

# NEWSLETTER

APRIL 2025

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

### Building Your Referral Network

In January's newsletter, we discussed using our Customer Relationship Management (CRM) system and the importance of using this for your customers and contacts. But what about other agents outside your country that have the potential of sending you referrals? Staying in touch with them on a regular basis and informing them about your local market keeps you top of mind when they're looking for someone in your area.

Building a referral business takes time. After 20+ years in this industry, almost all of my real estate business is from referrals from past clients and fellow agents. Developing this business is a process - it's not just about posting on social media or sending out your newsletter. It's about relationships - and that means you taking the time to know the other party.

So where do you begin? Have you collected business cards (either printed or digital) along the way? If so, upload them to your CRM so everyone is stored in one spot. Then, see if they engage on any of the social media channels you are on and start interacting with them. Is it their birthday or anniversary? Did they win an award this month for their achievements? Send them a congratulatory message to let them know you are thinking about them. Reach out on occasion to see how they're doing and to find out what is happening in *their* market. Invite them to visit you and offer to take them to lunch or for a tour while they're in town. If you are headed to their city, let them know ahead of time and arrange a meeting.

Know which areas of the world your buyers and sellers are from and start connecting to agents in those markets. Start with the Coldwell Banker and Global Luxury networks. The Certified Luxury Home Marketing Specialist has a dashboard with various ways to interact with your fellow designees. If you are a member of the National Association of REALTORS®, you may have a certification or designation that offers networking via a Facebook group. Keep in mind that most of these groups do not allow you to post your listings.

Participate in real estate events in your feeder markets and around the world. There are so many conferences, from Gen Blue in Las Vegas to luxury events in Scottsdale this fall to both REALTOR Quest in Toronto, followed by Inman in Miami. Meeting people face-to-face in a shared real estate environment is one of the easiest and best ways to begin building a relationship. Following up with everyone you meet afterward and staying in touch with them just solidifies the potential for future referrals. Remember, people do business with those they like and trust. Make that person your!

### Cultural Overviews

As my real estate niche has been global since 2005, I spend a lot of time traveling, speaking, and training on real estate cultural nuances. Most of you have told me your overseas customers mainly come from the United States. As someone born and raised in the U.S., I thought we'd kick off this monthly section with our culture *in general* keeping in mind there are significant differences in attitudes, accents, and values depending on the state (and in some cases the city) in which you were raised.

Overall, our business practices are similar. Punctuality is highly emphasized. If you are going to be delayed, call to let the person you are meeting know, and be aware that it is considered rude if you don't. If you are invited to a meal, you should arrive promptly - early breakfast meetings are common (as is lunch), and business is discussed freely and without a lot of niceties. Arranging appointments in advance is common and highly recommended.

Using first names is the norm at the initial meeting, and handshakes are more common than a pat on the back or a hug. While we are normally very relaxed and friendly, we also enjoy our personal space between each other, which is typically 2 feet apart. If someone starts to back away, you will know you're too close! But it's the negotiating that is important to understand. Points are made by objective facts but seldom by subjective feelings. Decisions can normally be made quickly and sometimes on impulse. Unlike other cultures, those from the U.S. are highly individualistic, meaning a group's consensus is not needed to act. Nor do we have a problem of saying no to things. We are of a culture of immediacy and sometimes little patience - meaning you should be ready to deliver quick answers and respond promptly when contacted.

Stay tuned for a different country next month! If you have an immediate need for a certain area, let me know.

Carla Rayman Kidd - [carla@cbislands.com](mailto:carla@cbislands.com)

## WELCOME NEW AGENTS

### ST. MARTIN

Sandra Bertin - [sandra.bertin@coldwellbanker.fr](mailto:sandra.bertin@coldwellbanker.fr)

### St. CROIX

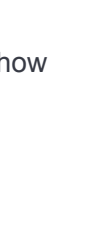
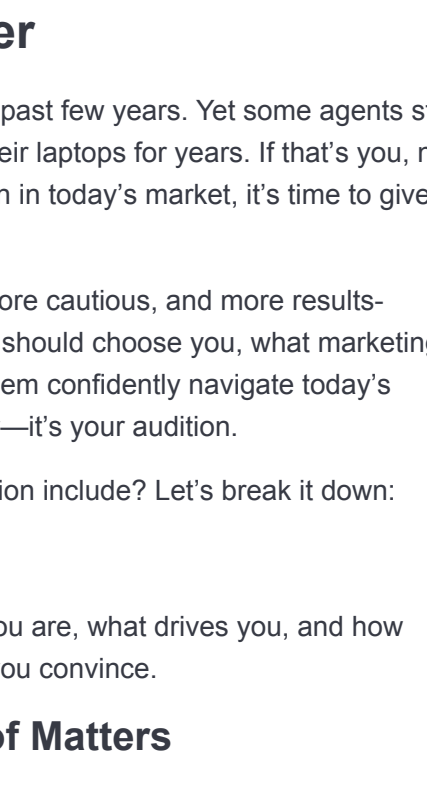
Josefa Carrillo - [josefa@coldwellbankervi.com](mailto:josefa@coldwellbankervi.com)

### Jamaica

Dean Jones - [dean@cbjamaica.com](mailto:dean@cbjamaica.com)

## CBIA DEVELOPMENT & EDUCATION ACADEMY

COLDWELL BANKER  
ISLAND AFFILIATES



### Listing Presentation Makeover

Let's be honest—real estate has changed *a lot* in the past few years. Yet some agents still use the same listing presentation they've saved on their laptops for years. If that's you, no judgment—we've all been there. But if you want to win in today's market, it's time to give your listing presentation a glow-up.

Here's the truth: today's sellers are more informed, more cautious, and more results-driven than ever before. They want to know *why* they should choose you, what marketing muscle you'll bring to the table, and how you'll help them confidently navigate today's shifting market. Your presentation isn't just a formality—it's your audition.

So, what should a modern, *magnetic* listing presentation include? Let's break it down:

#### 1. Start With the “Why You” Story

Don't jump straight into stats—start by sharing who you are, what drives you, and how you've helped sellers just like them. Connect before you convince.

#### 2. Show, Don't Tell: Marketing Proof Matters

Sellers want to see more than a promise. Include:

- Examples of your past listings with before/after staging photos
- Social media marketing samples
- Video tours or reels you've done
- Actual results: days on the market, price vs. list, and buyer traffic stats

#### 3. A Custom Strategy Beats a Cookie-Cutter Plan

Tailor your plan to their property. Show them that you've researched their home and neighborhood and offer a strategic approach—price positioning, timing, launch marketing, and target buyer personas.

#### 4. Include Social Proof

Share testimonials, reviews, or short success stories. A few lines from a happy seller can be more convincing than a market stat.

#### 5. Speak to Today's Market

Don't ignore what's going on out there. Acknowledge the current challenges or opportunities in your market and explain how you're prepared to handle them on the seller's behalf.

#### 6. End With Confidence and Clarity

Close with a call to action: What are the next steps? What happens after they sign? What can they expect from you every step of the way?

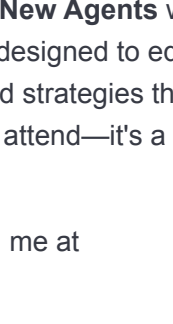
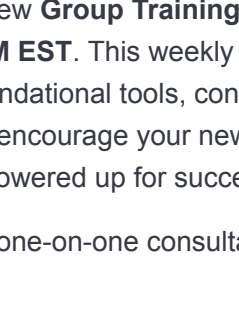
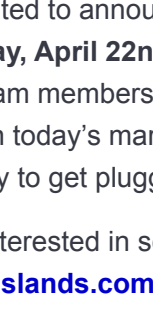
 **Pro Tip:** Practice your presentation out loud and on camera. It helps you catch outdated phrases, identify parts that need polishing, and build confidence for your next appointment.

#### Final Thought:

Your listing presentation should evolve just like the market does. Think of it as your brand on display—it should reflect your expertise and the *experience* you'll provide. Don't be afraid to modernize, personalize, and make it your own. Your future clients will thank you.

Would you like a template or a listing presentation checklist? Email me anytime—I'm happy to help you take yours to the next level.

Kelly Eckersen - [kelly@cbislands.com](mailto:kelly@cbislands.com)



Did you know that all of our training and coaching programs are **completely free** for Coldwell Banker agents across our islands? Whether you're looking to sharpen your skills, boost your productivity, or get expert guidance on growing your real estate business, we're here to support you—at no cost to you!

#### New Agent Group Training Announcement

We're excited to announce that a new **Group Training Class for New Agents** will begin on **Tuesday, April 22nd at 1:00 PM EST**. This weekly session is designed to equip your newest team members with the foundational tools, confidence, and strategies they need to succeed in today's market. Please encourage your new agents to attend—it's a valuable opportunity to get plugged in and powered up for success!

If you're interested in scheduling a one-on-one consultation, email me at [kelly@cbislands.com](mailto:kelly@cbislands.com)

## SOCIAL MEDIA MARKETING

### Master the 5-3-2 Rule for Real Estate Content

*Because social media is more than “Just Listed” posts.*

Let's face it—social media can feel overwhelming when you're trying to keep up with trends, stay visible, and still sell homes. You're not alone if you've ever stared at your phone wondering, “*What should I post today?*”.

**Meet the 5-3-2 Rule**—a simple, effective content formula to help you show up consistently, build trust, and avoid sounding like a walking advertisement.

Here's how it works:

#### 5 – Provide Value

Think of this as your way of *giving before asking*. These are posts that help your audience:

- Tips for staging a home
- How to get pre-approved
- Market updates or trends
- Home maintenance reminders
- Neighborhood guides or local hotspots

**Example: Buying Property in Cash vs. Financing: What Works Best in [Island Name]?**

#### 3 – Show the Human Behind the Business

Real estate is personal—and your clients want to work with someone they like and trust. Let people into your world:


- Share your morning coffee view before a showing
- Snap a behind-the-scenes photo at an open house
- Post about your favorite beach walk or weekend activity

 **People relate to people, not perfection—authenticity always wins.**

#### 2 – Promote Your Services

Yes, you should absolutely post your listings! But keep it balanced and intentional:

- Just listed/just sold posts
- Client testimonials or success stories
- Your unique value as an agent

 **Pro tip: Instead of just a photo, add context—“This home sold in 4 days with 3 offers thanks to our pre-listing strategy.”**

#### Why It Works

The 5-3-2 Rule helps you show up as more than just a salesperson—it positions you as a trusted advisor, local expert, and relatable human. And that's what builds long-term followers, referrals, and results.

#### Your Weekly Content Planner (Made Easy!)

- **Monday:** Tip or FAQ
- **Tuesday:** Market update or stat
- **Wednesday:** You in action (on the road, at a showing, at the office)
- **Thursday:** Client spotlight or testimonial
- **Friday:** Behind the scenes or something fun/personal
- **Saturday:** Listing feature or open house reminder
- **Sunday:** Lifestyle content (sunset, beach walk, local dining)

#### Final Thought:

You don't have to be a content creator to show up well online—you just need a system. The 5-3-2 Rule makes it simple, repeatable, and real.

Need help planning your posts? Reach out—I'm happy to help you build a personalized content strategy you can actually stick to!

Kelly Eckersen - [kelly@cbislands.com](mailto:kelly@cbislands.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](mailto:Carla@cbislands.com) to let her know your office so that she can approve you as part of the group!



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