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+

A Look Back
At Our
Featured
Agents
from 2025

PHOTOGRAPHY
BY SLAVA SLAVIK

CONNECTING. ELEVATING. INSPIRING.

The Art of Home

WRITTEN BY ASHLEY STREIGHT • PHOTOGRAPHY BY SLAVA SLAVIK

JOVANNA

GIANNASIO-FERN



When you meet Jovanna Giannasio-Fern, it's immediately clear that real estate is more than a career for her—it's a calling woven from art, architecture, and aloha. A proud real estate agent with Compass, Jovanna's business is built on a simple but powerful belief: "Every home has a story, and I wanted to be the person who could tell it well."

That story-first philosophy has propelled her into the upper echelon of Hawaii's real estate professionals. With over \$52 million in career volume and nearly \$12 million in escrow and upcoming listings, Jovanna's success is anything but ordinary. In the last 12 months alone, she closed \$21.57 million in sales—

numbers that earned her a spot on Honolulu Magazine's Best in Real Estate list in both 2022 and 2023.

But if you ask her what she's most proud of, she won't point to the accolades. Instead, she smiles and says, "Relationships. Seeing clients become lifelong friends, celebrating their milestones,

and watching how homes evolve with families. Helping someone buy, sell, or invest with care and confidence is deeply rewarding."

A Journey Rooted in Community

Born and raised in Lanikai, Jovanna grew up surrounded by homes that carried "history and soul." She attended Punahou School before heading to Skidmore College in New York, where she earned her degree in Business Administration. Her worldview expanded even further through time spent in Madrid, Grenada, and New York City, nurturing her appreciation for culture, art, and design.

"I was always drawn to how spaces tell stories," she says. "After years in philanthropy helping





Photo
by Tahiti
Huetter



Photo by
Paul Strouse



people bring visions to life, I realized I could do something similar in real estate—help clients find or steward homes that reflect who they are and their connection to place.”

Before real estate, Jovanna worked in philanthropy, connecting people with causes that mattered deeply to them. “Both philanthropy and real estate are really about the same thing: people and relationships,” she explains. “I strive never to do anything transactional; I always focus on the bigger picture—

how each decision fits into a person’s life story or legacy.”

Her passion for giving back still runs deep. Jovanna serves on the Board of Directors at Adventist Health Castle Medical Center, where she was born—and where her father and daughters share their own roots. “It’s always felt like an extension of home,” she says. “Continuing philanthropic work there pro bono is deeply meaningful.”

She and her husband, Dylan, a physician at Queen’s Medical

Center, also support the Hawaii Land Trust. “We were inspired by their extraordinary impact on preserving our island’s natural and cultural heritage,” she says.

Finding Purpose Through Real Estate

Jovanna’s official start in real estate came in January 2020—a momentous time to leap into a new career. “It was a complex year to dive in, with COVID entering the global mix in March,” she recalls. “Despite the uncertainty, it felt like the perfect moment to combine my lifelong love for design, architecture, and community.”

That leap of faith paid off. Within a few years, Jovanna built a brand that stands apart—one defined by storytelling, design consciousness, and emotional intelligence. “Hawaii homes carry a kind of soul that deserves to be honored,” she says. “I wanted to bring a refined, design-forward sensibility to real estate, where storytelling and substance meet strategy.”

Her creative process is as intentional as it is beautiful. “I’m passionate about storytelling through real estate—showcasing homes that reflect thoughtful design, craftsmanship, and history,” Jovanna says. “I also love incorporating art to truly activate each home I represent. The right pieces, placement, and lighting can transform a space and give it energy and presence—it’s about creating a feeling, not just staging.”

Behind the Scenes of Success

While Jovanna works independently, she’s far from alone. “I collaborate with a curated network of photographers, designers, stagers, and Compass colleagues,” she explains. “What makes my approach unique is the shared understanding that presentation, storytelling, and detail matter—every element

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contributes to how a home is experienced and remembered.”

She’s quick to credit her team and her brokerage for elevating her vision. “I deeply appreciate the leadership, marketing, and support at Compass Hawaii—their innovation and professionalism have elevated my business,” she says. “A special shout-out to Elliot Lau for his guidance and genuine support, which has made a meaningful difference in my growth.”

Of course, every path comes with its challenges. For Jovanna, Hawaii’s market is both thrilling and humbling. “It’s intimate, competitive, and fast-paced,” she says. “Breaking through takes authenticity, preparation, and composure. I’ve learned that staying grounded, prioritizing relationships over transactions, and maintaining high standards is the key to success.”

A Life in Balance

When she’s not showing homes or designing stories, Jovanna enjoys time with her husband and their two daughters, Napela and Nahina, along with their dogs Bolt and Dash. The family loves “nature, theater, museums, and live concerts.”

Outside of real estate, Jovanna finds joy in art collecting, horseback riding, and tennis. She grew up riding competitively in Hunter Jumpers and even played Polo in college, winning a National Championship. “Riding has taught me presence, intuition, and grace under pressure—skills I carry into every real estate transaction,” she says.

Her favorite quote, a guiding mantra by Mark Twain, sums up her journey: “*The secret to getting ahead is getting started.*”



“I remind myself of that every day,” she says. “It’s about trusting the process, taking the leap, and letting momentum create opportunity.”

A Legacy of Connection

As for her legacy, Jovanna keeps it simple. “I want to be remembered for creating connection and beauty—through homes, through community, and through the people whose lives I touch.”

From philanthropy to luxury listings, her path is a testament to the power of purpose-driven work. “I feel grateful to do what I love, surrounded by community, creativity, and the beauty of Hawaii,” she says. “Real estate, like philanthropy, is about people first. I’m proud to have built a niche where I can honor homes, history, and the kama‘āina who make this place so extraordinary.”

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