

## Waikiki, C'est Moi

One of the wisest old adages I've never followed is: 'One should never break one's own arm by patting oneself on the back.'

To egotists (like myself), what's remarkable is the large number of ONES in the saying.

How come there are so many? It's England's fault.

How do I know? I worked there; and I know their love of ONES. The only thing they like more than One is None (which also has a 'one' in it). I cite, as proof, the very English Oscar Wilde:

"Bigamy is having one wife/husband too many. Monogamy is the same."

Anyway, when I worked in England, the English (who were always tooting their own horn) would let me know when I was tooting mine, telling me that: "One should never break one's own arm, etc."

And since then, I've hated the saying. Not for what it says, but for what it doesn't: it doesn't say YOU.

You see, the English like to Avoid Conflict (current war exempted). So what they do is say One, all the time (instead of saying You). For instance, the American adage would say: YOU should never break YOUR arm by patting YOURself on the back. Everything upfront and center. Short and Direct. Ver-ry American.

So what does that have to do in a column on real estate? Or even with the silly title of the column (a quote in French by a French king who couldn't quite grasp a distinction between himself and his country). Hint: it has to do with Waikiki. Second hint: and it has to do with me being right.

To explain: Remember how it took me several columns (exactly 7.5) to define and then decide on the Best Beach in Hawaii? Remember it was Waikiki and Wailea. Well, pat me on the back, because I AM RIGHT (big surprise).

Sez who, asks you. The English, of course, sez I. For once, errr, twice in history, they went directly to the point, to say the BEST BEACH in The World (not just Hawaii) is WAIKIKI. God Save the Queen (unlike the French monarch, she's not the 'state,' but she doesn't have to pay taxes) (good work, if you can geddit).

Waitaminute, as Americans say: who's they? They is the English version of Expedia, the cutting-edge travel portal developed by the world's largest software company, Microsoft (which is, yes, American).

If YOU think I'm over board about this English/American thing (or, for that matter the YOU thing), YOU're right... so I'll shut up, and turn the column over to the Times, the world's best newspaper (the London, not the New York, TIMES). Quoting from an article that appeared in their April 24th edition (see <http://www.timesonline.co.uk/> and search for the headline: 'Waikiki named 'World's Best Beach').

It reads: *A British graduate who won the holiday of a lifetime has completed his quest to find the world's best beach. In his report published today, Pete Shannon, 26, declared Waikiki Beach, in Hawaii, the number one seaside holiday destination, after returning from his seven-week all-expenses-paid trip.*

*The computer science and marketing graduate, from Chichester, West Sussex, traveled nearly 54,000 miles on 37 flights to visit 20 beaches. Mr. Shannon, who was picked from 1,000 hopefuls who entered the competition on travel website [www.expedia.co.uk](http://www.expedia.co.uk), gives a personal, detailed account of each of the beaches in his report.*

*The 20 beaches on his itinerary were chosen after thousands of people cast votes in a poll on Expedia's website and despite Mr. Shannon reporting that some were crowded, littered or useless for swimming or surfing due to dangerous currents, sharks or stinging jellyfish, they remained in the list.*

*Mr. Shannon said: "Choosing the world's best beach was really quite difficult as every beach I visited in my amazing expedition was just incredible. But there had to be a winner, and Waikiki it is." Although he found the sands crowded with a mix of spring break college students and elderly sightseers, the facilities and activities offered something for everyone, making it the "flagship of beach cities".*

*He said: "Waikiki plays host to a varied mix of beach goers, huge hotels, good weather and great surf on nearby shores. There are plenty of bars, clubs and restaurants to satisfy most tastes but if you ever want to get out of the fast lane there are quieter areas."*

Note the high quality of writing (theirs, not mine). Notice also the rigor of the deliberation (theirs, not mine), and the accuracy of the results (theirs, and mine): great minds do think alike. And notice how I've brought the focus of this column to my favorite subject: me.

But before my arm falls off, let me quickly return to reporting on real estate: there were some outstanding sales last week for a new residential condominium that just opened in Waikiki. The details? It's (a) the first being built in Waikiki, in over a decade, (b) located at the corner of Kuhio and Kalakaua, (c) developed by A&B Properties and (d) a stone's throw from the Best Beach in the World. The fine details? More half the units released were snapped up by owner-occupants when it opened. Does this prove that they are reasonably priced, well located and nicely put together? Maybe, but who cares when the real story is about, surprise, WAIKIKI (as in: Waikiki, C'est moi) (and, as in: me patting me on the back).