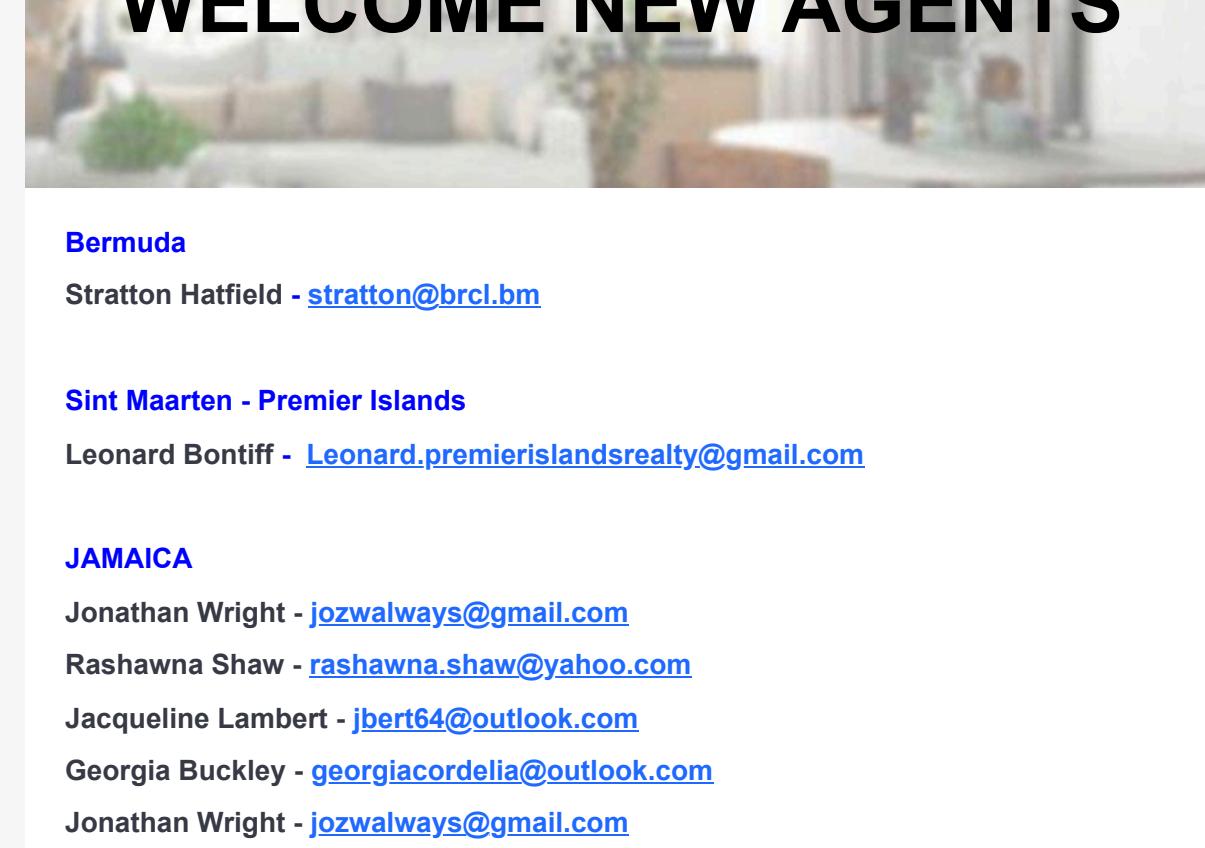


We are thrilled to share our CBIA Agent Newsletter with you! This newsletter is more than just a communication channel; it's a platform to share insights into the latest market trends, industry updates, and opportunities for professional development through featured training sessions, exciting challenges, 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.



## 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.

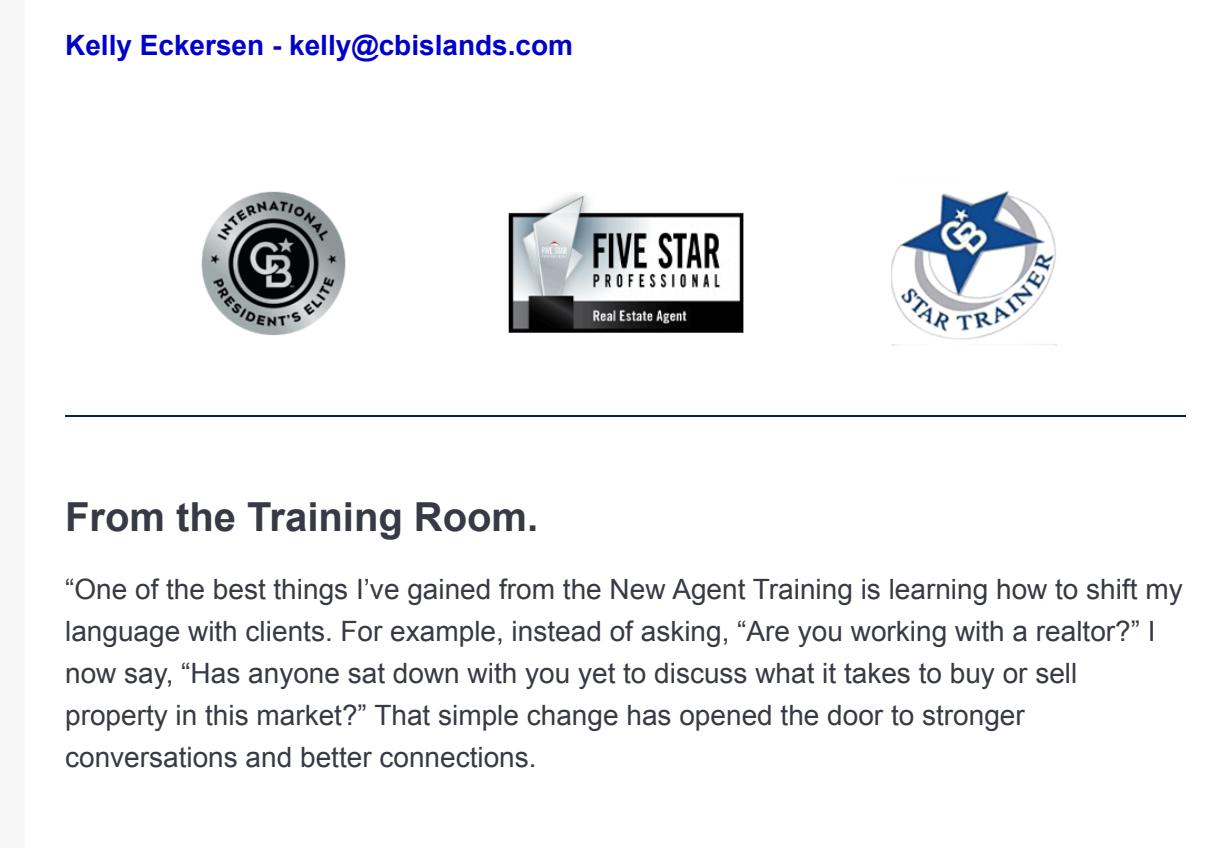
Most people think they need to meet as many people as possible. Don't kid yourself, if you didn't spend time with them, they most likely will not remember you. So plan on quality over quantity. If you find yourself engaging with a few people, spend more time with them so you can form a relationship that 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](mailto:carla@cbislands.com)**



## 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:

1. "I don't want to hurt anyone's feelings."
2. "More agents = more buyers."
3. "I promised my cousin's friend I'd give them a shot."
4. "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."

• "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:

1. **Co-Broke Pledge** - "Any property we bring to market will have a co-broke buyer in."

2. **Friends-and-Family Courtesy Note** (you send on the Seller's behalf) - "Hi colleagues—our mutual friend [Seller's buyer] has hired me to represent the sale. I'm

3. **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.

4. **Rogue Message, One Price** - Discounts on marketing, negotiating power, and conflict stories.

5. **Weekly Seller Update** - A simple WhatsApp showing, feedback, next moves. Accountability builds trust—and referrals.

**Carla Rayman Kidd - [carla@cbislands.com](mailto:carla@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 made it easier than ever to do just that. With Canva AI, you can create professional-looking graphics, videos, and written content in seconds.

These tools represent a game-changer. Canva's AI features allow you to create content on what matters most: building relationships and closing deals.

Below, we'll explore Canva 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?**

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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

An innovative new marketing program? Remarkable new listing or sale? Please let us know.

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