

NEWSLETTER

AUGUST 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

How to Get the Most out of a Conference

Since our Coldwell Banker Gen Blue conference is coming up in a few weeks, there are some great ways to make sure you get the most from your experience (and your expense).

First step: if the conference has an app, make sure you upload your profile with your photo, market area, contact information, and all social media platforms you wish people to use to network with you.

Prepare all your marketing materials in advance. Do you need to order business cards? Will you use a digital business card or QR code for people to connect with you? What types of flyers or promotional materials would best represent you and your market? Think about things that attracted you to pick up and take home when you've been to expos in the past.

Plan to bring branded clothing to wear with your company's logo. This could be a shirt, hat, or something that has your country's flag colors or that would be recognized as being associated with your market area.

Once you receive all the conference information on attendees and vendors, do your research. Which of these people would be most beneficial to meet? Reach out to them in advance (via the app, social media, or email) and let them know you would love to meet at the conference. See what time works best for them – it could be at a specific booth at the expo, a coffee at a nearby shop, etc.

Most people think they need to meet as many people as possible. Don't kid yourself, if you didn't spend time with someone, they most likely will not remember you. So plan on quality over quantity. If you find yourself engaging with a few people, spend more time with them so you can form a relationship that will make it easier to stay in touch post-conference. I am friends today with agents I met 20 years ago in Spain. We meet every year, sometimes travel together, and continue to send each other referrals.

Don't be shy about approaching someone – agents love to talk and meet others. Just be mindful if they're in a deep conversation with someone else. When you're in a speaker session and waiting for it to begin, introduce yourself to the person sitting next to you and ask where they're from and what their market is like. You will be surprised how many times someone will say, "I was just talking to my client yesterday about X country. This is so timely that I met you today."

Regarding the expo, review the list of vendors in advance. Decide what intrigues you and simply visit those booths. It will save you a lot of time going up and down the aisles. Remember, you're on a mission!

And lastly, once you're home, follow up with everyone you met. Send them a thank you note letting them know how much you enjoyed your conversation and time together. Offer to have them connect with you on social media and engage with them on their pages. Always introduce them or refer them to others who might be a good fit for their area. The more you can give, the more you have to gain in the future.

Carla Rayman Kidd - carla@cbislands.com

WELCOME NEW AGENTS

Bermuda

Stratton Hatfield - stratton@brcl.bm

Sint Maarten - Premier Islands

Leonard Bontiff - Leonard.premierislandsrealty@gmail.com

JAMAICA

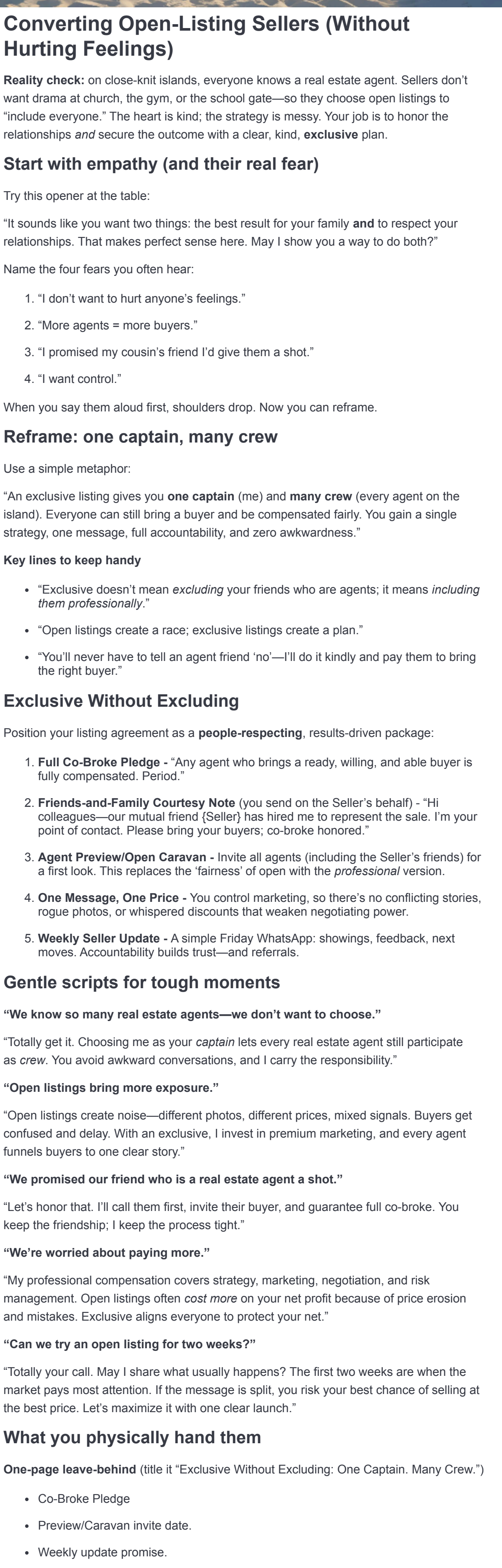
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**COLDWELL BANKER
ISLAND AFFILIATES®
UNIVERSITY**

Converting Open-Listing Sellers (Without Hurting Feelings)

Reality check: on close-knit islands, everyone knows a real estate agent. Sellers don't want drama at church, the gym, or the school gate—so they choose open listings to "include everyone." The heart is kind; the strategy is messy. Your job is to honor the relationships *and* secure the outcome with a clear, kind, **exclusive** plan.

Start with empathy (and their real fear)

Try this opener at the table:

"It sounds like you want two things: the best result for your family **and** to respect your relationships. That makes perfect sense here. May I show you a way to do both?"

Name the four fears you often hear:

- "I don't want to hurt anyone's feelings."
- "More agents = more buyers."
- "I promised my cousin's friend I'd give them a shot."
- "I want control."

When you say them aloud first, shoulders drop. Now you can reframe.

Reframe: one captain, many crew

Use a simple metaphor:

"An exclusive listing gives you **one captain** (me) and **many crew** (every agent on the island). Everyone can still bring a buyer and be compensated fairly. You gain a single strategy, one message, full accountability, and zero awkwardness."

Key lines to keep handy

- "Exclusive doesn't mean *excluding* your friends who are agents; it means *including them professionally*."
- "Open listings create a race; exclusive listings create a plan."
- "You'll never have to tell an agent friend 'no'—I'll do it kindly and pay them to bring the right buyer."

Exclusive Without Excluding

Position your listing agreement as a **people-respecting**, results-driven package:

- Full Co-Broke Pledge** - "Any agent who brings a ready, willing, and able buyer is fully compensated. Period."
- Friends-and-Family Courtesy Note** (you send on the Seller's behalf) - "Hi colleagues—our mutual friend {Seller} has hired me to represent the sale. I'm your point of contact. Please bring your buyers; co-broke honored."
- Agent Preview/Open Caravan** - Invite all agents (including the Seller's friends) for a first look. This replaces the 'fairness' of open with the *professional* version.
- One Message, One Price** - You control marketing, so there's no conflicting stories, rogue photos, or whispered discounts that weaken negotiating power.
- Weekly Seller Update** - A simple Friday WhatsApp: showings, feedback, next moves. Accountability builds trust—and referrals.

Gentle scripts for tough moments

"We know so many real estate agents—we don't want to choose."

"Totally get it. Choosing me as your *captain* lets every real estate agent still participate as *crew*. You avoid awkward conversations, and I carry the responsibility."

"Open listings bring more exposure."

"Open listings create noise—different photos, different prices, mixed signals. Buyers get confused and delay. With an exclusive, I invest in premium marketing, and every agent funnels buyers to one clear story."

"We promised our friend who is a real estate agent a shot."

"Let's honor that. I'll call them first, invite their buyer, and guarantee full co-broke. You keep the friendship; I keep the process tight."

"We're worried about paying more."

"My professional compensation covers strategy, marketing, negotiation, and risk management. Open listings often *cost more* on your net profit because of price erosion and mistakes. Exclusive aligns everyone to protect your net."

"Can we try an open listing for two weeks?"

"Totally your call. May I share what usually happens? The first two weeks are when the market pays most attention. If the message is split, you risk your best chance of selling at the best price. Let's maximize it with one clear launch."

What you physically hand them

One-page leave-behind (title it "Exclusive Without Excluding: One Captain. Many Crew.")

- Co-Broke Pledge
- Preview/Caravan invite date.
- Weekly update promise.
- QR code to a sample marketing plan (photos, video, neighborhood, lifestyle).
- A short note they can forward to friends who are agents:

"We've decided to hire {You/CB Office} to represent our sale. We'd love to work together—if you have a buyer, please coordinate with {You}. Co-broke honored. Thank you for your support!"

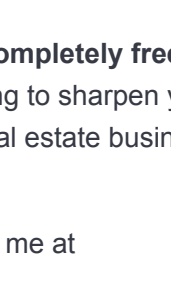
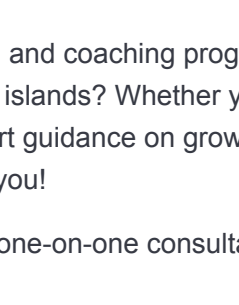
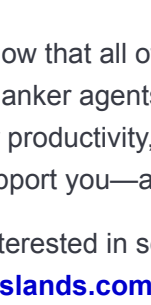
Your courtesy WhatsApp to colleagues

"Team, representing {address} in {area}. Full co-broke. Agent preview {day/time}. Need early buyer feedback on pricing and how well the home shows. Message me for the digital package."

Bottom line

On our islands, people choose with their hearts. Show them that an **exclusive** listing is actually the best option to include everyone—**one captain, many crew**—and you'll win the listing while protecting the relationships that matter most.

Kelly Eckersen - kelly@cbislands.com



From the Training Room.

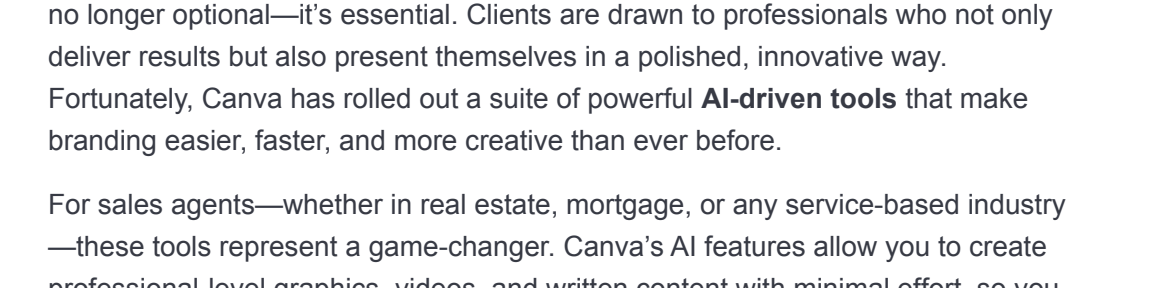
"One of the best things I've gained from the New Agent Training is learning how to shift my language with clients. For example, instead of asking, 'Are you working with a realtor?' I now say, 'Has anyone sat down with you yet to discuss what it takes to buy or sell property in this market?' That simple change has opened the door to stronger conversations and better connections.

I came into real estate as an entrepreneur, so "new agent" doesn't mean new to business—it means learning the business of real estate. That's why Kelly's coaching has been so valuable. She takes time to walk us through real scenarios, introduces modern tools we can actually use, and her response time is phenomenal. She constantly reminds us this is a people and relationship business, and she challenges us to focus on the value we bring. For me, she's helped turn broad goals into specific, actionable steps—removing fear and replacing it with confidence.

Paula Legore, *Coldwell Banker Jamaica Realty*

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!

If you're interested in scheduling a one-on-one consultation, email me at kelly@cbislands.com



Unlocking Canva AI: The Future of Branding for Sales Agents

In today's competitive sales environment, the ability to brand yourself effectively is no longer optional—it's essential. Clients are drawn to professionals who not only deliver results but also present themselves in a polished, innovative way.

Fortunately, Canva has rolled out a suite of powerful **AI-driven tools** that make branding easier, faster, and more creative than ever before.

For sales agents—whether in real estate, mortgage, or any service-based industry—these tools represent a game-changer. Canva's AI features allow you to create professional-level graphics, videos, and written content with minimal effort, so you can focus on what matters most: building relationships and closing deals.

Below, we'll explore Canva's AI toolkit and how you can leverage it to elevate your brand presence.

Read the full article → [Unlocking Canva AI: The Future of Branding for Sales Agents](#)

Matt Gentile, CEO MyBFF Social

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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