



COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

December 2024

From all of us at CBIA, we wish you and your loved ones a joyous holiday season filled with warmth, happiness, and cherished moments!

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

As we end 2024, it is the perfect time to reflect on our successes and how we can continue to improve ourselves and our business. Once we set our goals, what else can we do to ensure more clients will see our value? Coldwell Banker has developed a script to help you develop your Perfect Pitch which is your value statement. Your value statement should convey not only what you do but also why clients should choose you. Focus on building trust (credibility), demonstrating a genuine commitment to meeting your clients' needs (relevancy), and showcasing your unique skills (differentiation). Here's a sample of how a typical conversation might look like between a seasoned real estate agent (Jessica) and her potential client (John) who are in my local market area of Sarasota, Florida.

JOHN: What do you do?

JESSICA: Hi there! I'm Jessica, your beachfront property specialist here in Sarasota. It's great to meet you.

JOHN: Nice to meet you, Jessica. I've heard great things about Sarasota, and I'm looking for the perfect retirement spot.

JESSICA: Absolutely, John. Sarasota is a gem, especially for retirees. With my 20 years of experience, I've focused on beachfront properties, catering to locals and those moving from up North, like NJ, Boston, and NYC. (credibility)

JOHN: That's exactly what we're looking for. We've talked to a few realtors, but we're not sure what we should do.

JESSICA: Well, John, not only do I have a deep understanding of the local market, but my background in interior design sets me apart. Before real estate, I was an interior designer, honing my skills in creating beautiful and functional living spaces. I offer personalized interior design consultations to my clients, making sure their new homes are not just houses but serene coastal living spaces. (differentiation)

JOHN: That's a unique touch. How would that help us?

JESSICA: It means I can help you envision your dream retirement home, ensuring it's not only in the perfect location but also tailored to your aesthetic preferences. My passion is helping retirees find not just a place to live but a home that resonates with their lifestyle. (relevancy)

JOHN: That sounds wonderful, Jessica. How do you make the process easy for us?

JESSICA: My dedication to providing exceptional service is my driving force. From understanding your needs, to navigating the intricacies of the market, I'm here to guide you every step of the way. (relevancy).

JOHN: You've convinced us, Jessica. Let's start this exciting journey!

JESSICA: Fantastic! I'm thrilled to be your partner in finding your perfect beachfront home. Let's make your retirement in Sarasota everything you've imagined.

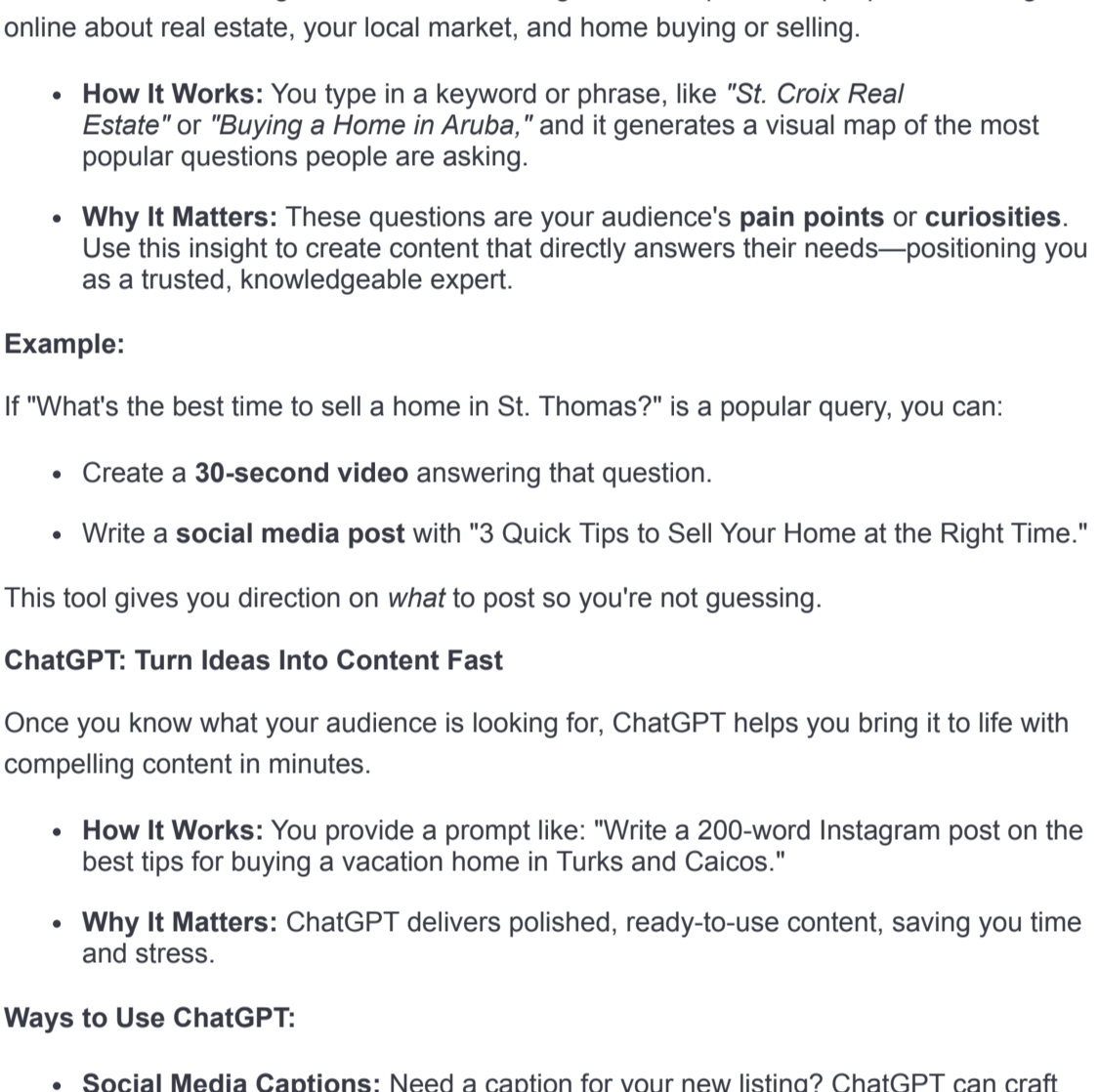
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WELCOME NEW AGENTS

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Jonathan Wilkie - Jonathan.premierislandsrealty@gmail.com



How AnswerThePublic and ChatGPT Can Elevate Your Social Media Game

As real estate professionals in the Caribbean and Western Atlantic, we all know the importance of being visible, staying relevant, and connecting with our audience—whether they're buyers, sellers, or investors. But let's face it, consistently coming up with engaging content for social media or video marketing can feel overwhelming.

The good news? **Two simple tools—AnswerThePublic.com and ChatGPT—can help you streamline your content creation, save time, and take your business to the next level. Here's how!**

AnswerThePublic.com: Discover What Your Audience Wants to Know

AnswerThePublic is a goldmine for discovering the exact questions people are asking online about real estate, your local market, and home buying or selling.

- **How It Works:** You type in a keyword or phrase, like "St. Croix Real Estate" or "Buying a Home in Aruba," and it generates a visual map of the most popular questions people are asking.
- **Why It Matters:** These questions are your audience's **pain points or curiosities**. Use this insight to create content that directly answers their needs—positioning you as a trusted, knowledgeable expert.

Example:

If "What's the best time to sell a home in St. Thomas?" is a popular query, you can:

- Create a **30-second video** answering that question.
- Write a **social media post** with "3 Quick Tips to Sell Your Home at the Right Time."

This tool gives you direction on *what* to post so you're not guessing.

ChatGPT: Turn Ideas Into Content Fast

Once you know what your audience is looking for, ChatGPT helps you bring it to life with compelling content in minutes.

- **How It Works:** You provide a prompt like: "Write a 200-word Instagram post on the best tips for buying a vacation home in Turks and Caicos."
- **Why It Matters:** ChatGPT delivers polished, ready-to-use content, saving you time and stress.

Ways to Use ChatGPT:

- **Social Media Captions:** Need a caption for your new listing? ChatGPT can craft something eye-catching and engaging.
- **Video Scripts:** Outline and refine your video ideas quickly so you stay confident and concise on camera.
- **Blog Posts:** Build authority with longer posts that showcase your market expertise.

Combine the Two for Maximum Impact

Here's how these tools work together seamlessly:

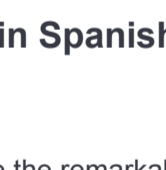
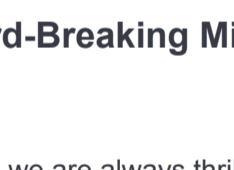
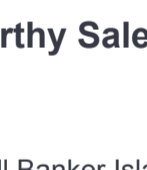
1. **Find the Questions** using AnswerThePublic.
2. **Generate the Content** with ChatGPT.
3. **Post Consistently** on your preferred platforms (Instagram, Facebook, LinkedIn, YouTube, etc.).

By answering the right questions and delivering valuable information, you'll attract the attention of buyers and sellers who see you as the go-to real estate expert in your Caribbean and Western Atlantic markets.

Why Now? Consistency = Growth

With 2025 just around the corner, commit to creating consistent content that resonates. Leveraging tools like AnswerThePublic and ChatGPT will keep your content fresh, relevant, and engaging—so you can grow your audience, build trust, and close more deals.

Kelly Eckersen - kelly@cbislands.com



Noteworthy Sale: A Record-Breaking Milestone in Spanish Wells

At Coldwell Banker Island Affiliates, we are always thrilled to share the remarkable achievements of our agents across the Caribbean. I have the privilege of meeting with many of our agents, and it's always inspiring to hear about their success stories and the exciting opportunities in their markets.

This month, we want to celebrate **Morgan Wells of Coldwell Banker Lightbourn Realty** for an incredible, record-breaking sale in the picturesque Spanish Wells and Russell Island area!

Morgan successfully sold a stunning Bahamian ranch-style home featuring 3 bedrooms, 2.5 baths, and over 59,000 square feet of land stretching from the main road to the renowned North Side beach. The property closed at an impressive **\$2,452,000 BSD**, marking the **highest-priced transaction** among 128 recorded sales in Spanish Wells and Russell Island, according to MLS data.

This achievement speaks volumes about the growing demand and rising property values in these beautiful Bahamian islands. Morgan's dedication and expertise continue to set new standards in luxury real estate.

Congratulations again, Morgan! Thank you for sharing this fantastic success story—celebrating our exceptional agents' accomplishments is always exciting.

SOCIAL MEDIA MARKETING

Plan Your Social Media Calendar for 2025: Stay Ahead of the Curve!

As the new year approaches, it's the perfect time to start planning your social media strategy for 2025. A well-structured social media calendar can help you stay consistent, save time, and ensure you're delivering valuable content that resonates with your audience. Here's how you can set yourself up for success:

Reflect on 2024: What Worked and What Didn't?

Empower yourself by taking a moment to review your social media performance this year. Look at key metrics like engagement, reach, and follower growth. Which types of posts (videos, infographics, listings, or personal stories) performed the best? Use these insights to guide your 2025 content, knowing that you're making informed decisions based on past success.

Align Your Content with Key Dates

Planning ahead ensures you take advantage of every opportunity to post content that matters. Include:

- **Seasonal Events:** Highlight major festivals in your area, holidays, or local traditions.
- **Real Estate Seasons:** Plan posts around buying and selling trends.
- **Personal Milestones:** Celebrate your team's wins, anniversaries, or community involvement.

Use a Content Theme for Each Month

Assign a theme for each month to keep your content fresh and engaging. For example:

- **January:** New Year, New Homes – Focus on setting goals and new beginnings.
- **June:** Vacation Home Bliss – Showcase summer properties.
- **December:** Holiday Cheer – Highlight festive listings and community events.

Batch and Automate Your Posts

Once you have a plan, use tools like Hootsuite, Buffer, or Meta's Business Suite to schedule your posts in advance. Dedicate a day or two each month to create and upload your content for the coming weeks.

Mix in Real-Time Updates

While a calendar helps you stay consistent, leave room for flexibility. Share behind-the-scenes moments, client success stories, or breaking market updates to keep your content authentic and timely.

Track and Tweak as You Go

Your calendar is a living document. Use insights from platforms like Instagram, Facebook, and TikTok to refine your strategy throughout the year.

Why Plan Now?

By planning your social media calendar now, you'll enter 2025 with clarity, confidence, and creativity. No more scrambling for last-minute ideas or missed opportunities—just a steady stream of impactful content that drives engagement and growth.

Need help getting started? Email kelly@cbislands.com for social media calendar templates or attend one of our upcoming training sessions to learn how to craft the perfect strategy.

Here's to a content-rich and client-filled 2025!

Kelly Eckersen - kelly@cbislands.com

Do you have any ideas on something you would like to share in our newsletter?

A success story? An innovative new marketing program? A remarkable new listing or sale? Please let us know.

CBIA Island News Facebook page

Did you know we have a Facebook page that shares information on the islands? This information is for you to put in your newsletters or use on your social media. To join this private Facebook page just for CBIA, <https://www.facebook.com/groups/1132501950801034>

Please email Carla at Carla@cbislands.com to let her know your office so that she can approve you as part of the group!



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