

# NEWSLETTER

January 2024

We are thrilled to share our inaugural 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.

## BRAND MATTERS

Why is it that over 90,000 agents and countless others wake up each morning and continue to call Coldwell Banker home for their professional careers and businesses? While our culture undoubtedly unites us all under one umbrella and informs all we do – everyone has their own why. Everyone has that thing that drives them to do what they do every single day. What's YOUR why? Watch this YouTube video to see why Coldwell Banker is home to others:

[https://youtu.be/WOy\\_MFd1Dl0?feature=shared](https://youtu.be/WOy_MFd1Dl0?feature=shared)

## WELCOME NEW AGENTS

Wilmina Hodge – Sint Maarten  
Clarintje Kopra – Sint Maarten  
Clarine Van Heyningen – Sint Maarten  
Brittney Nembhard – Sint Maarten  
Christopher Lee – Sint Maarten  
Feroze Khan – Sint Maarten  
Jelson Brooks - Sint Maarten  
Jonisha Poitier – Bahamas  
Marni Walters – St Croix  
Kurt Augustin – St Lucia  
Terrence Taylor – Jamaica  
Stacy Brown – Jamaica  
Lauren Campbell – Jamaica  
Keesha Answer-Williams – Jamaica  
Gregor Mullings – Jamaica  
Andria Boyd – Jamaica  
Ramon Charles – Grenada  
Nellisha Ramsey – Grenada  
Jonty Alexander – Grenada  
Joella Smiet – Curacao

## MONTHLY CHALLENGE

### 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:

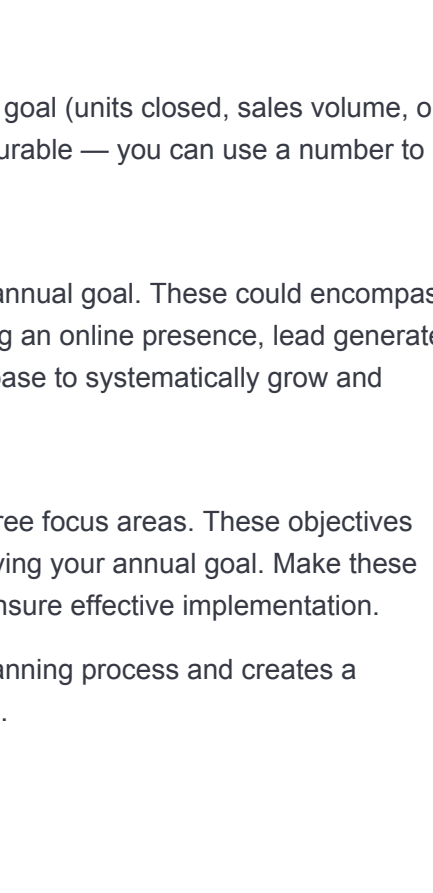
- Capture the unique elements of your island or tell a realtor story that resonates.
- Engage your audience – ask questions, encourage comments, and shares.
- Have fun, and let your passion shine through.

#### Submission Deadline: [Specify Deadline]

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

## CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER  
ISLAND AFFILIATES



## What's Your 2024 Business Plan?

Happy New Year! As we kick off this promising year, it's the perfect time to reflect on our achievements and set the stage for the future. The power lies in strategic planning, and what better way to navigate the journey ahead than through the clarity and simplicity of the 1-3-5 Business Plan Method?

### Understanding the 1-3-5 Method

The 1-3-5 method simplifies the strategic planning process by breaking it down into three essential components: one annual goal, three key focus areas, and five specific objectives for each focus area. This structured approach provides a clear roadmap to a successful year.

#### 1 Annual Goal

Your annual goal should be an achievable production goal (units closed, sales volume, or gross commission income). This type of goal is measurable — you can use a number to quantify it.

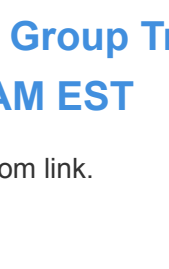
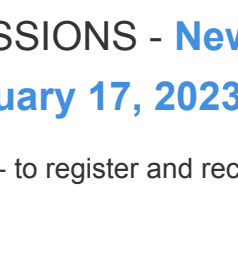
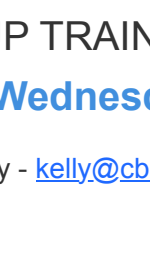
#### 3 Key Focus Areas

Identify three critical focus areas that align with your annual goal. These could encompass various aspects of your business, such as establishing an online presence, lead generate for new business daily, and organize your CRM database to systematically grow and contact your SOL.

#### 5 Objectives for Each Focus Area

Now, outline five specific objectives for each of the three focus areas. These objectives serve as actionable steps to propel you toward achieving your annual goal. Make these objectives measurable, realistic, and time-bound to ensure effective implementation.

The 1-3-5 Business Plan Method streamlines your planning process and creates a focused and achievable roadmap for success in 2024.



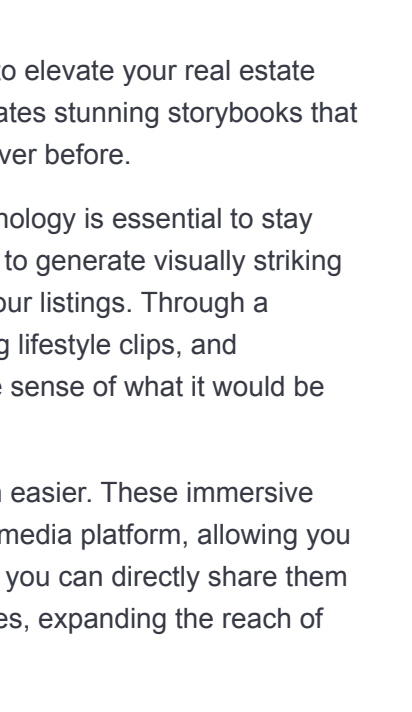
## GROUP TRAINING SESSIONS - New Agent Group Training Class Wednesday, January 17, 2023 11:00 AM EST

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

### Upcoming Buyer's Course

Interested in working more effectively with buyers and securing more business? Want valuable real estate education that elevates your skills and knowledge in the eyes of home buyers? Consider taking the Accredited Buyer's Representative course with Carla. This course will be offered January 31<sup>st</sup> and February 1<sup>st</sup> in person in Sarasota, Florida but the association has agreed to open it up via Zoom to our CBIA agents. For more information or to register: <https://form.jotform.com/240094155426150>

## TECH TOOLBOX



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

Studeo is one of our cutting-edge marketing tools designed to elevate your real estate business. Powered by sophisticated AI systems, Studeo creates stunning storybooks that showcase your listings and captivate potential clients like never before.

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://villasophieesmeraldaaruba.island-life.style>

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

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

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

#### Agent

<https://heatherlightboupmpeterson.studeodigital.com>

#### Office


<https://coldwellbankerstcroix.studeodigital.com>

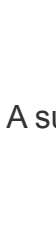
#### Neighbourhood


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

Best of all, Our team of experts 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.

## SOCIAL MEDIA MARKETING

 **Tip:** Infuse your social media with the vibrant essence of the Caribbean to attract international clients.

 **Highlight Local Beauty:** Showcase the stunning landscapes, pristine beaches, and unique architecture that make Caribbean properties special. Use high-quality visuals and videos to immerse potential buyers in the region's beauty.

 **Cultural Immersion:** Share glimpses of local culture, festivities, and lifestyle. Whether it's a vibrant carnival, delicious cuisine, or cultural events, give your audience a taste of the Caribbean lifestyle. This adds a personal touch to your brand and makes your content more engaging.

 **Emphasize Lifestyle:** Emphasize the lifestyle of owning a property in the Caribbean. Highlight outdoor activities, water sports, and relaxation. Create a vision of the dream lifestyle your international clients can experience by investing in Caribbean real estate.

 **Network Globally:** Leverage social media platforms to connect with international real estate networks and potential buyers. Engage in conversations, share insights about the Caribbean market, and participate in global real estate discussions to expand your reach.

 **Multilingual Content:** Consider creating content in multiple languages to cater to a diverse audience. English, Spanish, French – tailor your messages to resonate with potential buyers from different linguistic backgrounds.

 **Testimonials from International Clients:** If you've had successful transactions with international clients, share their testimonials. Positive experiences from fellow global buyers can build trust and credibility.

Remember, the key is to blend the allure of the Caribbean with a personalized touch. You'll capture their attention and interest by painting a vivid picture of the lifestyle and experiences awaiting international buyers.

#CaribbeanRealEstate #InternationalBuyers #CaribbeanLifestyle 

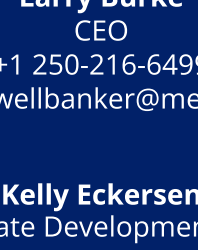
## Do you have any ideas on something you would like to share in our newsletter?

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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