

# NEWSLETTER

JUNE 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

### Safeguarding Privacy From Smart Home Devices

Smart devices have surged to nearly 18.8 billion worldwide, many collecting personal data. Protect your privacy by securing devices, updating firmware, and limiting data sharing.

NEW YORK — Did you know the number of smart devices worldwide has surged from 10 billion in 2019 to nearly 18.8 billion by the end of 2024. With this rapid growth in smart device usage, there's a fair chance we all have at least one smart home device in our home, starting from robot vacuum cleaners to security cameras, AI refrigerators, smart cooking appliances and more. While these gadgets bring incredible convenience, they also come with a hidden risk of exposing your personal data.

Here's how some most common smart home devices store the data:

#### Robot vacuum cleaners

Robot vacuums are equipped with advanced mapping technology. They use cameras and sensors to scan your home's layout, every corner, furniture placement, and obstacles that are digitally recorded. While this helps with cleaning efficiency, much of that data is stored in the cloud and shared with third parties to improve AI or form partnerships, raising privacy concerns.

#### Smart TVs

Remember how you watch a TV show or a movie, and it starts suggesting similar content? Smart TVs track your viewing habits through Automated Content Recognition (ACR), identifying everything from live TV to streaming. This data is sent to manufacturers and often sold to advertisers to create detailed viewer profiles for personalized recommendations.

#### Voice assistants

"Alexa, how's the weather today?" Makes your life easier, doesn't it? Devices like Amazon Echo, Google Nest or Apple HomePod are designed to listen for wake words like "Alexa" or "Hey Google." But privacy researchers warn that these assistants can sometimes misinterpret background noises or conversations, inadvertently recording audio clips. These snippets are stored on cloud servers, and in many cases, reviewed by human contractors for quality control, raising serious concerns about what private moments are being overheard and stored.

#### Security cameras

Perhaps the most privacy-invasive of them all, smart security cameras often operate on continuous recording modes. For both indoor cameras and video doorbells, footage is typically stored on company servers, and in some cases, accessible to law enforcement upon request.

#### Smart home appliances

AI-powered refrigerators, ovens, and dishwashers track how often and when you use them. Some appliances even send alerts when you're low on items or suggest recipes, all based on your usage behavior. This means your lifestyle habits are being constantly analyzed and monetized.

#### Safety tip

1. **Secure your Wi-Fi network:** Use strong, unique passwords for your Wi-Fi and enable WPA3 encryption.
2. **Use strong, unique passwords for devices:** Make sure to change the default passwords set by the brand when you purchased them and set strong, unique passwords for each smart device.
3. **Regularly update device firmware:** Keep all your smart devices updated with the latest firmware and software patches.
4. **Limit data sharing settings:** Adjust and restrict unnecessary data collection. Disable features like voice recordings, storage or location tracking when not essential.
5. **Disable unused features and voice activation:** Turn off features you don't use, especially always-on listening modes or remote access.
6. **Choose trusted brands:** Opt for reputable brands with a strong security track record. They're more likely to offer regular updates and robust data protection.

### Cultural Awareness: Argentina

Strong European influences make Argentines less open to discussing new ideas than the citizens of most other South American countries. Those with a higher education are more apt to be abstractive in their thinking. Strong personal relationships make Argentines more concerned about the consequences of an action than about the action itself.

Argentines look at problems from a subjective perspective, but these feelings are usually influenced by the faith in some ideology. Facts are always accepted as long as they do not contradict either feeling or faith. They are overall averse to risk and somewhat willing to accept change.

Decisions are typically made with the best interest of a larger group in mind - particularly the extended family. Kinships and friendships play significant roles in the decision making process. Their pace for business can be slow, and there may be several visits or conversations before you accomplish your goal.

Don't be surprised if punctuality is not important. In general, the more important the person, the more likely it is that he or she will keep you waiting. Never show up on time for a dinner party, but do be on time for lunch. Business is normally NOT discussed over meals. With contracts, note that they write the day first, followed by the month and the year.

You need to be attentive to their naming conventions, for they are different than many other Spanish-speaking countries. Argentines generally use only one surname rather than the surnames of both parents.

Note that in conversing, Argentines keep a very close distance and often with a hand on your shoulder. Restrain yourself from backing away and maintain good eye contact.

Gifts should be beautifully designed and of superior workmanship. Avoid giving knives (symbolizes severing the relationship in many cultures) and avoid giving leather since they are a major cattle producer.

How you dress is extremely important. Your entire wardrobe will be scrutinized. Business attire is conservative, and provocative clothing is not acceptable.

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

## WELCOME NEW AGENTS

### BERMUDA

Melissa Mote - [mmote@brol.bm](mailto:mmote@brol.bm)

### JAMAICA

Paula Legore - [plegore@cbjamaica.com](mailto:plegore@cbjamaica.com)

Tashaika Lofters - [tlofters@cbjamaica.com](mailto:tlofters@cbjamaica.com)

David Parnell - [dparnell@cbjamaica.com](mailto:dparnell@cbjamaica.com)

Deborah Lawrence - [D.Lawrence12@Yahoo.Com](mailto:D.Lawrence12@Yahoo.Com)

DonnaLee Powell - [donnalee@cbjamaica.com](mailto:donnalee@cbjamaica.com)

Duwayne McPherson - [duwayne@cbjamaica.com](mailto:duwayne@cbjamaica.com)

Heather Yapp - [heatheryapp@cbjamaica.com](mailto:heatheryapp@cbjamaica.com)

Janelle Kidd - [janelle@cbjamaica.com](mailto:janelle@cbjamaica.com)

Montel Hamm - [montel@cbjamaica.com](mailto:montel@cbjamaica.com)

Nandi Jensen - [nandi@cbjamaica.com](mailto:nandi@cbjamaica.com)

Natalia Dinnall - [natalia@cbjamaica.com](mailto:natalia@cbjamaica.com)

Richard Walker - [rwalker@cbjamaica.com](mailto:rwalker@cbjamaica.com)

Romario Fagan - [romario@cbjamaica.com](mailto:romario@cbjamaica.com)

Tsashai Williams - [tsashai@cbjamaica.com](mailto:tsashai@cbjamaica.com)

Christopher Allen

Donnique Mullings

Dedrian Tiffany Seville

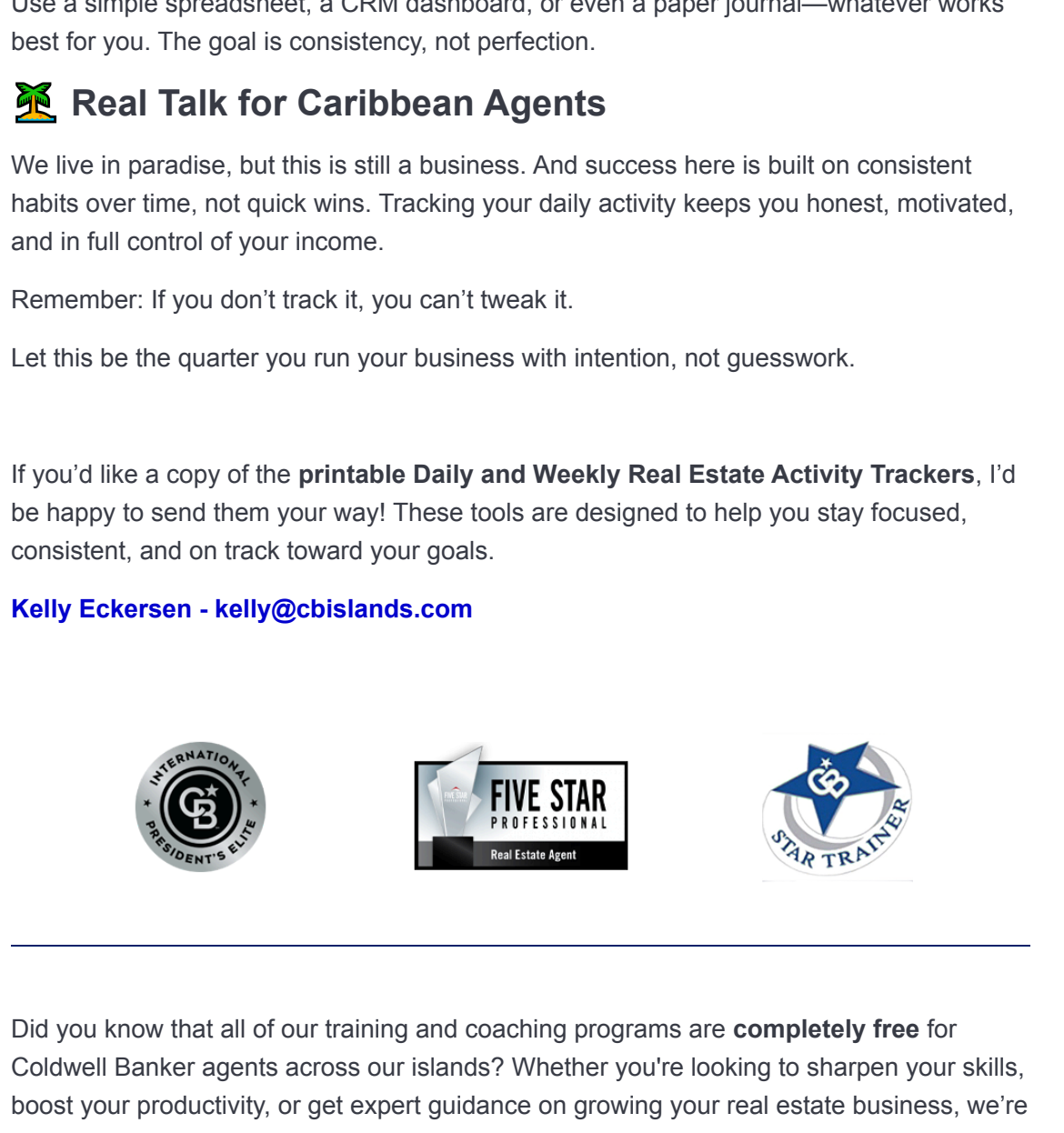
Dwight Morgan

Keisha Thomas

Matthew Holung

Secreena Blair

Sherie Nash-Seymour



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### Why Tracking Your Daily Activities is the Game-Changer You're Overlooking

Let's talk about something simple, but often skipped—**tracking your daily activities**.

In the Caribbean real estate market, where the sales cycle can stretch for months and seasons shift buyer behavior dramatically, it's easy to feel like you're doing "a lot"... but not seeing results. That's where tracking your daily activities becomes your secret weapon.

#### ☒ What Gets Measured, Gets Improved

You wouldn't sail without a compass, so why build a business without direction?

Tracking allows you to measure:

- How many calls you're making
- How many leads you're generating
- How many follow-ups you're completing
- How much time you're spending on dollar-producing activities (versus scrolling social media)

When you track consistently, patterns emerge. You'll begin to see exactly what's working—and what's not.

#### ☐ You'll Make Better Business Decisions

Instead of saying, "I think I had a busy week," you'll *know*:

- That it took 15 contacts to land one listing appointment
- That your best results came from a Tuesday morning lead gen session
- That your open house traffic doubles when you post video promos three days in advance

This level of insight leads to smarter scheduling, more intentional marketing, and better time management overall.

#### ☒ Tracking Fuels Accountability

Whether you're working solo or in a team, your tracker doesn't lie. It helps you:

- Stay focused on high-impact tasks
- Avoid "busy work" that doesn't move the needle
- Celebrate progress—because YES, those small daily wins matter

#### What Should You Be Tracking?

Start with these basics:

- Number of conversations with potential buyers/sellers
- Follow-up attempts
- Showings scheduled
- Listing/buyer appointments set
- Social media or video content posted
- Offers written/submitted
- Transactions closed

Use a simple spreadsheet, a CRM dashboard, or even a paper journal—whatever works best for you. The goal is consistency, not perfection.

#### Real Talk for Caribbean Agents

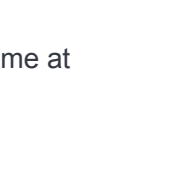
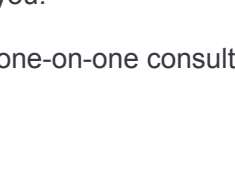
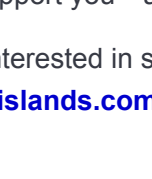
We live in paradise, but this is still a business. And success here is built on consistent habits over time, not quick wins. Tracking your daily activity keeps you honest, motivated, and in full control of your income.

Remember: If you don't track it, you can't tweak it.

Let this be the quarter you run your business with intention, not guesswork.

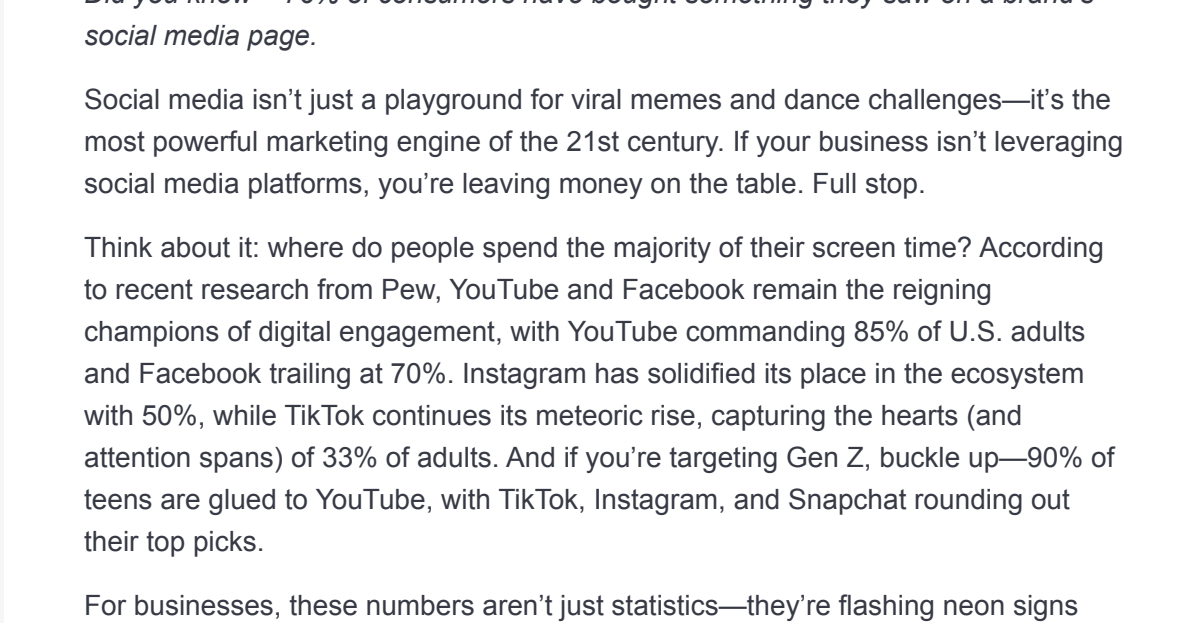
If you'd like a copy of the **printable Daily and Weekly Real Estate Activity Trackers**, I'd be happy to send them your way! These tools are designed to help you stay focused, be consistent, and on track toward your goals.

**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!

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



### Americans Spending Majority of Screen Time on Social Media

*Did you know – 76% of consumers have bought something they saw on a brand's social media page.*

Social media isn't just a playground for viral memes and dance challenges—it's the most powerful marketing engine of the 21st century. If your business isn't leveraging social media platforms, you're leaving money on the table. Full stop.

Think about it: where do people spend the majority of their screen time? According to recent research from Pew, YouTube and Facebook remain the reigning champions of digital engagement, with YouTube commanding 85% of U.S. adults and Facebook trailing at 70%. Instagram has solidified its place in the ecosystem with 50%, while TikTok continues its meteoric rise, capturing the hearts (and attention spans) of 33% of adults. And if you're targeting Gen Z, buckle up—90% of teens are glued to YouTube, with TikTok, Instagram, and Snapchat rounding out their top picks.

For businesses, these numbers aren't just statistics—they're flashing neon signs pointing toward where your customers live online. Whether you're selling sneakers, software, or artisanal hot sauce, social media is the battleground where brands win (or lose) consumer attention. Here's why your business can't afford to sit on the sidelines.

Read the full article by clicking the link below.

<https://mybfsocial.com/americans-spending-majority-of-screen-time-on-social-media/>

**Matt Gentile, CEO - MyBFF Social - [matt@mybfsocial.com](mailto:matt@mybfsocial.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!

  
COLDWELL BANKER  
ISLAND AFFILIATES

**Larry Burke**  
CEO  
+1 250-216-6499  
[coldwellbanker@me.com](mailto:coldwellbanker@me.com)

**Kelly Eckersen**  
Director of Affiliate Development and Education  
+1 941-962-0228  
[kelly@cbislands.com](mailto:kelly@cbislands.com)

**Carla Rayman Kidd**  
Director of Development & Strategic Engagement  
+1 941-724-0519  
[carla@cbislands.com](mailto:carla@cbislands.com)