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LILA

MARINO-CAMACHO

*A Journey from Sales to
Success in Real Estate*

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Photography by Slava Slavik
↓ featured agent

In the vibrant streets of Brooklyn, New York, Lila Marino-Camacho took her first breath, marking the beginning of a journey that would later unfold across different states and industries. Lila's early memories resonate with the neighborhood of Ozone Park in Queens, New York as a child.

Lila's adolescent life took a turn when her mother decided to relocate to Hawai'i for an executive position. Leading them to the newly founded non-profit, self-reliant substance abuse rehabilitation facility, Habilitat, located in Kaneohe. This program not only helps individuals overcome substance abuse. It instills essential life skills and values, and ultimately teaching self-reliance. The diversity of businesses at Habilitat, offering opportunities to learn various trades, from sales, to landscaping, construction, culinary arts, accounting, administration and management.



Her mother Victoria and Vincent eventually fell in love, and married. Shortly thereafter, Vincent adopted Lila. While Lila attended college in Hawaii, her real education came from the “school of hard knocks” at Habilitat. Her professional journey in sales started at Habilitat, extending to retail sales and management with Liberty House, where she excelled in the Fine Jewelry department. Later, she ventured into the wholesale end of jewelry, including representing The Bulova Corporation, a well-known luxury watch company. Eventually, the realization dawned that Hawaii was too small for selling watches, prompting a shift to a new career.

Reflecting on her upbringing, Lila shares, “The biggest influence in my life were my parents. They were the best teachers and role models”. They dedicated their lives to helping others. Unfortunately, her parents passed away in 2000 and 2002, leaving behind a legacy that continues through Habilitat.

The turning point in Lila's life came after becoming a widow in 1996. Faced with the need to provide for herself and her daughter, she turned to real estate, an industry she was exposed to previously through her husband and Realtor, Karen Robertshaw. Lila's first-hand experience as a first-time homebuyer fueled her interest, and in 2004, she officially started her career as a realtor.

Over the years, Lila has navigated her real estate journey as a full service independent agent, working for various brokerages. She spent time at C21 Kailua Beach Realty and Coldwell Banker Pacific Properties. Lila eventually joined Berkshire Hathaway Hawaii Realty, drawn by Tracy Bradley's leadership. Lila prides herself to be among the first of 20 agents to join Berkshire Hathaway Hawai'i Realty as part of the “Founder's Circle”.

Lila's dedication and achievements in real estate are commendable. Her accolades include Chairman's Circle Gold (top 3% globally), President's Circle (top 5% globally), Leading Edge Society, Honor Society, and several designations such as CRS (Certified Residential Specialist), CIPS (Certified International Property Specialist), SRS (Sellers Representative Specialist), CLHMS (Certified Luxury Home Marketing Specialist), and Luxury Collection Specialist for Berkshire Hathaway, and countless years of being an Aloha 'Aina nominee. Lila also participated in HGTV's "Log Cabin Living" with her clients several years ago.

While Lila's twenty-year real estate journey has been successful, she recently took the leap and stepped outside her comfort zone to embrace the challenge of boosting her online presence. Recognizing the significance of adapting to the ever-changing landscape of real estate marketing, and it has paid off in many ways. Growth comes through change, as nothing remains constant.

Beyond her real estate endeavors, Lila remains passionately connected to Habilitat. As a board member with her sister Vickie, and her cousin Jerry, she ensures her parents' legacy lives on as the organization continues to transform lives.

Looking ahead, Lila's goals are straightforward – to be the best version of herself, providing the highest level of service to her clients and maintaining a healthy and fulfilling personal life. As a single mother with a daughter, Alicia,



and two grandsons, Maverick and Maximus, family remains a cornerstone of her happiness.

Lila's personal life is all about appreciating and enjoying the special people around her, where she participates in celebratory gatherings, fabulous food, great music and wine. Lila immerses herself in a healthy lifestyle, working out daily with friends who share the same passion for fitness. Enjoying time with family, friends and clients that have become like family to her. Lila's commitment to personal growth and well-being aligns with her broader philosophy of success – a journey that involves striving for goals and continuous progress.

As we unravel the layers of Lila Marino-Camacho's life, it becomes evident that behind the accomplished realtor, a woman shaped by resilience, discipline, strong family values, and a commitment

to making a positive impact in the lives of others. In Lila's own words, "Success is not always defined by how much money you make. It is something intangible – life goals that you dream of, strive for, work for, fulfilled with and successfully achieve".

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