

NEWSLETTER

NOVEMBER 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

Being Your Authentic Self in a World of AI & Social Media

Being authentic is the foundation of building trust, fostering long-term relationships, and establishing you and your brand as reputable.

It also helps you stand out in a competitive market by connecting with clients on a personal level. Being your authentic self IS your brand.

Being in real estate is super-competitive. We are constantly being told that we have to "be out there" and be active on social media in order to sustain our business. Thus, we look around and see what others are doing and sometimes mimic what we think is expected. But is it producing the results we want, which ultimately is engaging the consumer?

How do we connect to each other organically? There are a number of ways: our shared values, activities and interests, vulnerability and empathy, and mutual respect. How do we deliver that message in our own unique way? Are we serious, sarcastic, humorous, direct, articulate, or descriptive? Being authentic means we are comfortable with who we are, which helps us attract the right clients - the ones who align with our values and communication style. When we attract the right clients, we build relationships more easily and experience less friction. We both feel comfortable and communicate openly about our concerns and preferences. And with this, we establish trust, which is the primary driver of repeat business and referrals.

Your content should embody your voice and how you do business. This is your powerful differentiator and should be what you use to showcase your unique personality and approach across all media platforms. When you post, decide if the content is truly you and exhibits your values and passion. What we say and how we say it is how we are perceived by others.

Remember, a reputation built on authenticity is more resilient to market downturns or individual challenges. While flashy marketing might generate quick leads, agents known for their integrity maintain their standing even during difficult times, create a lasting legacy, and a stable client base.

A Word from Jason Waugh, President of Coldwell Banker Affiliates

This season presents an extraordinary opportunity. The holidays are not only a time to recharge with family and friends, but also a prime moment for real estate professionals to reconnect with past clients, referral partners, and members of their sphere of influence that are the most willing to help drive growth of their business.

I encourage everyone to commit time to disconnect from their work demands and truly enjoy the holiday season, while also maintaining consistency in daily business routines. This balance ensures continuity into January and February, positioning us for a solid first quarter and laying the foundation for a successful spring and summer.

Let's be clear: market contraction is not a barrier to achieving goals, it is an equalizer. Its impact is universal, but opportunity remains abundant for those who focus relentlessly on four fundamentals:

- Attitude
- Action
- Routine
- Relationships

In periods of contraction, success belongs to those with the right attitude, consistently execute high gain activities within a disciplined routine, and invest meaningfully in relationships. We must capitalize on the complacency of our competitors. Many will coast through the next few weeks. If we remain focused, we will take our 'unfair share' of the market.

The only true obstacle to achieving goals is limiting beliefs. By 'controlling our controllables' and serving as beacons of belief, we empower our sales professionals to see that success is always attainable, regardless of market or economic conditions.

Carla Rayman Kidd - carla@cbislands.com

WELCOME NEW AGENTS

Jamaica

Tasmin Golding - tasmingolding@gmail.com

COLDWELL BANKER ISLAND AFFILIATES[®] UNIVERSITY

New Results Start With One New Decision

You don't need a new year to create a new result. You only need a new decision.

As real estate professionals in the Caribbean, you carry an incredible amount of responsibility—balancing client expectations, market realities, unpredictable inventory, and the unspoken pressure of "Where *should* I be by now?"

Some months feel electric. Other months feel heavy. And somewhere in between, many agents quietly wonder:

"Am I doing enough?"

"Should I be further ahead?"

"Is it too late to turn this month around?"

Here's the truth:

You don't need a new quarter, a new year, or a perfect starting point. You just need one new decision today.

The most successful agents aren't the ones who glide through every month with ease, they're the ones who know how to reset, refocus, and rise *anytime* they need to.

And that's exactly what this month's message is about:

A fresh start.

A clear mind.

A renewed commitment to the agent you want to be.

Your Quick Mindset Reset

Take a breath.

Let go of what didn't get done last week.

Release the comparison game.

Let this new moment be your new starting line.

Whether you want to reconnect with your SOI, finally polish a listing, follow up on leads, or simply get your confidence back, **you are one decision away from momentum.**

Mini Self-Audit: "What do I want to be known for this month?"

Use this checklist to reset your focus and design the version of you that will show up for the next 30 days.

✔ Identity Check

- What do I want clients to say about working with me?
- What do I want other agents to notice about my professionalism?
- What personal qualities do I want to amplify?

✔ Value Check

- What value can I add consistently this month?
- What is one thing I can simplify or improve about my process?
- Who needs to hear from me right now?

✔ Action Check

- Which one habit will make the most significant difference for my business this month?
- What is one thing I will *not* waste energy on anymore?
- What small win will I celebrate every week?

Choose your answers with intention, and step into them with confidence.

Not on January 1st.

Not on Monday.

Today.

Affirmations for Caribbean Agents

Say these aloud. Write them on a note. Save them to your phone. Let them anchor your confidence when the day feels overwhelming.

1. "I bring value everywhere I go."

Whether you're on WhatsApp, at a showing, or chatting with a neighbor, your expertise matters.

2. "My consistency creates opportunities."

In a relationship-driven culture, every check-in, every follow-up, every warm conversation has power.

3. "I am building a business I'm proud of—one decision at a time."

You're not meant to sprint every day. You're meant to grow steadily and intentionally.

A Final Word

You are in a business that rewards clarity, courage, and connection.

Not perfection.

Not pressure.

So if the month hasn't gone the way you hoped—**reset.**

If the pipeline feels slow—**reset.**

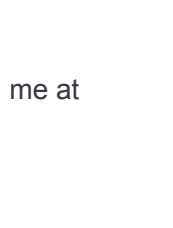
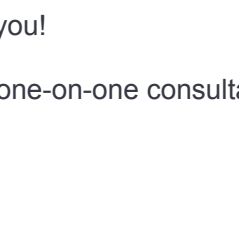
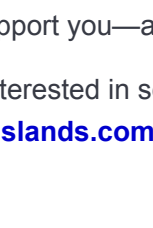
If you've fallen off track—**reset.**

Your future clients don't care how last month went.

They care about the agent you choose to be today.

And today, you get to choose again.

Kelly Eckersen - kelly@cbislands.com



From the Training Room.

6-Week Reset: Your Fresh Start Begins Here

Success isn't about perfection—it's about choosing to begin again. The 6-Week Reset is your chance to refocus, rebuild, and rise stronger than ever. If you're ready to shift your energy and step into new momentum, email me at 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

SOCIAL MEDIA MARKETING

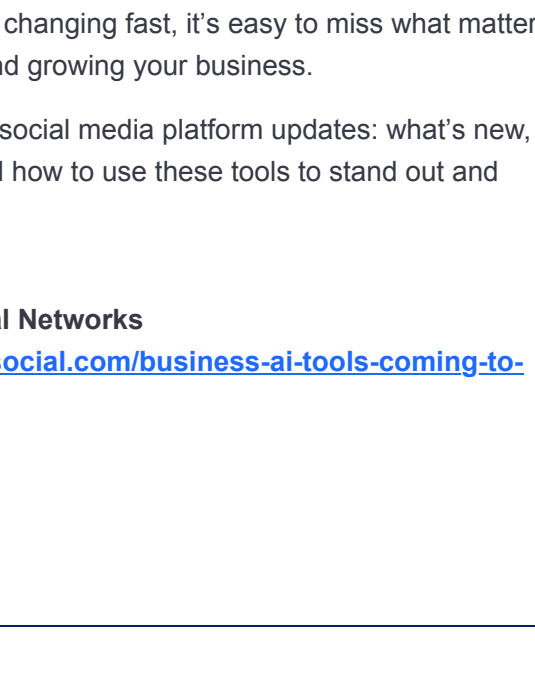
Business AI Tools Coming to Social Networks

Your next deal could start on social. **Discover the latest platform** updates and how to turn clicks into clients.

Learn More

412-477-3349

mybfffsocial.com



If you're a sales agent in real estate, finance, or home services, social media is your modern open house, marketing channel, customer touchpoint, and deal-closing engine—all in one. But with platforms changing fast, it's easy to miss what matters most for connecting with prospects and growing your business.

Here's your deep-dive on the biggest social media platform updates: what's new, what actually changes for agents, and how to use these tools to stand out and succeed.

Read More:

Business AI Tools Coming to Social Networks

Continue Reading → <https://mybfffsocial.com/business-ai-tools-coming-to-social-networks/>

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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