



COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

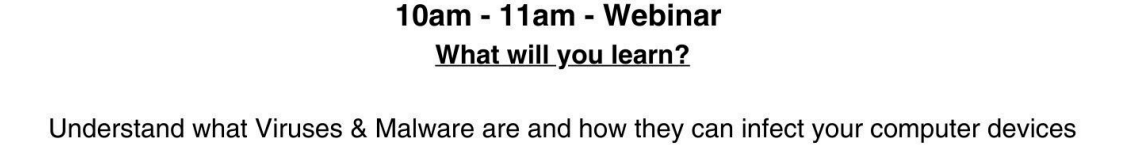
October 2024

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

Why Cybersecurity is crucial for Real Estate Agents



Join all your Coldwell Banker Island Affiliates in this webinar for all islands, hosted by Craig Grant.

Learning how to be safe online is critical to our businesses. This session is intended to help you and your clients through the perilous legal, online, and social media world, plus personal and computer safety tips.

November 14th 2024 - 9.30am EST

9.30am - 10am - Networking

10am - 11am - Webinar

What will you learn?

Understand what Viruses & Malware are and how they can infect your computer devices

Identify techniques to encrypt your data and avoid getting viruses & malware.

Understand the terms & dangers of copyright infringement, safe harbor, and identify copyright safe sources.

Understand the impact & importance of using proper online etiquette and how to handle conflict online.

Identify the proper tools and techniques to keep you and your computer devices safe.

Craig Grant is considered one of the most sought-after technology, marketing & cybersecurity speakers around.



As his motto, "Advanced Real Estate Technology & Marketing Instructed at a Pre-K Level" states, Craig is able to take extremely complicated topics & present them in a way that the average non-technical person not only understands but is able to apply & improve their business.

Register in advance for this meeting:

https://us02web.zoom.us/join/zoom/register/ZEIcelopjlpGdzy_EPIySTSJG-QbkC18Dzk

After registering, you will receive a confirmation email containing information about joining the meeting.

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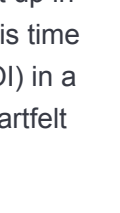
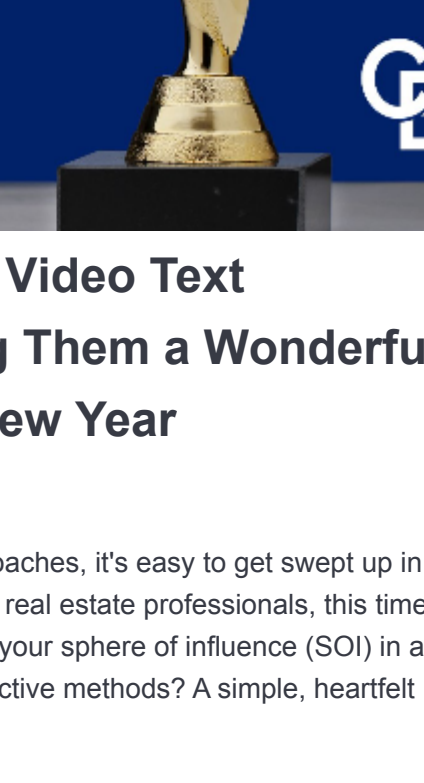
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CBIA DEVELOPMENT & EDUCATION ACADEMY

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The Importance of Sending a Video Text Message to Your SOI Wishing Them a Wonderful Holiday Season and Happy New Year

As the year winds down and the holiday season approaches, it's easy to get swept up in the festivities and personal celebrations. However, for real estate professionals, this time of year presents a unique opportunity to connect with your sphere of influence (SOI) in a meaningful and memorable way. One of the most effective methods? A simple, heartfelt video text message.

Here's why sending a personalized holiday video message to your SOI should be a priority:

Building Personal Connections

A video message brings your words to life, allowing your SOI to see your face, hear your voice, and feel the authenticity behind your well-wishes. This personal touch strengthens relationships, making your message stand out in a sea of holiday emails and traditional cards.

Staying Top-of-Mind

Sending a holiday video allows you to subtly remind your contacts of your role as their trusted real estate professional without the need for a sales pitch. By wishing them a happy holiday season, you reinforce the connection and keep yourself at the forefront of their minds when they (or someone they know) need real estate assistance in the new year.

Humanizing Your Brand

In real estate, relationships are everything. By sending a personal video, you show the human side of your business. This helps build trust, relatability, and loyalty. People are more likely to work with someone they feel connected to, and video is a powerful way to foster that connection.

Setting Yourself Apart

A video message demonstrates that you are willing to go the extra mile to engage with your SOI in a way that feels more personal and thoughtful. While others may send generic holiday cards or emails, a video stands out as unique and memorable.

Ease and Efficiency

Today's technology makes creating and sending a video text message quick and easy. You can record a simple, heartfelt message on your phone and send it to your SOI in minutes.

Tips for Your Holiday Video Message:

Keep it short and sweet (30–60 seconds).

Be genuine—let your personality shine through.

Focus on spreading cheer without asking for business.

Warm Wishes: "Hello (Name)! I just wanted to take a moment to wish you and your family a joyful holiday season and a wonderful new year. May it be filled with love, laughter, and great memories. Take care and enjoy every moment!"

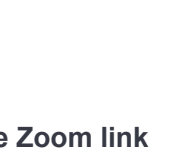
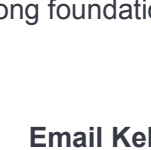
Gratitude and Positivity: "Hi (Name), it's (Name)! As we wrap up this year, I wanted to send you a quick note to say how grateful I am for people like you in my life. I hope this holiday season brings you peace and happiness. Enjoy the holidays!"

Conclusion

The holiday season is a perfect opportunity to nurture relationships with your SOI. A video text message wishing them a wonderful holiday season and a happy new year strengthens your connection and sets you up for success in the coming year.

So grab your phone, record that personal message, and spread some holiday cheer to those who support your business year-round!

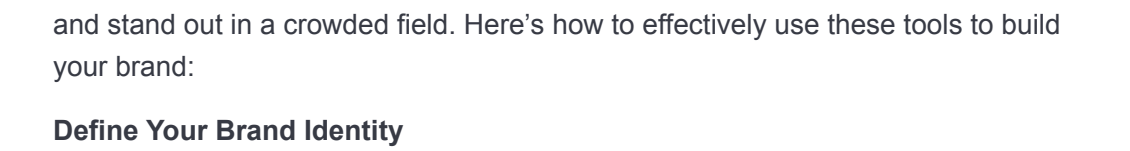
Kelly Eckersen - kelly@cbislands.com



New Agent Group Training

New Agent Group sessions will be 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



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In today's competitive real estate market, building a strong personal brand is crucial for agents and brokers. Social media, coupled with high-quality images and video content, offers powerful tools to establish your brand, connect with potential clients, and stand out in a crowded field. Here's how to effectively use these tools to build your brand:

Define Your Brand Identity

Before diving into content creation, it's essential to define your brand identity. What makes you unique? Are you the go-to expert for luxury homes, a specialist in first-time homebuyers, or a community-focused agent? Clarify your brand's voice, values, and target audience. Consistency in messaging across all platforms helps to reinforce your brand identity and makes you more recognizable.

Leverage High-Quality Visual Content

Images and videos are the cornerstones of social media branding. Invest in professional photography to showcase your listings, as high-quality visuals are more likely to grab attention. Use video content to provide virtual tours, highlight neighborhood features, or share market insights. Remember, social media platforms like Instagram, Facebook, and YouTube prioritize visual content, so ensure your images and videos are clear, engaging, and reflective of your brand.

Engage with Your Audience

Building a brand isn't just about broadcasting content; it's about engaging with your audience. Respond to comments, participate in conversations, and show genuine interest in your followers. Use Instagram Stories, Facebook Live, or TikTok to offer behind-the-scenes looks, host Q&A sessions, or share day-in-the-life content. This interaction humanizes your brand, making you more relatable and trustworthy.

Consistent Branding Across Platforms

Ensure that your brand is consistently represented across all social media platforms. Use the same profile picture, color scheme, and logo to create a cohesive look. Consistency helps build recognition and trust, making it easier for potential clients to remember and recommend you.

Track and Optimize Your Efforts

Use social media analytics to track which types of content perform best. Pay attention to metrics like engagement rates, video views, and follower growth. Use these insights to refine your content strategy, focusing on what resonates most with your audience.

By strategically using social media, images, and video, you can build a strong, recognizable brand that attracts and retains clients, setting you apart in the competitive real estate market.

Kate McGeary - accountexecutive@mybfffsocial.com

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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