



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.

trends, industry updates, and opportunities for professional development through featured

GROW YOUR BUSINESS

GLOBAL LUXURY SUMMITS THIS FALL: A FEW SPOTS REMAIN We are excited that there will be two Global Luxury events this Fall, exclusively for

Luxury Property Specialists. These events will be held in Miami on September 23 – 24, and Los Angeles on November 12 - 13. Visit this website for more information and to register: https://cbglevents.com/ These events will sell out quickly, so make sure you register soon!

Not a Global Luxury agent yet? Good news, you can now take the certification course online. For more information: https://www.luxuryhomemarketing.com/realestate-agents/Global Luxury Online A Coldwell Banker Global Luxury certification enhances your credibility as a luxury property expert and signals to high-net-worth individuals that they are working with

an exceptional real estate professional. Agents must attend a certification course and submit an application showing they have sold three transactions in the past 24 months in their local luxury price point to complete the certification. Carla Rayman Kidd - carla@cbislands.com

WELCOME NEW AGENTS

St. Thomas Arlene Olawoyin - arlene@coldwellbankervi.com St. Croix

Doreen Niederhauser - doreen@coldwellbankertci.com

Turks & Caicos

Bahamas Timmeka Pinder - timmeka@cbbahamas.com

Taryck Miller - taryckomiller@cbjamaica.com

Nicole Choksey - nicole@coldwellbankervi.com

Jamaica

Caludine Shoucair - cshoucair@cbjamaica.com

CBIA DEVELOPMENT

& EDUCATION **ACADEMY**



Professional Price Opinion (PPO) and a tailored marketing plan.

Present yourself professionally and confidently. Use a well-structured and visually

Highlight Your Unique Selling Points: Emphasize what sets you apart from other realtors. Share success stories, testimonials, and your specific strategies for marketing and selling the property.

your approach to meet their specific needs.

appealing listing presentation.

Address Objections Confidently: Be prepared to handle common objections about commission rates, pricing, and market

Show your expertise in the local market. Discuss current trends, recent sales, and how

conditions. Provide clear, concise responses backed by data and examples.

Ask questions to understand why the client is selling and what their priorities are. Tailor

Showcase Your Marketing Strategy:

Demonstrate Market Knowledge:

these factors impact the client's property.

efforts.

Understand the Client's Motivations:

Follow-Up Effectively:

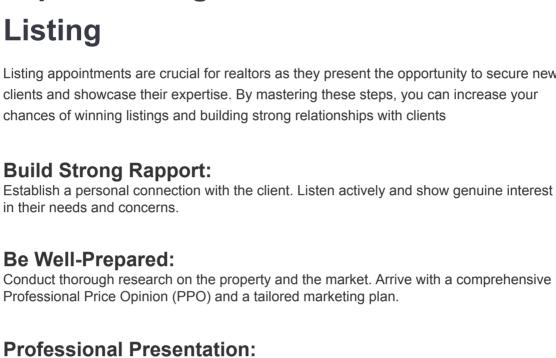
Explain how you will market the property, including online listings, social media, open houses, and print materials. Highlight the reach and effectiveness of your marketing

and how you will proceed with the listing. By following these tips and using a structured approach, realtors can improve their

Kelly Eckersen - kelly@cbislands.com

chances of winning listings and building a successful real estate business.

SOCIAL MEDIA



Send a prompt video text message after the appointment. Keep in touch with the client through regular updates and follow-up calls. Ask for the Listing: Don't be afraid to ask for the client's business. Be confident and clear about the next steps

Group Training Session: Preparing and Winning the Listing Appointment

Join us on Thursday, August 8th at 1:30 pm EST for an insightful group training session focused on mastering the listing appointment process. Learn key strategies and best practices to secure your next listing.

To register and receive the Zoom link, email Kelly at Kelly@cbislands.com.

MARKETING

Unleash Your Inner TikTok Star:

Their Personal Brand

personal brand and make your real estate biz shine!

Show Off Your Personality

is your chance to let your true self shine!

your audience.

get discovered by potential clients.

Engage with Your Audience

brand.

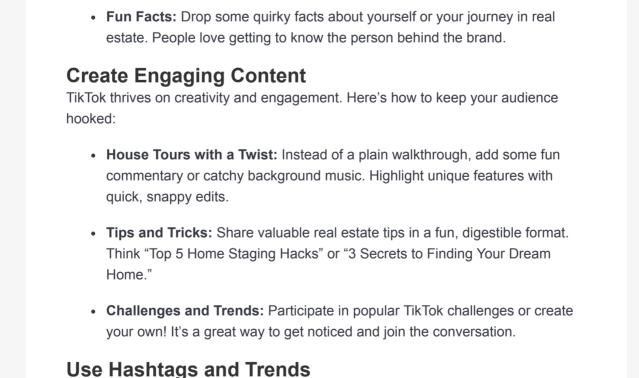
involved!

How Real Estate Agents Can Rock

Hey there, awesome real estate agents! If you're not on TikTok yet, it's time to jump on the bandwagon. TikTok isn't just for dance challenges and viral memes; it's a fantastic platform for you to showcase your personality, expertise, and listings in a fun, engaging way. Let's dive into how you can leverage TikTok to boost your

TikTok is all about being real and relatable. Forget the stiff, corporate persona – this

 Be Yourself: Share behind-the-scenes moments, your daily routines, and even the occasional blooper. Authenticity is key, and it helps build trust with



Hashtags are your best friend on TikTok. They help you reach a wider audience and

 Trending Hashtags: Keep an eye on trending hashtags and see how you can incorporate them into your content. Just make sure it's relevant to your

• Niche Hashtags: Use real estate-specific hashtags like #RealEstateTips, #HouseTour, and #HomeBuyers. It helps target the right audience.

TikTok is all about community and interaction. Don't be a silent observer – get

comments. It shows you care and keeps the conversation going.

stitching their videos. It's a fun way to reach new audiences and add variety to your content. **Promote Your Listings**

· Quick Tours: Post short, engaging videos of your listings. Highlight the best

• Client Testimonials: Share videos of happy clients. Their excitement and

Yes, you can promote your listings on TikTok, but keep it fun and engaging!

Keep an eye on your TikTok analytics to see what's working and what's not.

features and make it visually appealing.

Measure Your Success

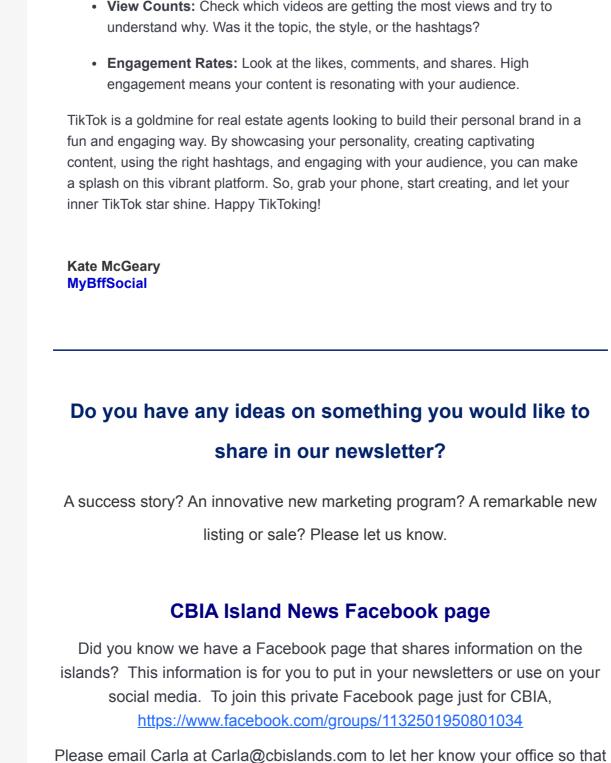
satisfaction will resonate with your audience.

Duets and Stitches: Collaborate with other TikTok users by dueting or

· Reply to Comments: Engage with your followers by responding to their

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

she can approve you as part of the group!



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