

Joseph D. Pluta: the Maui Island Specialist



By Jasmine Hanner

Joseph Pluta is known as “the Maui Island Specialist”.

Joe has been a licensed realtor for over 42 years and is the principal broker and manager of Joseph D. Pluta Realty, LLC. He specializes in home sales, condo sales, property management, and vacation rentals on Maui - it wouldn't be a stretch to say he knows our beautiful island inside and out, like the back of his hand. Furthermore, he conducts his business with honesty, integrity, and genuine warmth that keeps his loyal clients coming back year after year. He offers full-service real estate sales and rental management at his suite on Lahainaluna Road, right in the heart of Lāhainā town.

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“God gets all the glory for any and all successes,” Joe says affectionately, in answer to what he attributes his personal success. “A commitment to service and God with humility is the key.” He smiles. Over the past four decades, Joe has enjoyed a long and successful career in real estate. In typical Joe fashion, however, he's a unique combination of two lifelong habits: he doesn't do anything but his very best, and he's incredibly humble. Not to mention, he hasn't simply been working long hours in his real estate office all these years. He's spent every spare minute working to make Maui a better place - for his loved ones, and for every single person who lives here. He calls it the “Betterment of Maui” agenda.

Joe and his lovely wife, Carole Joy, have been Rotary members for decades. He's continually invested his time and money in pushing for a much-needed West Maui hospital for over 20 years now. He's an esteemed member of the Realtors Association of Maui, Hawai'i Visitors & Convention Bureau, The Veteran's Advocacy and Benefits Association,

Maui Chamber of Commerce, Church on the Go, Inc, and the Maui Hotel and Lodging Association. And he's a founding board member of the West Maui Taxpayer's Association (WMTA) and the West Maui Improvement Foundation (WMIF), both organizations with a specific mission to improve our West Maui community.

As you can imagine, it's tough to choose a few favorite memories from such a wonderful career of service and hard work. But he does have a couple of all-time favorite moments. “Starting WTMA in 1980, and building the only privately funded fire and ambulance station ever at Nāpili,” he says with pride.

So, what prompted Joe to start his real estate empire? “Upon being stationed on a nuclear fast attack submarine at subbase Pearl Harbor, I fell in love with Hawai'i,” he explains with a grin. “I went to UH Mānoa Shidler College of Business on the G.I. bill, and got a double major degree in real estate and travel industry management in 1974.” He was later inducted into their Hall of Honors.

Joe and Carole Joy have five adult children, Jennifer, Alexandra, Ikela, Ezekiel (“Zeke”), and Mahealani; in turn, they have been further blessed with seven grandchildren, Brianna, Shekainah, Jeremiah, Mariah, Kaiulani, Kolomona, and Kenny. Jennifer, a graphic artist, resides in California and owns her own business, pixelsandpop.com. Her sister Alexandra is a model and singer in nearby Hollywood. Zeke works for the county of Maui mayor's office. Mahealani is a licensed insurance agent who also owns a fitness gym named Ho'omana Barbell in Wailuku (it is the only USPA certified powerlifting gym in all of Hawai'i), and Ikela is a licensed insurance agent working with Mahealani. Granddaughter Brianna also works in the insurance office, while Shekainah works in a bakery, and Jeremiah works for Hawaiian Airlines. Moriah, Kaiulani, and Kolomona are still in school. “Everyone loves all things to do with the ocean and beach BBQs,” Joe says of his 'ohana.


When Joe is not working tirelessly for his family, his business, and the community,



he and the love of his life, Carole Joy, enjoy relaxing at their favorite beach spot near mile marker 14 at Olowalu.

“We have been doing business for 41 years on Maui with thousands of satisfied customers,” Joe concludes, warmly flashing his trademark big smile.

You can find the “Maui Island Specialist” by visiting mauidestination.com, LinkedIn (Joseph D. Pluta), and Facebook (@Joseph-Pluta), or learn more about the “Betterment of Maui” agenda by visiting westmaui.org (WMTA) and westmauiimprovementfoundation.org (WMIF). ●



Joseph D. Pluta
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With over 40 years of licensed brokerage and diversified real estate experience in Hawaii, Joe Pluta is your Maui Island Specialist.

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