

NEWSLETTER

JULY 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

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/real-estate-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

Nicole Choksey - nicole@coldwellbankervi.com

Turks & Caicos

Doreen Niederhauser - doreen@coldwellbankertci.com

Bahamas

Timmeka Pinder - timmeka@cbbahamas.com

Jamaica

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CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER
ISLAND AFFILIATES



Top 10 Strategies to Secure Your Next Listing

Listing appointments are crucial for realtors as they present the opportunity to secure new clients and showcase their expertise. By mastering these steps, you can increase your chances of winning listings and building strong relationships with clients

Build Strong Rapport:

Establish a personal connection with the client. Listen actively and show genuine interest in their needs and concerns.

Be Well-Prepared:

Conduct thorough research on the property and the market. Arrive with a comprehensive Professional Price Opinion (PPO) and a tailored marketing plan.

Professional Presentation:

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

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.

Understand the Client's Motivations:

Ask questions to understand why the client is selling and what their priorities are. Tailor your approach to meet their specific needs.

Address Objections Confidently:

Be prepared to handle common objections about commission rates, pricing, and market conditions. Provide clear, concise responses backed by data and examples.

Demonstrate Market Knowledge:

Show your expertise in the local market. Discuss current trends, recent sales, and how these factors impact the client's property.

Showcase Your Marketing Strategy:

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 efforts.

Follow-Up Effectively:

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 and how you will proceed with the listing.

By following these tips and using a structured approach, realtors can improve their chances of winning listings and building a successful real estate business.

Kelly Eckersen - kelly@cbislands.com



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.

SOCIAL MEDIA MARKETING

Unleash Your Inner TikTok Star: How Real Estate Agents Can Rock Their Personal Brand

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 personal brand and make your real estate biz shine!

Show Off Your Personality

TikTok is all about being real and relatable. Forget the stiff, corporate persona – this is your chance to let your true self shine!

- **Be Yourself:** Share behind-the-scenes moments, your daily routines, and even the occasional blooper. Authenticity is key, and it helps build trust with your audience.
- **Fun Facts:** Drop some quirky facts about yourself or your journey in real estate. People love getting to know the person behind the brand.

Create Engaging Content

TikTok thrives on creativity and engagement. Here's how to keep your audience hooked:

- **House Tours with a Twist:** Instead of a plain walkthrough, add some fun commentary or catchy background music. Highlight unique features with quick, snappy edits.
- **Tips and Tricks:** Share valuable real estate tips in a fun, digestible format. Think "Top 5 Home Staging Hacks" or "3 Secrets to Finding Your Dream Home."
- **Challenges and Trends:** Participate in popular TikTok challenges or create your own! It's a great way to get noticed and join the conversation.

Use Hashtags and Trends

Hashtags are your best friend on TikTok. They help you reach a wider audience and get discovered by potential clients.

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

Engage with Your Audience

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

- **Reply to Comments:** Engage with your followers by responding to their comments. It shows you care and keeps the conversation going.
- **Duets and Stitches:** Collaborate with other TikTok users by dueting or stitching their videos. It's a fun way to reach new audiences and add variety to your content.

Promote Your Listings

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

- **Quick Tours:** Post short, engaging videos of your listings. Highlight the best features and make it visually appealing.
- **Client Testimonials:** Share videos of happy clients. Their excitement and satisfaction will resonate with your audience.

Measure Your Success

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

- **View Counts:** Check which videos are getting the most views and try to understand why. Was it the topic, the style, or the hashtags?
- **Engagement Rates:** Look at the likes, comments, and shares. High engagement means your content is resonating with your audience.

TikTok is a goldmine for real estate agents looking to build their personal brand in a fun and engaging way. By showcasing your personality, creating captivating content, using the right hashtags, and engaging with your audience, you can make a splash on this vibrant platform. So, grab your phone, start creating, and let your inner TikTok star shine. Happy TikToking!

Kate McGeary
MyBffSocial

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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