

# NEWSLETTER

APRIL 2024

We are thrilled to share our CBIA Agent Newsletter with you! This newsletter is more than just a communication channel; it's a platform to share insights into the latest market trends, industry updates, and opportunities for professional development through featured training sessions, exciting challenges, and invaluable tips to elevate your real estate game.

We want this newsletter to be a valuable resource, so don't hesitate to share your thoughts, suggestions, and success stories. Your feedback will shape future editions and make this newsletter a reflection of our vibrant CBIA community.

## GROW YOUR BUSINESS

### Using Social Media for Lead Generation

How do you find a way to differentiate yourself and connect with people? Content creation is an important part of building your business. You can create websites and write articles that offer value to the consumer. You can also subscribe to services, like MY BFF who will do this for you.

Start by targeting your different markets and broaden your coverage. Does your website have a landing page that includes content about your credentials as well as buying and selling in your area? Try adding one article a month to boost attendance to your site.

Do you speak another language? Use this same website with a page dedicated to this or create a new website in this language. Keep the content updated on all your sites with articles on lifestyle and living/working in the area.

Start a Facebook group or website about living in a particular area of your market. Does your town offer a place for people to advertise or has its own publication? If not, create it and populate it with local news about businesses and local happenings. People love to know what is going on in their area and you can be the source. I have created a number of groups through Facebook (Everything Sarasota, Moving to Sarasota/Bradenton) to reach a bigger audience and build consumer trust. Not sure where to start? Send emails to local businesses asking them to update you on anything that's new and then post it for them. Some agents even go to the business, do interviews, and then post the videos. Their clients rely on them for restaurant reviews and to learn of new stores opening in town.

Whatever you do, stay consistent with your branding and be authentic. If you're playful by nature, have fun with it. If you're great at writing, dive deep into posting a great blog. Just make sure you do it at least once a week to keep your audience coming back for more.

[Carla Rayman Kidd - carla@cbislands.com](#)

## WELCOME NEW AGENTS

### Curacao

Elizabeth de Koop

Joella Smiet

Lugina Angelo

Ray Jacobus

### Jamaica

Franco Pencie

Orliah Kilbride

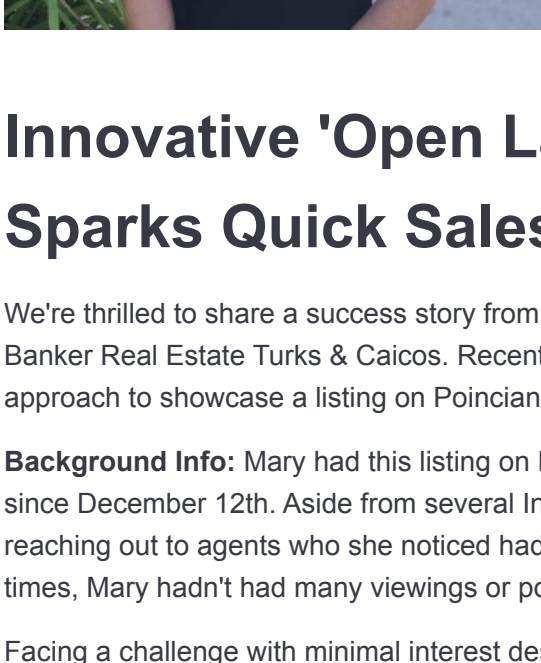
Sean Campbell

### Bahamas

Glendria Rolle

Carla Whittingham

## INNOVATIVE STRATEGIES



### Innovative 'Open Land' Strategy Sparks Quick Sales Success!

We're thrilled to share a success story from Mary Jimenez, Sales Executive at Coldwell Banker Real Estate Turks & Caicos. Recently, Mary implemented a groundbreaking approach to showcase a listing on Poinciana Lane West in Long Bay Hills, TCI.

**Background Info:** Mary had this listing on Poinciana Lane West, Long Bay Hills, TCI, since December 12th. Aside from several Instagram posts, MLS exposure, and personally reaching out to agents who she noticed had viewed the full listing on the MLS several times, Mary hadn't had many viewings or potential interest.

Facing a challenge with minimal interest despite traditional marketing efforts, Mary brainstormed a fresh idea: the "Open Land" concept. With the vendor's enthusiastic support, she invited 151 agents for a special viewing event. Within minutes of sending the email, inquiries flooded in, resulting in not one but two cash offers in a matter of days!

The "Open Land" event welcomed agents to experience the plot firsthand, complete with refreshments, printed surveys, and a welcoming sun shade thoughtfully set up by the vendor. Mary's proactive approach attracted immediate interest and showcased her dedication to providing exceptional service to clients and colleagues.

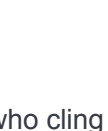
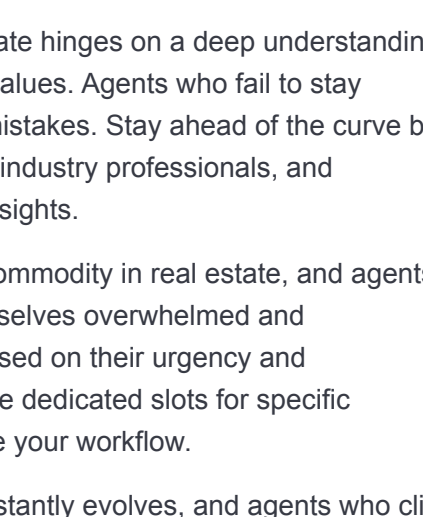
Mary secured two cash offers by thinking outside the box and created a memorable experience for potential buyers.

Congratulations, Mary, on your outstanding success with the 'Open Land' strategy! Your creativity, enthusiasm, and commitment to excellence are truly inspiring.

Please email [kelly@cbislands.com](mailto:kelly@cbislands.com) to learn more about Mary's full success story and to receive a copy of her email.

## CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER  
ISLAND AFFILIATES



### Top Reasons Why Real Estate Agents Fail and How to Steer Clear of Pitfalls

As the Director of Affiliate Development and Education at Coldwell Banker Island Affiliates, I've witnessed countless real estate agents embark on their journey to success. Yet, amidst the triumphs, there are also challenges that can derail even the most promising careers. In this article, we'll delve into a few of the top reasons why agents fail and provide actionable strategies to avoid these pitfalls.

**Lack of Persistence:** In the competitive world of real estate, persistence is vital. Many agents falter when faced with rejection or slow periods. To combat this, cultivate a resilient mindset. Embrace setbacks as opportunities for learning, stay committed to your goals, and consistently take proactive steps to move your business forward.

**Insufficient Market Knowledge:** Success in real estate hinges on a deep understanding of market trends, local neighborhoods, and property values. Agents who fail to stay informed about market dynamics risk making costly mistakes. Stay ahead of the curve by regularly attending training sessions, networking with industry professionals, and leveraging technology to access real-time data and insights.

**Ineffective Time Management:** Time is a precious commodity in real estate, and agents who need help managing it effectively often find themselves overwhelmed and underproductive. To avoid this trap, prioritize tasks based on their urgency and importance, utilize time-blocking techniques to allocate dedicated slots for specific activities, and leverage productivity tools to streamline your workflow.

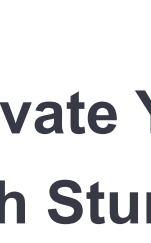
**Lack of Adaptability:** The real estate landscape constantly evolves, and agents who cling to outdated strategies risk falling behind. To thrive in today's dynamic environment, embrace change and adapt accordingly. Stay informed about emerging technologies, consumer preferences, and industry trends, and be willing to pivot your approach to stay competitive.

**Poor Communication Skills:** Effective communication is at the heart of successful real estate transactions. Agents who need help communicating clearly and professionally with clients may find themselves at a disadvantage. Invest in developing your communication skills through training, practicing active listening, and always maintaining open and transparent dialogue with all parties involved.

**Neglecting Self-Care:** The demanding nature of the real estate profession can take a toll on agents' physical, mental, and emotional well-being. Neglecting self-care can lead to burnout and diminish one's ability to perform at one's best. Make self-care a priority by setting boundaries, carving out time for rest, and engaging in activities that rejuvenate and inspire one outside of work.

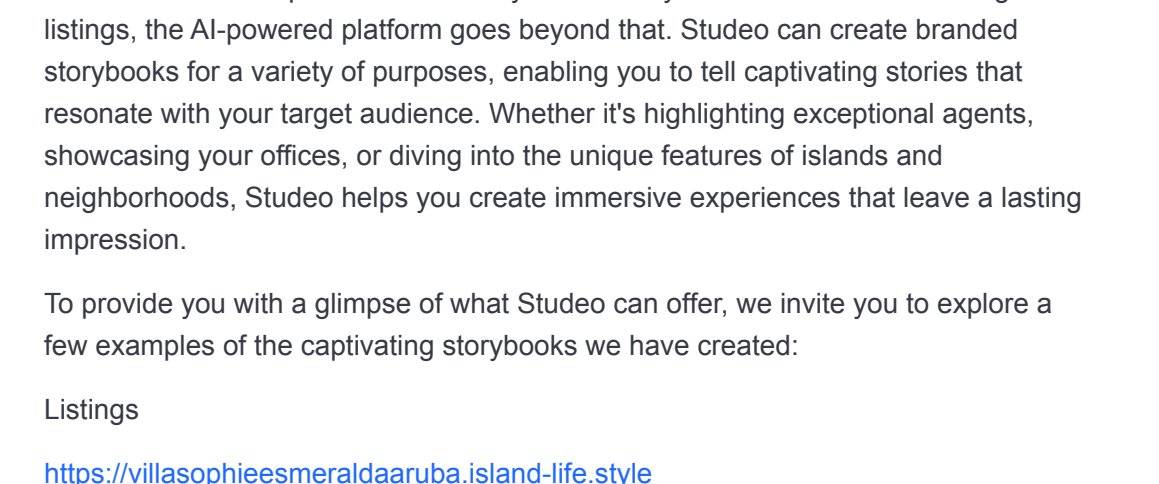
By addressing these common pitfalls head-on and implementing proactive strategies to mitigate them, you can position yourself for long-term success in the competitive world of real estate. Remember, success is not defined by the absence of challenges but by your ability to overcome them with resilience, knowledge, and a commitment to continuous improvement.

[Kelly Eckersen - kelly@cbislands.com](#)



### GROUP TRAINING SESSIONS - New Agent Group Training Class Every Thursday at 3:00 EST

Email Kelly - [kelly@cbislands.com](mailto:kelly@cbislands.com) - to register and receive the Zoom link.



### Elevate Your Real Estate Marketing with Stunning Studeo Storybooks

In today's fast-paced digital world, leveraging the latest technology is essential to stay ahead of the competition. Studeo harnesses the power of AI to generate visually striking storybooks that allow prospects to immerse themselves in your listings. Through a combination of beautiful photos, engaging videos, captivating lifestyle clips, and compelling descriptions, these storybooks provide a genuine sense of what it would be like to live in the showcased properties.

With Studeo, sharing your storybooks online has never been easier. These immersive experiences are designed to be easily shared on any social media platform, allowing you to reach a wider audience with just a few clicks. Additionally, you can directly share them with clients, other agents, or showcase them on your websites, expanding the reach of your marketing efforts.

What sets Studeo apart is its versatility. While storybooks excel at showcasing listings, the AI-powered platform goes beyond that. Studeo can create branded storybooks for a variety of purposes, enabling you to tell captivating stories that resonate with your target audience. Whether it's highlighting exceptional agents, showcasing your offices, or diving into the unique features of islands and neighborhoods, Studeo helps you create immersive experiences that leave a lasting impression.

To provide you with a glimpse of what Studeo can offer, we invite you to explore a few examples of the captivating storybooks we have created:

Listings

<https://villasophieemeraldcauruba.island-life.style>

<https://chevincottagebermuda.island-life.style>

<https://familyhomecaymanislands.island-life.style>

<https://cohababritishvirginislands.island-life.style>

Agent

<https://heatherlightbourmpeterson.studeodigital.com>

Office

<https://coldwellbankerstercroix.studeodigital.com>

Neighbourhood

<https://westbaygrandcayman.island-life.style>

Best of all, Our team will handle the entire process. All we need is your guidance on which listings you would like us to create storybooks for, and we'll handle the rest. Please let us know if you're interested in exploring the exciting marketing possibilities that Studeo offers. We are happy to schedule a Zoom meeting with you to discuss in detail how Studeo can enhance your real estate marketing strategies.

[Carla@cbislands.com](mailto:Carla@cbislands.com)

[Kelly@cbislands.com](mailto:Kelly@cbislands.com)

[Sue@coldwellbankerislands.com](mailto:Sue@coldwellbankerislands.com)



Larry Burke  
CEO  
+1 250-216-6499  
[coldwellbanker@me.com](mailto:coldwellbanker@me.com)

Kelly Eckersen  
Director of Affiliate Development and Education  
+1 941-962-0328  
[kelly@cbislands.com](mailto:kelly@cbislands.com)

Carla Rayman Kidd  
Director of Development & Strategic Engagement  
+1 941-724-0519  
[carla@cbislands.com](mailto:carla@cbislands.com)