

# NEWSLETTER

February 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

I have had the pleasure to attend some industry events and seminars with real estate coaches. The message for 2024? Double down on everything you do. Drive your value and maintain your relationships - with both your customers and other agents. Think outward and bring people in emotionally by telling your story. Be true to your authentic self.

Want to build your business?

Attend all open houses in your target area.

Preview all the homes that are for sale - know the inventory.

Organize a charity event or a food drive in the neighborhood or with your client base.

Get in touch with landlords and see if they are interested in selling their rental properties. No? See if they want to invest some more.

Host a decorating or staging seminar in a local furniture store.

Treat your buyers like you would your sellers. Spend the time with them so they understand why they need you and the complexity of the process.

Educate yourself - get a new designation like a Luxury Home Property Specialist.

Remember, the difference between average and exceptional is a higher execution. The consumer today is much more aware of the market, so we need to develop higher skills. One of the newest marketing programs CBIA has launched is Global Property Professionals or better known as GPP. All offices have access to this new portal to assist you in getting leads, building a network, and to help promote your listings. The system gives you the capability to instantly connect and engage with other active agents around the globe. You can participate in online webinars or quick reads that were created for busy agents. Speak to your broker for more information!

Look for CBIA to bring you more marketing programs in March to help you expand your business.

**Carla Rayman Kidd** [carla@cbislands.com](mailto:carla@cbislands.com)

### BRAND MATTERS

Kate Dabbs shares her firsthand experience with the Coldwell Banker brand in this testimonial video, offering a genuine and enthusiastic endorsement.

[https://youtu.be/L\\_XuKlCqJ1?feature=shared](https://youtu.be/L_XuKlCqJ1?feature=shared)

## WELCOME NEW AGENTS

### Bermuda

Maychel Pearman

Melisa Judd

### St. Croix

Art Compton

Craig Williams

Jennifer Greenberg

Cynthia Goldberg

Matthew Heppie

### Prime

Josafat Perez

### Premier

Nover Statie

Annmarie Vigliante

## MONTHLY CHALLENGE

### Congratulations Nick Civitarese

### Coldwell Banker Amber Coast

### January 2024 Video Challenge Winner

#### Monthly Fun Challenge: Island Vibes & Realtor Tales

Get ready to showcase the magic of your beautiful island and share a piece of yourself in our monthly video challenge - "Island Vibes & Realtor Tales"! This challenge allows you to highlight the unique charm of your surroundings or tell a personal realtor story. And guess what? CBIA will boost the winning video on their Facebook and Instagram, a \$50 prize value awaits the champion!

#### Challenge Details:

**Objective:** Create a captivating video that captures the essence of your island or shares a personal realtor tale.

**Duration:** Keep it under 3 minutes – short, sweet, and full of island vibes!

#### Rules:

- Island Showcase:** If focusing on your island, showcase its beauty, culture, and unique features. Use stunning visuals, drone shots, and share interesting facts. Make viewers fall in love with your island!
- Realtor Tale:** If sharing a personal realtor story, choose a memorable experience, a lesson learned, or a heartwarming client interaction. Let your personality shine through!
- CBIA Branding:** Include your Coldwell Banker logo or mention your Coldwell Banker office in your video
- Social Media Platforms:** Share your video on both Facebook and Instagram. Utilize relevant hashtags and your Coldwell Banker office in your posts.

Email your video to [Kelly@cbislands.com](mailto:Kelly@cbislands.com)

#### Prize:

The winning video will be boosted by CBIA on their Facebook and Instagram platforms, reaching a broader audience. (\$50 Value)

#### Tips for Success:

- Capture the unique elements of your island or tell a realtor story that resonates.
- Engage your audience – ask questions, encourage comments, and shares.
- Have fun, and let your passion shine through.

#### Submission Deadline:

**Embrace the Island Vibes and share your Realtor Tales – let the video challenge begin! Videos must be received by March 15, 2024**

## CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER  
ISLAND AFFILIATES



## Unlock Success by Spring Cleaning Your Database

As we usher in a new season, it's the perfect time for a little spring cleaning in your business, starting with your most valuable asset - your database. Clearing out the clutter and removing old leads is not just about tidying up; it's about setting the stage for success and ensuring your efforts are focused where they matter most.

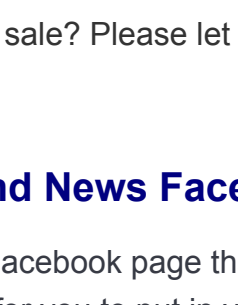
#### Why Clean Out Your Database?

- Enhanced Efficiency:** A streamlined database allows you to work more efficiently. Removing outdated leads means you can concentrate on engaging with prospects who are more likely to convert.
- Improved Communication:** Tailoring your messages to the right audience is essential. A clean database ensures your communications are targeted and relevant, fostering stronger connections with potential clients genuinely interested in your services.
- Maintaining Professionalism:** Communicating with outdated leads can lead to frustration and potentially harm your professional reputation. Presenting a clean, organized database reflects a commitment to professionalism and quality service.
- Data Accuracy:** Contact details change over time. Regular cleaning ensures your database is up-to-date, providing the most accurate information for effective communication.

#### Tips for a Successful Database Spring Clean:

- Segment Your Data:** Divide your database into segments based on engagement levels, lead sources, or other relevant criteria. This makes it easier to focus on specific areas and tailor your approach accordingly.
- Set Criteria for Removal:** Establish clear criteria for identifying old or inactive leads. Consider factors such as engagement history, last contact date, or lead status.
- Update Contact Information:** Verify and update contact details to ensure accuracy. Use this opportunity to collect any missing information that might be crucial for future interactions.
- Engage with Your Database:** Reconnect with leads that may have gone dormant. A personalized message expressing your interest in re-establishing a connection can reignite interest.

Here's to a season of growth and success!



**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](mailto:Carla@cbislands.com) to let her know your office so that she can approve you as part of the group!



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