



GROW YOUR BUSINESS

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

What will you learn? Understand what Viruses & Malware are and how they can infect your computer devices

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

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

technical person not only understands but is able to apply & improve their business. Register in advance for this meeting: https://us02web.zoom.us/meeting/register/tZAldeGorDgvE9BKpzFklfXH3Pp0_d2Z3AE

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

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-

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WELCOME NEW AGENTS

CBIA DEVELOPMENT & EDUCATION

Success in real estate doesn't happen overnight—it's the result of consistent effort, strategic planning, and well-established habits that drive long-term results. If you aspire to become a top producer, focusing on the proper weekly habits can make all the difference. Here are some key habits that, when practiced consistently, can elevate your real estate

Start Every Week with a Plan

drives continuous growth.

clients.

tailored solutions.

thrive.

Take Time for Self-Care and Reflection

career to new heights:

COLDWELL BANKER ISLAND AFFILIATES

Lead generation is the lifeblood of any real estate business. Without a steady stream of new clients, sustaining long-term success is impossible. Top producers make lead generation a priority every week.

• Prospect Daily: Whether sending emails or following up with previous clients, top agents dedicate time every day to generating new leads. Consistency is key prospecting isn't something you do only when business is slow; it's a habit that

 Nurture Relationships: Real estate is a relationship-driven business, especially in the Caribbean, where trust and local connections matter. Make it a point to nurture

Top producers don't just wing it—they start every week with a clear plan of action. This

- your relationships with past clients, leads, and community members. This could mean sending personalized messages, hosting events, or offering helpful advice even when they're not ready to buy or sell. • Leverage Your Sphere of Influence: Tap into your existing network of contacts for referrals. Friends, family, and acquaintances can often be your best source of leads. Make sure you consistently stay in touch and let people know how you can help with their real estate needs.
- Anticipate Client Needs: Use your market knowledge to anticipate client needs. For example, if you notice an influx of international buyers, you can create content or marketing strategies that cater to their preferences. **Build a Strong Online Presence** In today's digital age, an agent's online presence is often the first impression for potential

Monitor Competitor Activity: Keep an eye on other listings in your area to see how they're priced, marketed, and performing. Understanding the competition can help you better position your own listings and anticipate buyer or seller behavior.

- **Prioritize Client Communication** Top producers know that strong relationships are built on clear, consistent communication. By prioritizing communication, you'll be able to offer a superior client experience and keep deals on track.
 - you're setting aside time for yourself—whether that's to enjoy a hobby, spend time with family, or relax. Taking care of your mental and physical health will keep you energized and focused. • Reflect on Your Week: At the end of each week, take time to reflect on what worked well and what could have been improved. This reflection helps you adjust

• Celebrate Small Wins: Top producers celebrate their successes, no matter how small. Whether it's closing a deal, securing a new client, or hitting a weekly goal,

1. Highlight Key Features of Listings: Use short-form videos to showcase the most attractive features of your properties. Focus on what makes each listing unique, such as a stunning kitchen, spacious backyard, or panoramic views. Keep your videos under 60 seconds to maintain viewer engagement, and use quick cuts and transitions to make the video dynamic.

- A success story? An innovative new marketing program? A remarkable new listing or sale? Please let us know.
- 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!

Why Cybersecurity is crucial for Real Estate Agents

Crystal Leito (Admin to Agent)- crystal@coldwellbanker.aw

Becoming a Top Producer: Weekly

• Review Your Pipeline: Make it a habit to review your leads and transactions in progress. Check where clients are in the buying or selling process and determine the next steps needed to push each deal forward. **Dedicate Time to Lead Generation**

- **Stay on Top of Market Trends** The real estate market is dynamic and constantly changing, especially in the Caribbean, where factors like tourism, weather, and economic shifts can create unique cycles. Top producers make it a point to stay well-informed so they can confidently guide their clients.
- clients. Top producers understand the importance of maintaining a strong online presence to attract new business.
 - Follow-Up Without Fail: Consistent follow-up is crucial to maintaining momentum in real estate transactions. Whether it's checking in with leads, responding to client
 - Schedule Downtime: Even the busiest agents need time to recharge. Make sure

Burnout is real, especially in a competitive industry like real estate. To stay at the top of

your game, it's important to balance work with self-care and reflection.

your approach and refine your strategies for the coming week.

generation, staying on top of market trends, building a strongonline presence,

way to becoming a top producer in the Caribbean real estate market.

acknowledging your progress keeps you motivated.

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MARKETING

Using Short-Form Video to Promote

Short-form video has become one of the most effective ways for real estate agents and brokers to promote their listings and build their brand. Platforms like Instagram Reels, TikTok, and YouTube Shorts are perfect for capturing attention with quick, engaging content. Here are five tips to help you leverage short-form video in your

Your Real Estate Business

real estate marketing strategy:

showing, attending industry events, or a day in the life of a real estate agent, this content adds a personal touch and helps build a connection with your 5. Engage with Trending Challenges and Music: On platforms like TikTok, participating in trending challenges or using popular music can help your videos reach a wider audience. Find creative ways to incorporate these trends into your real estate content. For example, you could use a trending audio track to create a quick, fun tour of a property or to showcase a day in your life as an agent.

By incorporating short-form video into your marketing strategy, you can effectively promote your listings, connect with potential clients, and build your brand in a

format that resonates with today's audiences.

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4. Show Behind-the-Scenes Content: Give your audience a glimpse of what happens behind the scenes in real estate. Whether it's prepping a home for a

- **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,



Success Habits

Aruba

habit ensures that they are not reacting to the day-to-day chaos but instead working strategically towards their long-term goals. • Set Clear Weekly Goals: At the beginning of each week, identify your top priorities. Are you focusing on lead generation, client follow-ups, or closing deals? Outline your targets and break them down into manageable tasks. • Time Block Your Schedule: Dedicate specific times during the week to highpriority activities such as prospecting, client meetings, property tours, and market research. Time blocking helps you stay focused and reduces distractions, ensuring you're always working on tasks that move the needle forward.

- Study Weekly Market Reports: Review data on recent sales, property values, inventory levels, and buyer demand in your area. Being up-to-date with these trends allows you to provide accurate advice to your clients and position yourself as a market expert.
- Update Your Listings Regularly: Ensure your property listings are always current and optimized with high-quality images, detailed descriptions, and relevant information. Properties that are visually appealing and easy to navigate online are more likely to attract interested buyers. • Engage on Social Media: Top producers are active on social media platforms like

• Create Video Content: Video marketing is powerful in real estate. Whether it's virtual property tours, client testimonials, or market insights, video helps you build trust and connect with clients on a personal level. As a follow-up, try sending

personalized video messages to potential leads or past clients.

Instagram, Facebook, YouTube, TikTok, and LinkedIn. Use these platforms to postmarket updates, share client success stories, and showcase beautiful Caribbean properties. Social media allows you to build an audience and stay top-of-mind for

questions, or providing updates on a deal, make sure you're always proactive in your communication. Listen Actively: Success in real estate isn't just about talking—it's about listening. Take the time to fully understand your client's needs, concerns, and goals. The

Be Transparent: Top producers are always honest and transparent with their

clearly. Clients appreciate transparency, and this builds long-term trust.

more you listen, the better equipped you'll be to meet their expectations and provide

clients. If a deal is delayed or a challenge needs to be addressed, communicate it

Conclusion Success as a real estate agent isn't just about making deals—it's about cultivating the right habits that drive results over the long term. By planning your week, prioritizing lead

communicating effectively with clients, and taking time for self-care, you'll be well on your

Remember, success doesn't come from what you do occasionally but from what you do consistently. Start incorporating these habits into your routine, and watch your career

We're excited to announce that we've added an additional 13-week new agent group training session. Starting October 9, 2024 these 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.

To register and receive the Zoom link, email Kelly at Kelly@cbislands.com.

SOCIAL MEDIA

New Agent Group Training Added!

2. Create Virtual Tours: Short-form video is ideal for creating quick virtual tours of your listings. Walk through the property, highlighting different rooms and features. This approach gives potential buyers a sense of the space without requiring them to visit in person, making it convenient and time-efficient. 3. **Share Market Insights and Tips**: Establish yourself as a knowledgeable resource by sharing quick real estate tips or market updates. For example, you can create videos on "Top 3 Tips for First-Time Homebuyers" or "Current Market Trends in [Your Area]." These informative clips not only provide value

to your audience but also position you as an expert in your field.

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

Larry Burke

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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.

and your clients through the perilous legal, online, and social media world, plus personal and

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