

NEWSLETTER

November 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

CBGL VIRTUAL CERTIFICATION COURSE:

The Coldwell Banker Global Luxury® program that was supposed to be livestreamed on Dec. 4-5 has been postponed. You can still take the course online at your convenience.

THE WORLD'S WEALTHIEST INDIVIDUALS

The billionaire population has reached a new high, reversing a decline in 2022. According to the Altrata's Billionaire Census 2024 report,

- 0.5% of billionaires hold wealth over \$50 billion. Ten years ago, these individuals held 4% of global billionaire wealth. Today, they hold 16% - a 4X increase.
- North America had the greatest increase in its billionaire population, while Asia was the only region whose billionaire population declined.

- The population of female billionaires continues to increase. Three quarters of female billionaires have inherited a portion of their wealth, but the number of self-made female billionaires is rising.

THE NUMBER OF AMERICANS PURCHASING OUTSIDE OF THE USA CONTINUES TO INCREASE:

There are a number of citizenship and residency programs offered around the world. People are seeking these programs for a number of reasons - a second passport, safety and security, diversifying their assets, or simply a change of lifestyle. Here's a deeper dive:

Holborn Pass Country Index														
Holborn Pass	CITIZENSHIP PROGRAMMES													
	ANTIGUA	BAHAMAS	BARBADOES	BERMUDA	BT (BVI)	DOMINICA	GUATEMALA	HAITI	JAMAICA	ST. KITTS	ST. LUCIA	ST. VINCENT	TRINIDAD	USA
Estimated Time to Citizenship	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months	4 Months
Non-Resident Investment Required	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k	\$100k
Residence Requirement	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
Physical Stay Time for Citizenship	1 Month	No	No	No	No	No	No	No	No	No	No	No	No	No
Language to be Proficient	English	English	English	English	English	English	English	English	English	English	English	English	English	English
Adding Dependents	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18	Over 18
Includes Unrestricted Residency	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Includes Unrestricted Citizenship	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Includes Residency	No	No	No	No	No	No	No	No	No	No	No	No	No	No
No. of Visa-Free Countries	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Life Visa-Free to US/UK/Canada	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Global Banking & Insurance	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Language Citizenship Test	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Have an Official Residency Permit	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Free Education for Children	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Employment Opportunities	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Free or Reduced Health Care	No	No	No	No	No	No	No	No	No	No	No	No	No	No
International Banking Services	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Any Visa Required?	1 Year	No	No	No	No	No	No	No	No	No	No	No	No	No

Carla Rayman Kidd - carla@cbislands.com

WELCOME NEW AGENTS

Jamaica

Aneisha Davis - aneisha@cbjamaica.com

Bermuda

Christine Doulat - cdoulat@brcl.bm

CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER
ISLAND AFFILIATES



Why Realtors Should Revisit Their 2024 Business Plan and Start Implementing 2025 Now

As we near the close of 2024, it's the perfect time for real estate professionals to take a hard look at their business plans. This isn't just about reflecting on the highs and lows of the year—it's about building on your successes, learning from your challenges, and setting yourself up for a productive and profitable 2025.

Here's why you should start working on your 2025 business plan now and, more importantly, begin implementing it before January.

Reflect and Analyze: What Worked, What Didn't?

Your 2024 business plan holds the keys to your progress. Take time to evaluate:

- Wins:** What strategies brought you the most success? Maybe it was a social media campaign, networking events, or a new lead generation tool.
- Challenges:** What didn't yield results, and why? Were there opportunities you missed because systems weren't in place or your focus was elsewhere?

Be honest with yourself. This analysis is the foundation for crafting a better plan for 2025.

Build a Stronger, Smarter 2025 Plan

With your 2024 reflection in hand, shift your focus to the future:

- Set Clear Goals:** Be specific. Instead of "I want more listings," aim for "I want to close 20 transactions, with 10 being listings over \$500,000."
- Plan for Efficiency:** What systems can streamline your work? From CRMs to automated marketing tools, ensure your technology supports your goals.
- Budget Wisely:** Allocate funds for marketing and other key areas that will grow your business.

Start Implementing Now

Why wait until January 1 to make changes? Use the rest of 2024 as a trial run to:

- Test New Systems:** Implement the tools or processes you plan to use in 2025 to iron out any glitches before the new year.
- Reconnect with Your SOI:** Start those holiday greetings early with video texts or personalized notes. You'll already be top-of-mind when the new year begins.
- Set Up Marketing Campaigns:** From newsletters to social media, create and schedule campaigns for the first quarter of 2025 now.

Stay Ahead of the Competition

Realtors who hit the ground running on January 1 have one thing in common: preparation. By writing and implementing your 2025 plan now, you ensure your systems are ready, your pipeline is active, and your momentum is building while others are just getting started.

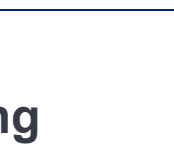
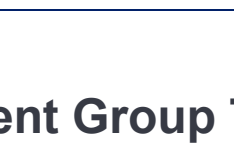
Commit to Accountability

Even the best business plan will only succeed with accountability. Share your goals with a mentor, coach, or trusted colleague. Regular check-ins can keep you on track and motivated throughout the year.

Looking Ahead

The time you spend now preparing for 2025 is an investment in your success. Reflect on 2024, adjust where needed, and confidently launch into the new year. As the saying goes, "A goal without a plan is just a wish." Ensure your 2025 goals are more than wishes—they're reality waiting to happen.

Kelly Eckersen - kelly@cbislands.com



New Agent Group Training

New Agent Group sessions are being held every Wednesday at 1:30 PM EST. This is a fantastic opportunity for new agents to gain valuable insights, sharpen their skills, and build a strong foundation for success in the real estate industry.

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



SOCIAL MEDIA MARKETING

Best Practices for Real Estate Brokers and Agents to Build Community and Engagement on Social Media

Social media is a powerful tool for real estate agents and brokers to not only promote listings but also to build a sense of community and foster engagement. Here are some best practices to help you connect with your audience and grow your business through social media:

- Be Authentic and Personal:** Share content that reflects your personality and values. Whether it's posting about local events, sharing your favorite neighborhood spots, or showing behind-the-scenes glimpses of your workday, authenticity helps build trust and rapport with your audience. People are more likely to engage with someone they feel they know and can relate to.
- Focus on Local Content:** Position yourself as a local expert by sharing content that highlights the community you serve. Post about upcoming events, feature local businesses, or spotlight neighborhoods. This not only helps you connect with local residents but also attracts potential clients interested in moving to the area.
- Encourage Interaction:** Foster engagement by asking questions, hosting polls, and encouraging comments on your posts. Respond to comments and messages promptly to show that you value your audience's input. The more you interact with your followers, the stronger your relationship with them will become.
- Utilize User-Generated Content:** Encourage your clients to share their experiences working with you on social media. Reposting their testimonials, photos of their new homes, or stories about their buying or selling journey not only serves as powerful social proof but also helps to create a community-driven atmosphere.
- Consistent Posting Schedule:** Maintain a consistent posting schedule to stay top-of-mind with your audience. Regular content, whether it's daily, bi-weekly, or weekly, helps keep your followers engaged and ensures your presence is felt.

By following these best practices, you can use social media to build a thriving online community, increase engagement, and ultimately grow your real estate business.

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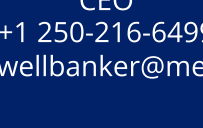
Do you have any ideas on something you would like to share in our newsletter?

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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