1%) were negative. 8 mentions (17%) were classified as neutral, or not very emotional in either direction. The most frequently used positive emotions were **listing courtesy**, **stunning**, **comfort**, **integrity** and **inspiring article**. The most frequently used negative emotions were .

Sentiment Timeline



The biggest sentiment gap occurred on February 10th at 2:00am when the positive sentiment reached **100%** (4 mentions), and the negative was **< 1%** (0 mentions). On Friday the 10th of February at 2am, there was a spike of **4** positive mentions.

< 1% Negative Mentions 17%

Neutral Mentions

83%

Positive Mentions

There were no spikes in negative mentions during this report period.

The lists to the right show the people who are using positive keywords and negative keywords in posts about your brand, along with the number of people that follow them, and the number of mentions they shared between February 1st and February 28th.

Sharing Positive Sentiment

User		Mentions
	Luxury Big Island	4

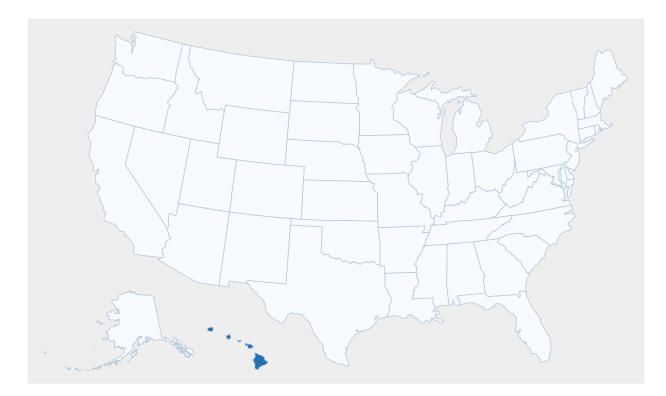
Sharing Negative Sentiment

User	Mentions
No negative mentions were captured breport.	oy this

The most active author, Luxury Big Island posted 5 times during the same period.

Greybox Creative Location

19 mentions were analyzed between February 1st at 12am and February 28th at 11pm which were either geotagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (42%) originated from **Hawaii**.



Total Volume by State

Hawaii (8 mentions) posted the highest number of mentions in this time period.

Sample Mention from Hawaii:





Volume per Capita

Hawaii (8 mentions) had the highest number of people per capita posting during this time period.

Sample Mention from Hawaii

Check out work in progress at a beautiful home @fshualalai by my talented hubby @markbmahaney #hawaiilandscapearchitect



Languages

English

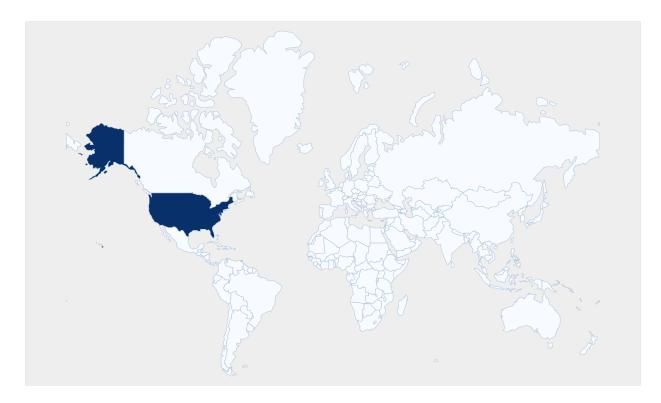
100%

Findings

Your brand is worldwide and facilitates conversations in every area. This week there were no spikes in conversation in a specific location.

Greybox Creative Location (World)

19 mentions were analyzed between February 1st at 12am and February 28th at 11pm which were either geotagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (100%) originated from **United States**.



Total Volume by Country

United States (19 mentions) posted the highest number of mentions.

Volume per Capita

United States (19 mentions) had the highest number of people per capita posting during this time period.

Languages

English

100%

Findings

Your brand is worldwide and facilitates conversation in every areas. This week there were no spikes in conversation in a specific location.

Greybox Creative Conversations

There were 255 mentions across 97 major categories from February 1st at 12am and February 28th at 11pm of which 20 were unique mentions.

Word Burst

8.6%	22 mentions shared "home"
3.1%	8 mentions shared "view"
3.1%	8 mentions shared "resort"
2.8%	7 mentions shared "sunset"
2.8%	7 mentions shared "property"
2.0%	5 mentions shared "dine"



Trending Hashtags

Hashtag	Occurrences
#luxuryrealestate	7
#luxuryhomes	5
#luxuryhome	2
#luxurylifestyle	2
#kohalacoast	2
#realestate	1
#luxury	1
#luxurbigisland	1
#koholamountain	1

Trending Keywords

Keyword	Occurrences
harold clarke	5
watch	2
more information	2
email	2
contact	2
call	2
where modern resort	1
timeless elegance	1
casual sophistication	1

Trending URLs

URL	Occurrences
https://plus.google.com/s/%23Luxury.	6
https://plus.google.com/s/%23Luxury.	6
https://www.luxurybigisland.com/	3
https://plus.google.com/s/%23Luxury.	3
https://plus.google.com/s/%23Luxury.	2
https://luxurybigisland.com/	2
http://luxurybigisland.com	2
https://www.luxurybigisland.com/haw.	2
https://www.luxurybigisland.com/haw.	2

Greybox Creative Mentions

Luxury Big Island Social Landscape February 1, 2017 at 12am - February 28, 2017 at 11pm

February 1st at 9:27am - Luxury is in each detail! Harold Clarke of **#LuxuryBigIsland** offers this two-story spacious **#LuxuryCondo** at the Four Seasons Hualalai. A luxurious villa offering a sophisticated yet comfortable elegance, along with soothing Pacific Ocean views: http://bit.ly/2hg5ZC6. **#LuxuryRealEstate @bekberge @AshtonEditorial**



Luxury Big Island

February 2nd at 9:29pm - Check out work in progress at a beautiful home @fshualalai by my talented hubby @markbmahaney #hawaiilandscapearchitect #fourseasonhualalai

#fourseasonhualalairesort #luxuryhomes #luxurybigisland



👿 djmahaney

February 3rd at 12:43pm - Most of the time you can find me out touring Hawaii Island's most luxurious and unique homes, so it's no surprise I'm often asked to share some of my favorites – no easy task! Focusing on Kukio's residential community – one of the most exclusive and cherished developments on the planet – there are currently five incredible homes on the market that I just have to share with you here!

🔊 Carrie Nicholson, R(B), BIC

February 6th at 9:00am - WATCH: A stunning #LuxuryHome where modern resort living blends seamlessly with casual sophistication and timeless elegance: http://bit.ly/2jcrjW9. Contact #LuxuryBiglsland Harold Clarke for more information, call (808) 443-1320 or email harold@luxurybigisland.com NOW! #LuxuryRealEstate @ShenLucinda @samsharf @TroyMcMullen1 @robbreport

Luxury Big Island

February 7th at 9:09am - Discover the Best of the Big Island with **#LuxuryBigIsland** Harold Clarke - a resident of the Big Island and an expert on #LuxuryRealEstate: http://bit.ly/2k0hRG3. #UHWinter2017 @AitkenRL @erin_carlyle

🔰 💽 luxury_big_island

February 7th at 2:54pm - A beautiful day for an open house at Ka Milo at Mauna Lani - what a view from this lanai. 3 bedrooms, 3.5 baths, furnished, priced at \$995,000. Listing courtesy of **Luxury Big Island** by Harold Clarke #luxury #luxuryhomes #luxurbigisland #luxurylifestyle #kamiloatmaunalani #kohalacoast #koholamountain #dianashotbuys



February 9th at 7:00am - New \$14.75 Million Hawaiian Custom Home For Sale Located in Hawaii's Kukio gated community, one of the most expensive houses on a Hawaiian island is currently on the market for \$14.75 million, offering 2.23 acres and 7,353 square feet of property. Branko Pahor, a Hong Kong-based architect who constructed the home, February 2nd at 9:00am - Luxury must be comfortable! Here's a #LuxuryHome located next to world famous Holualoa Bay overlooking tidal pools, sanctuary for sea turtles, whales and dolphins. Designed and built by renowned architect Ali Ghalamfarsa, built primarily of Hawaiian materials such as Ohia wood. Contact #LuxuryBiglsland Harold Clarke to learn more about this property: http://bit.ly/2h858mv. #LuxuryRealEstate @robbreportrebs @jillbnewman



February 3rd at 9:00am - Discover the Best of the Big Island with **#LuxuryBigIsland** Harold Clarke - a resident of the Big Island and an expert on #LuxuryRealEstate: http://bit.ly/2k0hRG3. #UHWinter2017 @AitkenRL @erin_carlyle



February 4th at 7:31pm - Finally got Duncan Bamsey on Instagram! [More...]

t emotiongalleries

February 7th at 9:01am - A #LuxuryHome has to be immaculate! #LuxuryBigIsland Harold Clarke offers this real beach house, in every sense, designed to experience with absolute comfort the indoor-outdoor island lifestyle: http://bit.ly/2h8aziy. #LuxuryRealEstate @MorganLBrennan @samsharf



February 7th at 11:00am - HUFF POST: **#LuxuryBigIsland** CEO Harold Clarke's energy, savvy and integrity helped him build a **#RealEstate** empire in the sun. Get to know more of his story - a fascinating and inspiring article by Tina Mulqueen (@TinaMulqueen): http://huff.to/2jPS6IT. **#LuxuryRealEstate #LuxuryHomes**

@HuffingtonPost



February 8th at 9:00am - #HawaiiRealEstate continues to glow, and Finds a Thriving Market in the Chinese - #LuxuryBigIsland Harold Clarke reveals: http://bit.ly/2kP2282. #LuxuryRealEstate #LuxuryHomes



February 9th at 7:01am - [et_pb_section admin_label="section"] [et_pb_row admin_label="row"][et_pb_column type="4_4"][et_pb_text admin_label="Text" background_layout="light" text_orientation="left" use_border_color="off" border_color="#ffffff" border_style="solid"] [/et_pb_text][et_pb_text admin_label="Text" background_layout="light" spent more than \$11 million in the land purchase, construction, and furnishing. Pahor also purchased accessories and décor for the home, including cooking utensils and throw pillows. The Custom House is a single story property, providing five bedrooms with private outdoo... [More...]

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February 9th at 7:00pm - Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the Big Island: a fully-furnished custom home has recently been listed for \$14.75 million, representing a new direction in high-end residential architecture. Designed for absolute comfort by world-renowned architect Branko Pahor, the 5 bedroom/5.5 bath home features private outdoor showers for each bedroom, a 56foot long outdoor swimming pool and an 8-person Jacuzzi. The ... [More...]

Kayleigh Lentz

February 10th at 2:25am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the Big Island: a fully-furnished spec home has recently been listed for \$14.75 million, representing a new direction in high-end residential architecture. Designed for absolute comfort by world-renowned architect Branko Pahor, the 5 bedroom/5.5 bath home features private ou... [More...]

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February 10th at 2:43am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec...



February 10th at 5:17am - February 10, 2017 at 05:17 AM EST Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million PRWeb Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the Big Island: a fullyfurnished spec home has recently been listed for \$14.75 million, representing a new direction in high-end residential architecture. Designed for absolute comfort by world-renowned architect Branko Pahor, the 5... [More...]



February 10th at 5:17am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the text_orientation="left" use_border_color="off" border_color="#fffff" border_style="solid"] Located in Hawaii's Kukio gated community, one of the most expensive houses on a Hawaiian island is currently on the market for \$14.75 million, offering 2.23 acres and 7,353 square feet o... [More...]

uniquehomesluxurymedia

February 10th at 2:15am - February 10, 2017 at 02:15 AM EST Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million Luxury Big Island President Harold Clarke is representing the seller of the 2.23 acre property Kona-Kohala Coast, HI (PRWEB) February 10, 2017 Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage Luxury Big Island, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the Big Island: a fully-furnished spec home has recently been listed for \$14.75 million, representi... [More...]



2

February 10th at 2:25am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million A brand new spec home in the exclusive Kukio community has been listed for \$14.75M. Harold Clarke, president of **Luxury Big Island** by Harold Clarke, is representing the owner & designer, Branko Pahor. The importance of this listing is monumental; it is almost impossible to find homes in this price range with this level of quality on the market, let alone a brand new home. Kona-Kohala Coast, HI (PRWEB) February 10, 2017 Harold Clarke, Hawaii's foremost expert on luxury propert... IMore...1

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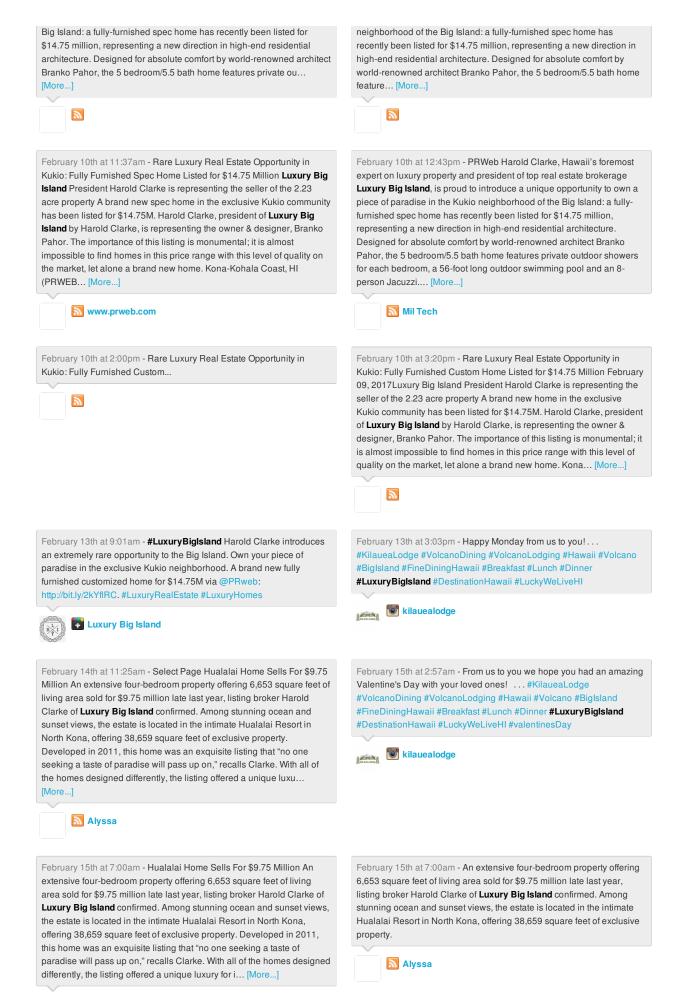
February 10th at 3:56am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million February 09, 2017Luxury Big Island President Harold Clarke is representing the seller of the 2.23 acre property A brand new spec home in the exclusive Kukio community has been listed for \$14.75M. Harold Clarke, president of **Luxury Big Island** by Harold Clarke, is representing the owner & designer, Branko Pahor. The importance of this listing is monumental; it is almost impossible to find homes in this price range with this level of guality on the market, let alone a brand new home. Kona... [More...]



February 10th at 5:17am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million PRWeb Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio neighborhood of the Big Island: a fully-furnished spec home has recently been listed for \$14.75 million, representing a new direction in high-end residential architecture. Designed for absolute comfort by world-renowned architect Branko Pahor, the 5 bedroom/5.5 bath home feature... [More...]

2

February 10th at 5:17am - Rare Luxury Real Estate Opportunity in Kukio: Fully Furnished Spec Home Listed for \$14.75 Million PRWeb Harold Clarke, Hawaii's foremost expert on luxury property and president of top real estate brokerage **Luxury Big Island**, is proud to introduce a unique opportunity to own a piece of paradise in the Kukio





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February 15th at 4:31pm - Stop by this Sunday 2/19 between 1-5pm for an Open House at this beautiful 5 bedroom, 6 bath home on 3.08 acres at Kohala Ranch. Listing courtesy of Luxury Big Island by Harold Clarke - priced at \$1,765,000. #luxurybigisland #luxurylifestyle #kohalacoast #oceanviews #whalewatchingfromthishome #tenniscourthomes #4x4Toyotatruckincluded



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February 21st at 9:00am - You are the Architect of your own reality! See #LuxuryBigIsland Harold Clarke in the spring edition of LORE magazine by Bridget McCrea: http://bit.ly/2kEeo4m. @realtrends @issuu #LuxuryRealEstate #LORESpring2017

🚦 Luxury Big Island

February 21st at 8:41pm - Come find your way to the newest addition of our gift shop! Available in a variety of sizes and colors.... #KilaueaLodge #VolcanoDining #VolcanoLodging #Hawaii #Volcano #BigIsland #FineDiningHawaii #Breakfast #Lunch #Dinner #LuxuryBigIsland #DestinationHawaii #LuckyWeLiveHI

kilauealodge A COLOR

February 23rd at 9:00am - Newly completed #LuxuryHome on Big Island listed for \$14.75 million - "a lot of covered outdoor space," with views of the Pacific and Maui by @CandaceETaylor via @MansionGlobal: http://mansion.global/2m3Zq4E. Learn more about the property, contact Harold Clarke of #LuxuryBigisland. #LuxuryRealEstate #LuxuryHomes



February 23rd at 12:03pm - The Hawaii Real Estate Daily is out! #hawaiirealestate https://t.co/hklrgUV6k9 New Insights via @luxurybigisland #luxurybigisland



💟 @Kailua Homes Influence: 37 Followers: 779

February 24th at 3:38pm - https://t.co/9UVvLWQUeo #onionhousehawaii #vacationhawaii #hawaiirealestate #architecture #onionhouse https://t.co/AkKwRyXDTD

February 15th at 9:00am - Watch and Learn More about Harold Clarke's network to help sell your home. #LuxuryBigIsland http://bit.ly/2kP2282. #LuxuryRealEstate #LuxuryHomes



February 20th at 9:00am - WATCH: An immaculate home belonging to the GM of Hilton with manicured grounda, fully furnished in an aweinspiring location with perfect elevation, vey private, serene, and breathtaking views. Contact #LuxuryBigIsland Harold Clarke for more information, call (808) 443-1320 or email harold@luxurybigisland.com NOW! http://bit.ly/2jjZX1s @erin_carlyle @AirkenRL @CandaceETaylor @dizik @kristiano #LuxuryRealEstate #LuxuryHomes



February 21st at 9:16am - #LuxuryBigIsland Harold Clarke introduces an extremely rare opportunity to the Big Island. Own your piece of paradise in the exclusive Kukio neighborhood. A brand new fully furnished customized home for \$14.75M via @PRweb: http://bit.ly/2kYfIRC. #LuxuryRealEstate #LuxuryHomes



February 22nd at 9:00am - VIEW VIDEO: #LuxuryBigIsland Harold

Clarke reveals, #HawaiiRealEstate continues to glow, and Chinese multimillionaires remain a huge chunk of its market: http://bit.ly/2kP2282. #LuxuryRealEstate #LuxuryHomes



Luxury Big Island

February 23rd at 11:33am - You are the Architect of your own reality! See #LuxuryBigIsland Harold Clarke in the spring edition of LORE magazine by Bridget McCrea: http://bit.ly/2kEeo4m. @realtrends @issuu #LuxuryRealEstate #LORESpring2017



🐻 luxury_big_island

February 24th at 9:00am - New \$14.75 Million #LuxuryHome currently on the market located in Hawaii's Kukio gated community via @myuniquehomes: http://bit.ly/2lz5Ue2. Contact #LuxuryBigIsland Harold Clarke to learn more about this Hawaiian custom home. #LuxuryRealEstates



February 25th at 1:54pm - Stop In and visit the talented artist Candace Lee at the Pukalani Stable Farmers Market today. So many beautiful colors. #candaceleeart #oceanart #bigislandartists



#mywatercolorteacher #honu **#luxurybigisland** #thingstodoinwaimea #thingstodoinkamuela #thingstodoonthebigisland #irationmom #pukalanistables #iration



🗑 djmahaney