

NEWSLETTER

March 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

Authenticity

Put simply, authenticity means you're true to your own personality, values, and spirit, regardless of the pressure that you're under to act otherwise. You're honest with yourself and with others, and you take responsibility for your mistakes. Your values, ideals, and actions align.

This seems to be the message for 2024. It's the hot topic at conferences and with online media companies. And you know what? It should be. There's so much pressure to be different, to be better, that many people simply build their careers on copying others – their words, their websites, their marketing, and even how they look. Oscar Wilde said "Imitation is the sincerest form of flattery that mediocrity can pay to greatness." But the problem is that it is a recipe for failure. With so many people in the real estate business, if everyone was the same, why would a customer choose one person over another? We cannot all be "the best" or "number one" in our markets. And in all honesty, does the customer care or is it just stroking our own egos? We need to start focusing on what we DO for people because THAT is what they really care about.

We all come into this world unique. Unless we are an identical twin, no one else in the world shares our DNA sequence. So why don't we embrace our uniqueness instead of trying to metabolize someone else's DNA? Success is attributed through many avenues but can only truly be realized when we come at it with being our true selves. When we are true to our personalities and our values, we exude authenticity. Not only when things are perfect, though, but when we make mistakes and when things don't necessarily go the way we planned. It's when we are honest about the reality and balance it will our colleagues and customers understand our true value. Life isn't always a bed of roses. We don't win every deal. But we learn from all of this and it gives us the ability to share our story. And our story is what makes us different, for none of them are the same – just like our DNA.

Technology is making our jobs much easier in many ways. But it also is masking everything that makes us special. We have replaced our photos with avatars. We stopped using our own voices for AI technology does it so much better. What is truly real about who we are anymore and how do we express this? Your brand is YOU. So the challenge is who are you truly and do you show up as that person when you meet a customer? People can tell the difference between your avatar showing up versus the person they envisioned you to be. Being who you are is why people are attracted to you – whether it's your accent, your incredible sarcasm, your deadpan humor, or how you snort when you laugh. So stop hesitating about getting that new headshot taken for you gained a few pounds, or making a video for you don't like how you sound. People are attracted to you for your uniqueness and the value you bring into their lives.

So your challenge this year is to look inward when building your brand. What is your passion? What is your story? We'd love to hear it.

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Cayman Islands

Cody Moore

Grenada

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Amber Coast

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Prime Realty

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Shante Jennings

WELCOME NEW AGENTS

Monthly Challenge

March 2024 Video Challenge Winner

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 2 minutes – short, sweet, and full of island vibes!

Rules:

- 1. 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!
- 2. 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!
- 3. CBIA Branding:** Include your Coldwell Banker logo or mention your Coldwell Banker office in your video.
- 4. 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

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:

Embrace the Island Vibes and share your Realtor Tales – let the video challenge begin! Videos must be received by April 17, 2024

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