



COLDWELL BANKER
ISLAND AFFILIATES

OUR STORY AND OFFERINGS

Coldwell Banker Island Affiliates is the master franchisor of Coldwell Banker serving the Caribbean and Western Atlantic. Founded in 1997, Coldwell Banker Island Affiliates is the oldest international company in the Coldwell Banker system.

The Coldwell Banker brand is a worldwide leader in residential and commercial real estate with more than 100,000 agents working in over 40 countries and territories. Founded in 1906, the brand is recognized around the globe as the trusted leader in real estate.

Coldwell Banker Island Affiliates, headquartered in The Cayman Islands, currently has 15 franchisees with 250 agents in 14 countries and territories throughout the Caribbean and Western Atlantic. These companies combined to do over 2,000 transactions equating to \$675,000,000.00 in sales volume in 2022.

Coldwell Banker Island Affiliates offers a wide array of resources to its locally owned and operated franchisees, beginning with our robust StartUp program that assists in managing the transition to becoming a Coldwell Banker affiliate. This effort also includes an immersion in our Coldwell Banker education and training curriculum, operations, and marketing assets.

Our robust training modules are dedicated to brokerage revenue growth, recruiting, retention and other critical aspects of the real estate business. Our agent coaching platform, for new and experienced agents, focuses on organizational skills, negotiations, market analysis, database management and sphere of influence marketing and farming. We also benefit from a family-atmosphere that allows for our franchisees to routinely collaborate and share best practices.



info@cbislands.com



+1 (250) 216-6199



www.coldwellbankerislands.com



COLDWELL BANKER ISLAND AFFILIATES

One of the immediate benefits our franchisees enjoy is utilizing our unmatched name recognition and cache to generate business. The Coldwell Banker Island Affiliates leadership team and franchisees regularly network with Coldwell Banker leaders in the U.S., Canada, Europe, Middle East and Asia opening referral partnerships at conferences and training sessions around the globe. In addition, opportunities are presented for collaboration in both industry and consumer trade/property shows, interviews and webinars to showcase your area/country to other industry professionals and/or consumers, and exposure of your listings through our varied global network channels. Our team has been committed to working with the global real estate industry for over 20 years. Their wealth of knowledge assists you with connecting you and your listings to your feeder markets, placing outbound referrals, and gives you the ability to build better relationships with your customers with valued extra services such as visa/immigration options and currency exchange.

Coldwell Banker Island Affiliate franchisees also benefit from a robust software system called SpectRE, that includes a CRM, listing and transaction management, a flexible agent commission program, document sharing, marketing tracking, reporting on all aspects of your real estate business, and more. Through a robust company-led traditional and digital advertising program, franchisees receive approximately 300 leads annually. Along with a wide variety of customizable collateral and social media content, the SpectRE CRM system has the ability to generate targeted newsletters to specific client groups.

Additionally, listings within the Coldwell Banker Island Affiliates system are seamlessly distributed to the flagship Coldwell Banker International and Luxury websites, and more than 100 prominent sites around the world including Realtor.com, Properstar, Mansion Global, Le Figaro Properties, Immobiliare, imot, Willhaben, 99acres, Reality, Thailand-Property, Anjuke, Squarefoot, SeLogger and TheHouseShop.com. Listings are also automatically translated into 25 languages.





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And when it comes to attracting affluent buyers to the Caribbean, we utilize the power and prestige of the Coldwell Banker Global Luxury program. Coldwell Banker is known as a leader in the high-end, having sold more than \$288 million a day in luxury real estate in 2022. Luxury listings generated by Coldwell Banker Island Affiliates franchisees can be featured in the brand publications and a wide-assortment of luxury outlets including the Wall Street Journal, Robb Report and Unique Homes.

The power of the Coldwell Banker brand, along with the unmatched support from Coldwell Banker Island Affiliates, empowers our franchisees who retain their own unique culture and style that meets the needs of their agents and clients.

