

NEWSLETTER

January 2025

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

Master Your Business with CRM: The Ultimate Tool for Organization and Growth

As an agent with Coldwell Banker, you are offered a suite of services to help you build your business – not only from your broker, but from us at Coldwell Banker Island Affiliates. Our platform provides ways to help you brand yourself personally, market your listings, and communicate with your database. All these services are provided to you at no extra charge!

Our back office has a Customer Relation Management (CRM) system, which assists you in managing and tracking all interactions with your current and potential customers. Using a CRM keeps you organized, helps with lead control, and improves communication with your database. A CRM is a good way to store all your customer details – their families' birthdays, social media accounts, and important details they share with you. It's a vehicle to stay in touch with them and build your relationship. You can use it to keep notes on the progress of your communication with them, track a sale from beginning to end, input your to-do lists, send out newsletters on a regular basis, and so much more.

For example, you have a new listing. You can create a template for a flyer, check all the contacts in your database, and in seconds it goes out. Use it to let everyone know (including other agents who should also be categorized in your database) about an upcoming open house or event you are hosting. Send everyone a holiday video greeting. Set a reminder to call someone on their birthday or one-year purchase anniversary. Schedule to contact buyers about new listings that meet their criteria. The number of things you can do is endless (did I mention it's free?), and your customers will appreciate the level of communication you are providing.

It's the beginning of a new year. Plan to start it off right. Upload your database and create your communication plan for the next 6 to 12 months. Make your to-do lists and schedule reminders. This business is complicated, and there are a lot of details to remember. Having it all in one place keeps you on track to succeed. Remember, the best way to get things done is to simply begin! There's no time like the present, and there's no present like time.

Carla Rayman Kidd - carla@cbislands.com

WELCOME NEW AGENTS

Sint Maarten

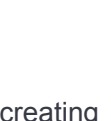
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CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER
ISLAND AFFILIATES



From Dreamer to Doer: Taking Bold Steps in 2025

As we enter 2025, it's time to move beyond dreaming and take bold steps toward creating the success you've always envisioned. For realtors in the Caribbean, this is the year to seize opportunities, push boundaries, and make your mark in a market as vibrant as the islands. Success doesn't happen by chance—it happens by choice. So let's make 2025 your year of bold action.

Dream Big, Then Take Action

It's easy to get caught up in the beauty of dreaming, imagining the kind of career and life you want. But dreams without action are just fantasies. What are the big goals you want to achieve this year? Whether it's breaking into the luxury market, doubling your sales volume, or establishing yourself as the go-to agent in your community, write them down.

Then, create a plan. Break those big goals into smaller, actionable steps you can take every week. Remember, every great achievement starts with a single step. For example, if your goal is to grow your client base, set a target for how many new connections you'll make each month and how you'll follow up with them.

Step Out of Your Comfort Zone

Growth doesn't happen where you're comfortable. It happens when you challenge yourself to try something new or tackle something intimidating. Ask yourself: What have you avoided in your business because it feels too risky or difficult?

Perhaps it's creating video content to showcase your listings and expertise. Maybe it's attending more networking events to build connections. Or it could be focusing on high-end properties that seem out of reach. Whatever it is, embrace the challenge. The skills and confidence you'll gain from stepping out of your comfort zone are invaluable.

Learn, Adapt, and Grow

The Caribbean real estate market is dynamic and ever-changing. Staying ahead means being willing to learn, adapt, and grow. This year, invest in yourself by attending workshops, webinars, or coaching sessions. Learn new strategies for digital marketing, negotiation, or client relations.

As the market evolves, so should your approach. Adapt to trends like the rise in international buyers or the demand for vacation rental investments. Being proactive and staying informed will position you as a trusted expert.

Celebrate Your Wins—Big and Small

Bold actions deserve celebration. Don't wait until you achieve your ultimate goal to acknowledge your progress. Every step forward is a victory. Did you make a great impression on a potential client? Celebrate. Did you close a deal on a challenging property? Celebrate.

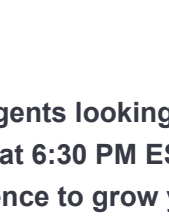
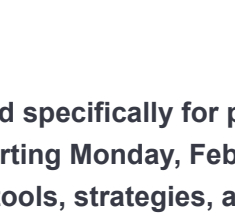
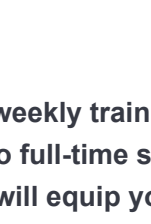
Recognizing your successes keeps you motivated and reminds you that every effort you make brings you closer to your dreams.

Your Bold Action Plan for 2025

1. **Set a Big Goal:** What's the one thing that would define success for you this year?
2. **Break It Down:** Identify the small, actionable steps needed to achieve it.
3. **Challenge Yourself:** Commit to doing one thing that pushes you out of your comfort zone every month.
4. **Keep Learning:** Stay informed about market trends and hone your skills.
5. **Celebrate Progress:** Acknowledge every step you take, no matter how small.

2025 is your year to go from dreamer to doer. The opportunities in the Caribbean real estate market are as vast as the ocean surrounding you. By taking bold steps, you can turn your vision into reality and achieve the success you deserve. Remember, the journey of a thousand miles begins with a single step—so take that step today!

Kelly Eckersen - kelly@cbislands.com



Join our weekly training designed specifically for part-time agents looking to make the leap to full-time success! Starting Monday, February 3rd, at 6:30 PM EST, this program will equip you with the tools, strategies, and confidence to grow your real estate career and transition into full-time productivity

Email Kelly at kelly@cbislands.com to receive the Zoom link

How Coaching Transformed My Career: A Testimonial from St. Thomas Realtor, Marni Walters

Thank you so very much, Kelly, for your support, encouragement, and most of all, your coaching through the CBIA program. The difference you've made in my career is undeniable—and it's clearly reflected in my numbers!"

"In 2023, I closed 17 transactions with a volume of \$3,587,100. After implementing the strategies and skills I learned from you, 2024 was a game-changer for me. I closed 22 transactions with a volume of \$8,045,600, and I ranked 16th out of 112 agents in St. Thomas based on my sales volume!"

"Your guidance has given me the tools and confidence to thrive as a productive, successful REALTOR®, and I couldn't be more grateful. Thank you for helping me reach new heights in my career!"

— Marni Walters

Realtor, St. Thomas, USVI

SOCIAL MEDIA MARKETING

The Importance of Context Videos: Beyond Listing Videos in Caribbean Real Estate

When it comes to selling homes in the Caribbean, breathtaking listing videos showcase stunning properties are essential—but they're just the beginning. Adding **context videos** to your marketing strategy is a game-changer that captures potential buyers' interest and helps you stand out in a competitive market.

Context videos go beyond the home itself, offering buyers a deeper understanding of the area's lifestyle, community, and unique features. Here's why these videos are essential for selling homes in the Caribbean and how they can elevate your marketing efforts.

Showcase the Lifestyle

The Caribbean isn't just a destination—it's a lifestyle. Context videos allow you to highlight the aspects of life that make each property's location unique:

- **Neighborhood Walkthroughs:** Show buyers what it's like to stroll through the vibrant streets, enjoy local markets, or relax on nearby beaches.
- **Outdoor Activities:** Highlight opportunities for snorkeling, kayaking, hiking, or other unique adventures available in the area.
- **Cultural Appeal:** Include footage of local festivals, dining spots, and other cultural highlights that make the location attractive.

Appeal to International Buyers

Many Caribbean properties are marketed to overseas buyers who may not be familiar with the local area. Context videos help bridge that gap by giving them a sense of what it's like to live there.

- **Proximity Matters:** Create videos showing how close the property is to essential amenities like schools, airports, hospitals, and shopping centers.
- **Immersive Experiences:** Highlight the property's location relative to the water or other key landmarks.

Build Emotional Connections

While listing videos focus on the property, context videos evoke emotion and help buyers envision their future.

- **Day-in-the-Life Videos:** Create a story that shows what a typical day might look like for someone living in the home—walking to a nearby café, taking a morning swim, or enjoying a sunset on the patio.
- **Local Testimonials:** Include interviews with locals or current residents sharing what they love about the area.

Differentiate Your Marketing

Context videos help your marketing stand out in a sea of property listings. By giving buyers a complete picture of the property and its surroundings, you position yourself as a real estate expert who understands the value of a holistic approach.

Increase Buyer Confidence

Buyers are more likely to move forward when they feel confident in their decision. Context videos provide valuable information that helps buyers feel more secure about investing in the Caribbean.

Tips for Creating Effective Context Videos

- **Keep It Professional:** Use high-quality equipment or hire a professional videographer to ensure your videos are polished.
- **Focus on Storytelling:** Craft a narrative that flows naturally and highlights the area's key features.
- **Leverage Social Media:** Post your context videos on platforms like Instagram, Facebook, and YouTube to maximize their reach.
- **Combine with Listing Videos:** Pair your context videos with traditional listing videos to create a comprehensive marketing package.

Elevate Your Marketing Strategy

Adding context videos to your marketing strategy isn't just a nice-to-have—it's necessary in today's real estate market. By highlighting the Caribbean's unique lifestyle, community, and amenities, you'll attract more buyers and leave a lasting impression, leading to quicker sales and higher satisfaction.

The Caribbean isn't just a place to buy a home; it's a place to create a life. Context videos help you tell that story—and ultimately close more deals.

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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