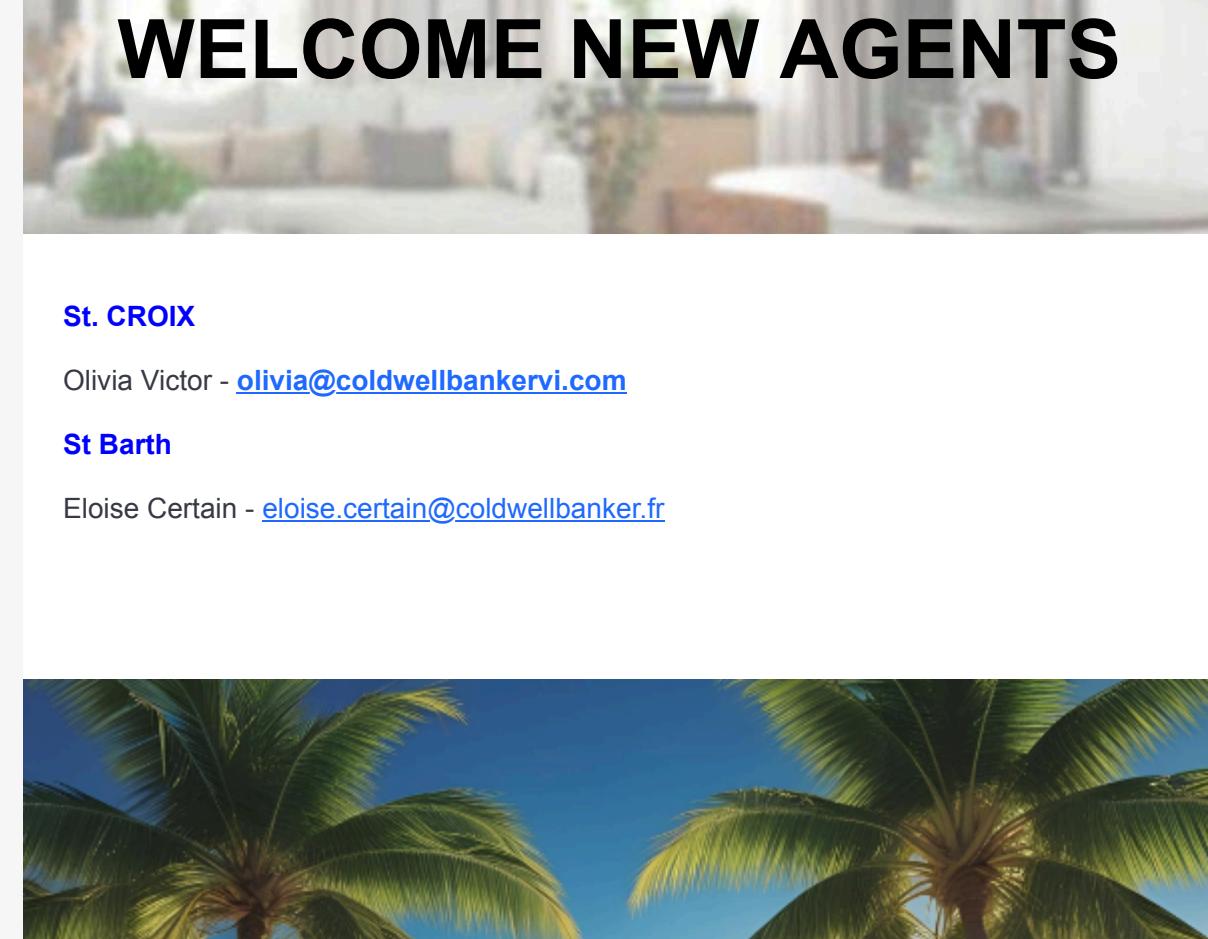




We are thrilled to share our CBIA Agent Newsletter with you! This newsletter is more than just a communication channel; it's a platform to share insights into the latest market trends, industry updates, and opportunities for professional development through featured training sessions, exciting challenges,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



I NEED MORE LEADS!

ZipRecruiter put out a startling statistic in their consumer insights report. In the past year, only 8% of sellers used an agent they've worked with before, meaning 92% of your clients choose to list with someone else.

Consider the last few deals you closed: the majority of these people who know you and trusted you to assist them with one of the biggest financial decisions of their lives have moved on to another agent. How much lost income is this to you? What many agents fail to understand is that retaining the clients you already have is much easier and definitely less expensive than chasing new leads. So, how do you fix this problem?

First of all, you need to understand why this happens. The fact is that most agents fail to stay in touch with their clients once they sell their house. Most times, it's years before these people will be ready to sell again and *you just assume they'll call you*. And that couldn't be further from the truth. We know competition is extremely challenging in today's market. Your clients are getting emails, phone calls, and are seeing ads everywhere from agents who promise a lot. Even if you were absolutely wonderful, there's no guarantee they will return as your client in the future.

So what do you do? Remember that CRM I wrote about a few months ago? You have to use one to stay in touch with your clients if you want their repeat business. Otherwise, they're going to sign with another agent—one who makes more of an effort. Your silence and lack of communication are the biggest threats to your business. You must stay present and keep communication flowing in a meaningful way. Stop "just checking in" and find something relevant to reach out about that would be *valuable to them*. Having these conversations gives you insight as to their future plans.

Take the opportunity by intentionally engaging with your past clients and your sphere of influence. Keep showing your value and set yourself apart from your competition.

Cultural Awareness: China

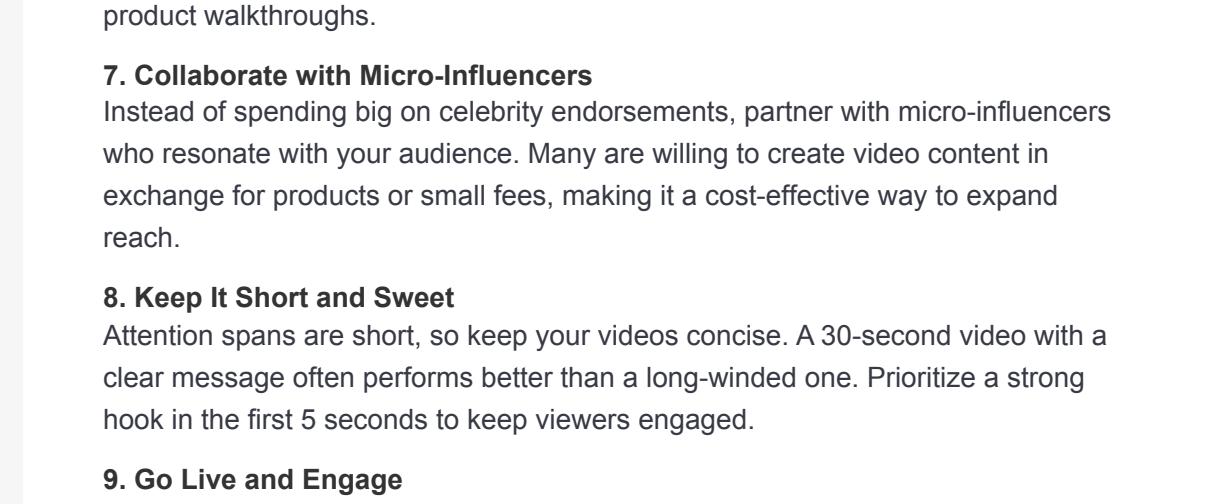
Understanding cultures is imperative when working with clients. Depending on how they were raised, which country they come from, or what their heritage means, they will process information differently. Asian culture can be tricky for many of us when trying to understand our client and get them to the closing table. Overall, there is a strong commitment to the extended family. Tradition comes from wisdom and morality, and maintaining harmony is vital.

Asia is vast, and business practices vary from country to country. The Chinese value punctuality in both business and social settings. Introductions tend to be formal, and they do not like to be touched by people they do not know. Most people you meet should be addressed with a title and their name (Doctor, Mr., Madam vs. Mrs. since Chinese wives do not generally take their husband's surnames). Being late or canceling an appointment can have consequences.

When writing contracts, be cognizant that the Chinese write the date with the year first, then month, then the day. When working with them, you will need to be patient because they are cautious and need to feel they have a strong relationship with you before business can be completed. Do not exaggerate your ability to deliver, and remember that humility is a virtue. Understand there will be a lot of negotiating and they may continue to try for a better deal even after you have signed a contract. Do not show impatience or emotion, for they will see this as an advantage.

Gift giving is a sensitive issue. Gifts of food are always appreciated (but never bring food if invited to their dinner party). Avoid giving clocks or any sharp items like knives (this means you are severing the relationship). Try to wrap the gift in red, which is their lucky color (pink and yellow are also acceptable). Do not use white, which is the color associated with funerals. Also, never give a set of four of anything - the number 4 means death in Chinese!

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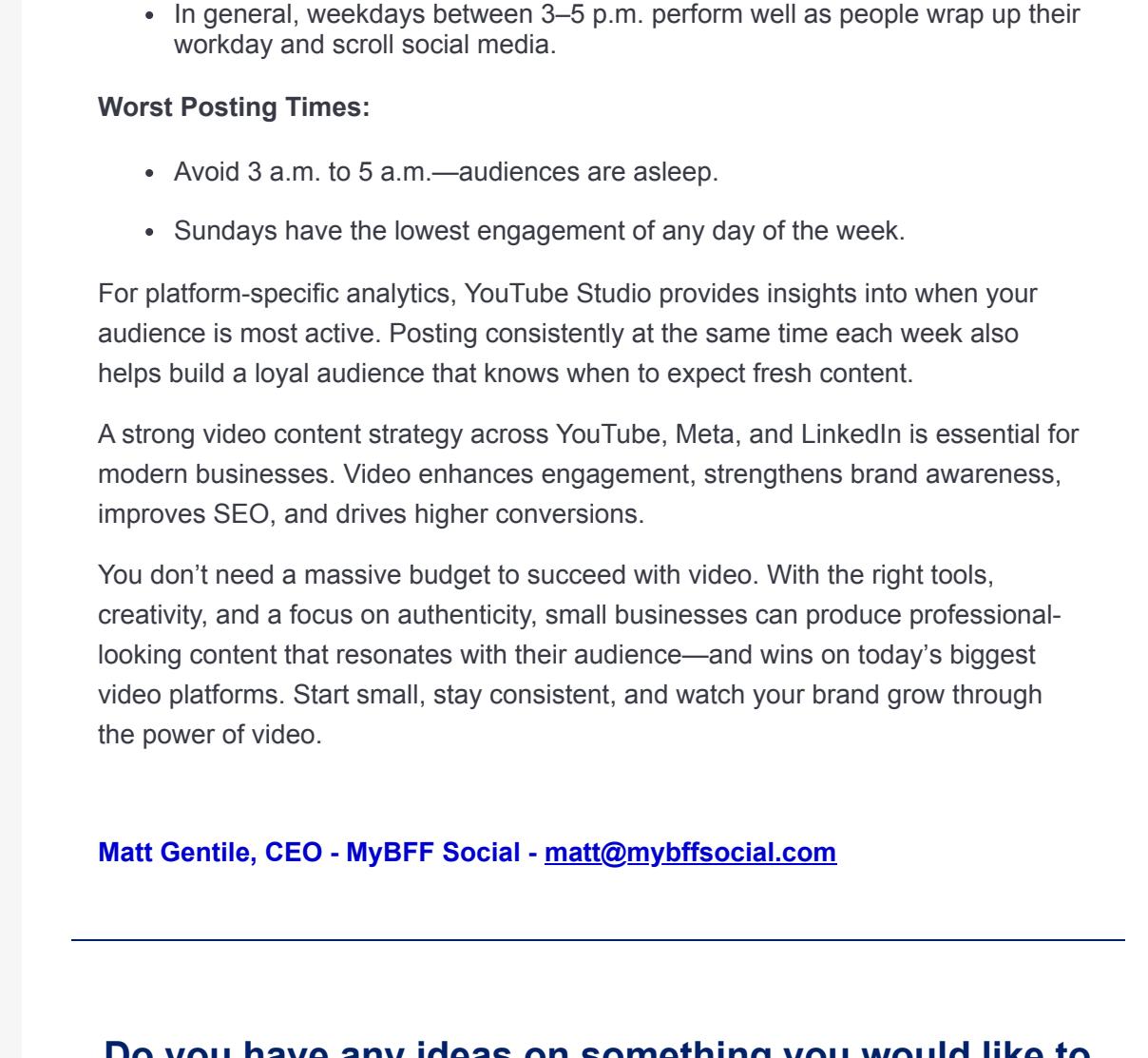


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Change Your Words, Change Your Results

Reframing Client Conversations for Greater Impact

In the ever-evolving world of Caribbean real estate—where buyers are often international, sellers need education on pricing, and relationships drive referrals—**how we speak to clients can make or break a deal**. The words we choose not only shape perception but also build trust and influence action.

This month, I want to challenge you to shift your language—not to sound like a script, but to sound like a **true professional advisor**.

From Scripted to Service-Oriented

Let's begin with a simple reframe that changes the entire tone of a client conversation:

Old approach:

"Are you working with a realtor?"

New approach:

"Has anyone sat down with you to walk through the buying (or selling) process in this market?"

Why it works: The new language positions you as an expert offering a service—not just trying to "claim" a client. It opens dialogue, builds rapport, and creates space for value.

Replacing "I'm Just Following Up"

We all say it. And we've all ignored messages that start with it.

"I'm just following up..." can feel vague, impersonal, and easily deleted.

Instead of saying...

"I'm just following up..." "Have you had a chance to consider the next step in your buying/selling journey?"

Try saying...

"I was thinking about your goals and wanted to share something that might be a great fit."

"You mentioned wanting [specific feature]—I found something worth a look. Can I send it over?"

Bonus Tip: Make the Follow-Up a Continuation

Every follow-up should feel like the next chapter in an ongoing conversation. That means referring back:

- Their timeline
- Their price range
- Their budget for buying or selling
- Any property or concern they mentioned

→ This is why taking great notes is critical. Whether you're using a CRM or a well-organized notebook, treat every detail like gold. Clients feel valued when you remember specifics. This builds trust and keeps you top of mind as the professional they want to work with.

Other Language Upgrades to Use Now

Instead of saying... Try saying... "Can I help you find a home?" "What does your ideal Caribbean lifestyle look like?"

"Do you have a budget?" "Have you spoken with a local lender to explore what's possible here?"

"When do you want to list?" "What's motivating your move, and what timeline would feel right?"

"We don't have that in this area." "Let's explore areas that offer a similar lifestyle or value don't have that in this area."

Instead of saying... Try saying... "I'm thinking about your goals and wanted to share something that might be a great fit."

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