

NEWSLETTER

JUNE 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

Cybercrime in Real Estate: Staying Ahead of the Threat

In 2023, FBI sources reported a cybercrime occurred every 28 seconds, resulting in unprecedented losses of \$12.5 billion. Real estate and the title industry remained prime targets for various types of cyber attacks.

Buyers faced risks such as phishing, spoofed emails, and impersonations of real estate agents, threats expected to escalate in the era of AI and machine learning. Sellers, on the other hand, could fall prey to identity theft via open-source records or social engineering tactics. Title companies and law firms were vulnerable to compromised systems, lender impersonation, and fraudulent payoff instructions.

A 2022 survey by the American Land Title Association highlighted alarming statistics: 46% of respondents reported their employees received fraudulent emails attempting to alter wire or payoff instructions at least once a month. Despite increased collaboration between government and global agencies, recovering lost funds proved challenging.

In response to these threats, real estate and title agents must take proactive steps to mitigate risks. Educating themselves about evolving cybercrime trends is crucial for identifying warning signs and implementing preventive measures.

As trusted advisors, it is imperative to educate clients on general and industry-specific safeguards:

1. Exercise caution with email attachments and downloads, regardless of the sender, as they may contain malware.
2. Avoid sending financial information via email to prevent interception by cybercriminals.
3. Verify the security of websites before entering financial details online to avoid phishing scams.
4. Personally confirm all wiring instructions, preferably through a known phone number or in person, before transferring closing funds.

By staying vigilant and proactive, real estate and title professionals can play a pivotal role in safeguarding transactions from the growing threat of cybercrime.

(Source: RIsMedia)

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WELCOME NEW AGENTS

Curacao

Dr Nadin Benito - nadin@coldwellbankercuracao.com

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INNOVATIVE STRATEGIES

Tropical-Themed Open House

Gale Peart, Coldwell Banker Jamaica Realty, previously demonstrated the power of creative marketing with a uniquely themed open house event. This successful strategy attracted many potential buyers and resulted in an offer for the properties en bloc, proving the effectiveness of innovative real estate tactics.

Event Overview and Planning

The event featured a vibrant tropical theme, tagged with #TropicalOpenHouseJA to track metrics and engagement. The flir, with its warm and inviting energy, played a crucial role in setting the tone for the event. Though the first draft was promising, Mario revised it to ensure it captured the essence of the tropical theme perfectly.

Strategic Partnerships and Amenities

Gale partnered with key local businesses to enhance the event's appeal:

- **CIBC Bank:** Providing financial insights and services.
- **Gibson's Petroleum:** Adding a community-focused touch.
- **Homar's Roti:** Offering delicious curried goat, pending final confirmation.

Engaging Giveaways

To create a memorable experience, attendees received thoughtful giveaways:

- **Chilled Napkins:** A refreshing welcome in the hot weather.
- **Welcome Drinks:** Served with a mini cocktail umbrella for a fun twist.
- **Fresh Fruit:** Including whole coconuts and mangoes from the adjacent property.
- **Gift Certificates:** Adding an extra incentive from nearby Popeye's and Burger King.

Outcome and Impact

The tropical-themed open house was a testament to the team's collaborative efforts, with the in-house graphic designer playing a pivotal role in acing the final event flir. The buzz created by the event was palpable, with positive feedback from both attendees and event partners, including CIBC FirstCaribbean.

The event's success was evident in the turn-out and the offer for the properties en bloc, situated in a secure and gated neighborhood. This outcome demonstrates the potential of themed open houses to attract and engage potential buyers and the effectiveness of innovative strategies and strong partnerships.

Gale Peart has set a new standard for open house events in the real estate industry. This approach enhances the buyer experience and significantly increases the likelihood of a successful sale.

CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER
ISLAND AFFILIATES



Mid-Year 2024 1-3-5 Business Plan Check-In

Why Re-evaluate?

1. **Course Correction:** Mid-year is a perfect time to identify any deviations from your original plan and make necessary adjustments.
2. **Goal Alignment:** Ensure that your short-term and long-term goals remain aligned with your overall business strategy.
3. **Resource Allocation:** Evaluate if your resources are being utilized effectively and if reallocation is necessary.
4. **Motivation and Focus:** Re-assess your progress to maintain motivation and sharpen your focus on the remaining goals.

Steps to Re-evaluate Your Business Plan

Review Your Goals:

- **One Year Goal:** What is the major achievement you aim to accomplish by the end of 2024?
- **Three Priorities:** What are the three main priorities that will help you achieve this goal?
- **Five Strategies:** What are the five strategies you've set to meet each priority?

Assess Current Progress:

- **KPIs and Metrics:** Review key performance indicators and metrics to measure your progress.
- **Achievements:** List down the milestones you've achieved so far.
- **Challenges:** Identify any challenges or roadblocks you've encountered.

Analyze and Reflect:

- **Successes and Failures:** Analyze what has worked well and what hasn't.
- **Market Changes:** Consider any changes in the market or industry that might affect your plan.

Adjust Your Plan:

- **Revised Strategies:** Adjust your strategies based on your analysis.
- **New Goals:** Set any new short-term goals if necessary.
- **Action Steps:** Define clear, actionable steps to implement these changes.

Recommit and Execute:

- **Monitor Progress:** Set up regular check-ins to monitor ongoing progress.
- **Celebrate Milestones:** Recognize and celebrate small wins to keep the team motivated.

Re-evaluating your 1-3-5 Business Plan at the mid-year point is essential for ensuring that you remain on track to achieve your goals. By taking a structured approach to review, analyze, and adjust your plan, you can better navigate challenges and leverage opportunities as they arise. Remember, a flexible and responsive business strategy is key to long-term success.

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GROUP TRAINING SESSIONS - Email Kelly@cbislands.com to request an updated list of group classes or schedule a coaching consultation.

Email Kelly - kelly@cbislands.com - to register and receive the Zoom link.

SOCIAL MEDIA MARKETING

Transform Your Engagement: The Power of An Effective Call to Action

In the dynamic world of real estate, social media is an invaluable tool for engaging potential clients and driving business growth. However, even the most compelling content can fall flat without a clear direction. This is where the Call to Action (CTA) comes into play. Including a CTA in every social media post is essential for converting engagement into tangible results. Here's why CTAs are crucial and how to effectively incorporate them into your social media strategy.

Why CTAs Matter

1. **Drives Engagement:** A well-crafted CTA encourages your audience to interact with your post. Whether it's liking, sharing, or commenting, these interactions increase your content's visibility and reach.
2. **Guides Audience Behavior:** CTAs provide clear instructions on what you want your audience to do next. This could be visiting your website, signing up for a newsletter, or contacting you for more information.
3. **Boosts Conversion Rates:** You can effectively convert casual viewers into leads and clients by directing your audience to take specific actions. This is particularly important in real estate, where timely follow-ups can make all the difference.
4. **Measures Success:** CTAs help you track the effectiveness of your social media campaigns. By analyzing the response to different CTAs, you can gain insights into what resonates most with your audience.

Effective CTAs for Real Estate

1. **Learn More:**
 - **Example:** "Curious about the current market trends? Click the link in our bio to read our latest blog post!"
 - **Purpose:** Drives traffic to your website or blog for more detailed information.
2. **Contact Us:**
 - **Example:** "Looking for your dream home? Contact us today to schedule a consultation!"
 - **Purpose:** Encourages direct interaction and initiates the lead conversion process.
3. **Sign Up:**
 - **Example:** "Sign up for our newsletter to receive exclusive property listings and market updates!"
 - **Purpose:** Builds your email list and keeps potential clients engaged with regular updates.
4. **Download:**
 - **Example:** "Download our free e-book on home-buying tips to start your journey!"
 - **Purpose:** Provides valuable content in exchange for contact information, generating leads.
5. **Visit Our Open House:**
 - **Example:** "Join us for an open house at [Property Address] this Saturday. Click here for more details!"
 - **Purpose:** Promotes upcoming events and drives foot traffic to your listings.
6. **Follow Us:**
 - **Example:** "Follow us for daily updates on the hottest properties and real estate tips!"
 - **Purpose:** Increases your social media following and keeps your audience engaged.
7. **Share Your Thoughts:**
 - **Example:** "What's your favorite feature in a new home? Comment below and let us know!"
 - **Purpose:** Encourages audience interaction and boosts post engagement.

Tips for Crafting Effective CTAs

1. **Be Clear and Concise:** Your CTA should be straightforward and easily understood.
2. **Create a Sense of Urgency:** Phrases like "Don't miss out" can motivate your audience to act quickly.
3. **Highlight Benefits:** Focus on the value your audience will gain by taking the action. For example, "Get exclusive access to our latest listings" emphasizes a clear benefit.
4. **Use Action-Oriented Language:** Start your CTA with a strong verb like "discover," "download," "contact," or "join" to inspire action.
5. **Align with Your Goals:** Ensure your CTA aligns with your overall marketing goals, whether it's generating leads, increasing website traffic, or boosting engagement.

Including a Call to Action in every social media post is a small but powerful strategy that can significantly enhance your real estate marketing efforts. By guiding your audience to take specific actions, you can increase engagement, drive conversions, and ultimately grow your business. Start implementing clear and compelling CTAs in your social media posts, and watch how this simple tactic can transform your online presence and effectiveness.

Remember, every post is an opportunity to connect with potential clients and move them closer to their real estate goals.

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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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