

NEWSLETTER

SEPTEMBER 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

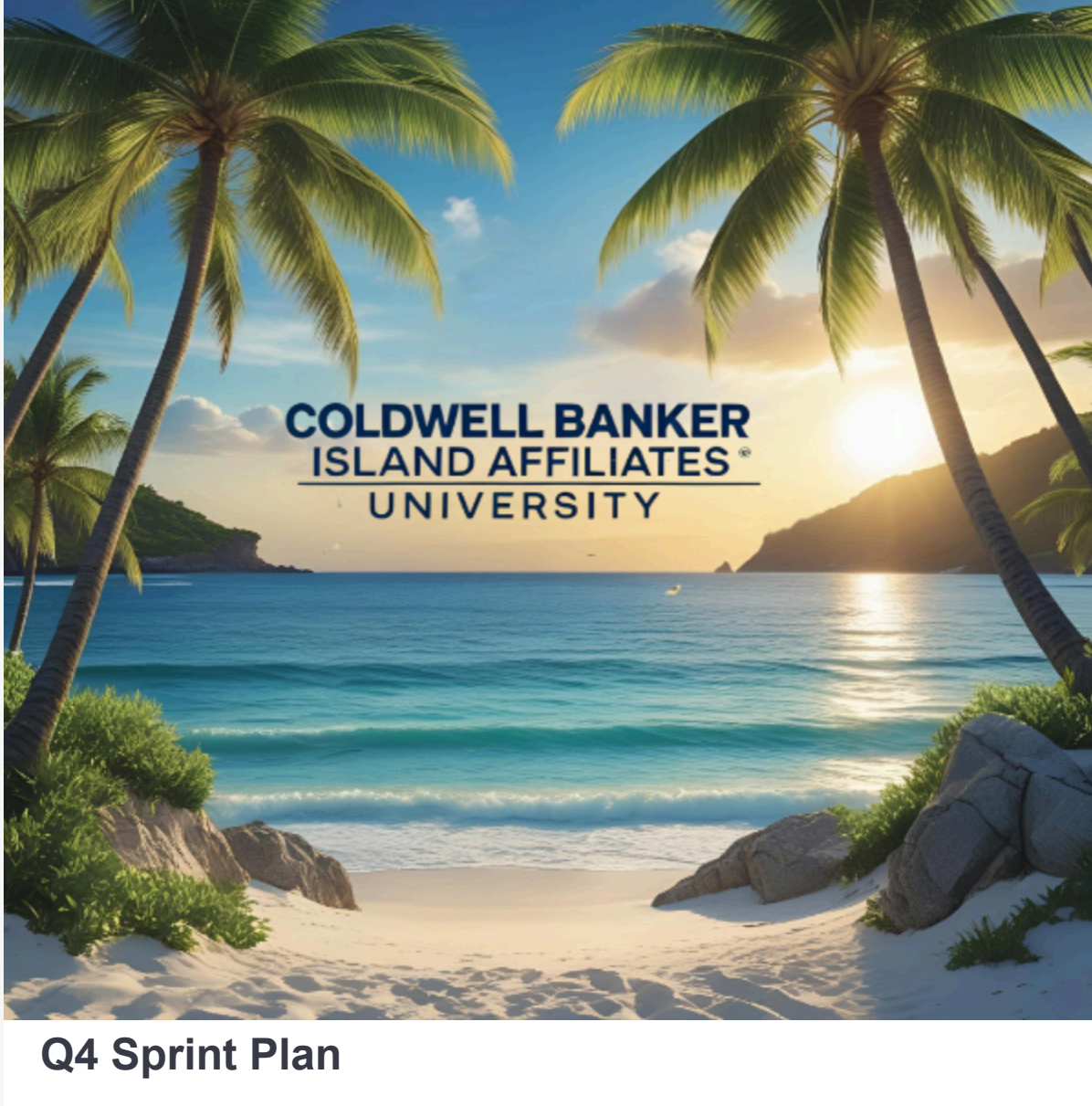
Gen Blue 2025 Recap

Gen Blue had great energy this year! With 2500 attendees, there were numerous opportunities for networking and making powerful connections. If you missed it, try to speak to someone who attended who can share some of their most valuable takeaways.

A lot of focus was on professional development sessions to help you thrive in today's market and stay ahead of the trends. Panel discussions were held on best practices of social media, how to give a great referral and get more connected, succeeding in the global luxury market, how to use philanthropy and giving back to your community as an asset to your business, and, of course, Artificial Intelligence.

AI dominated the conversations where leaders embraced smart, strategic adoption of AI without losing the human touch. Agents packed the rooms that featured a ChatGPT masterclass to discover how AI can transform marketing, client engagement, and productivity. The Coldwell Banker AI Innovator of the Year wowed the audience with agents showcasing their groundbreaking AI applications in real estate and giving agents a roadmap on how to become the #1 agent in their market.

Carla Rayman Kidd - carla@cbislands.com



Q4 Sprint Plan

Q4 in the Caribbean has its own rhythm—rainy days, visitors returning home for the holidays, offices closing early, and slower bank/attorney turnarounds. Small, consistent moves now will carry you through Christmas and into a strong January.

Why Q4 Matters

- **Diaspora Homecoming:** Past clients + referrals arrive for the holidays—be visible before they land.
- **Office Slowdowns:** Banks, valuers, and attorneys may work shorter hours; build buffer time into every promise.
- **Tourism Lift:** Short-term rental interest spikes—great time to reposition listings and attract investor buyers.

The 90-Minute Sprint (run once this week, then every Monday)

Minutes 0–15: Pipeline Triage (A/B/C)

- **A = 0–30 days:** Live buyers/sellers, active negotiations, cash/international enquiries.
- **B = 30–60 days:** Prepping to list, mortgage pre-checks, valuation pending.
- **C = 60–120 days:** Nurture—diaspora trips, relocation planning, investment research.
- **Task:** Tag your top 30 contacts A/B/C in your CRM/WhatsApp labels and book the **next touch** for each (voice note or message).

Minutes 15–45: Listing Momentum Reset

- Swap in a new **lead photo** (bright, airy) and a **30-second “Why This Home” video** (phone is fine).
- Reorder photos to tell an island story: curb appeal → breeze/light → outdoor living → sea/mountain views.
- Choose one lever: **small price band test** or a **buyer incentive** (closing cost help, furniture inclusion).
- **Task:** Pick **one stale listing**; implement **two** of the above by the end of today.

Minutes 45–90: Five Relationship Touches

- **2 value messages:** “Rainy-season roof check / hurricane-strap tip” or “holiday rental demand note.”
- **1 voice note:** Warm check-in (people love hearing your voice).
- **1 neighborhood mini-video:** Beach access, school run, market day, commute at 8 am.
- **Task:** Send and log replies and next steps.

Weekly Cadence (light & doable)

- **Daily Power 30:** 5 contacts, 1 follow-up video, move 1 file forward (doc signed, valuation ordered, attorney looped in).
- **Mid-week:** Post one 30-sec listing video (IG/FB/WhatsApp Status).
- **Friday:** Send 3 seller updates: views, enquiries, and **next push** for the coming week.

Micro-Scripts (copy/paste, tweak the flavour)

SOI value text (homeowner):

“Quick island update: buyer interest is strongest where homes show bright + move-in ready. A small refresh of photos and a 30-second video tends to lift enquiries within 72 hours. Want me to review your listing plan?”

Price-band test (seller):

“We can try a tighter price band and refresh the first five photos + a short video. Aim: new eyes in three days.

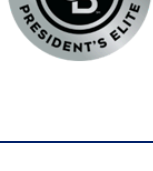
Holiday invite (diaspora):

“If you'll be on-island next month, I can line up a viewing hour with 3–4 best-fit homes in one go.

Buyer nudge (concessions):

“Several sellers are open to closing-cost help or furniture inclusion to move before year-end. Want me to shortlist good-value options for a quick tour?”

Kelly Eckersen - kelly@cbislands.com



From The Training Room

As a new real estate agent with Coldwell Banker Jamaica, I've had the pleasure of being trained by Kelly Eckersen, and I couldn't have asked for a better mentor. Kelly's training sessions have been incredibly insightful and have equipped me with valuable skills that I now use every day as an agent.

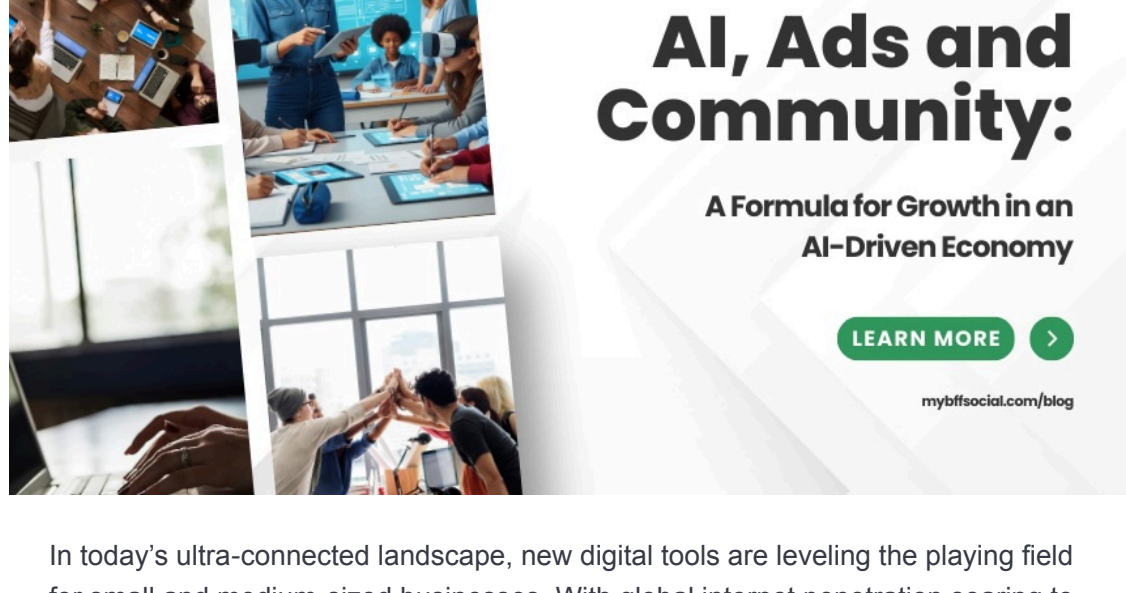
What truly sets Kelly apart is her dedication — she's always available to answer my questions, even outside of class hours, and consistently goes above and beyond to support my growth. Her guidance has been instrumental in helping me build a strong foundation in real estate.

I highly recommend Kelly as a trainer to any agent looking to excel in this industry. Thank you so much, Kelly, for your continued support and encouragement!

DuWayne McPherson, 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



In today's ultra-connected landscape, new digital tools are leveling the playing field for small and medium-sized businesses. With global internet penetration soaring to 67.9 percent and social media adoption hitting 63.9 percent of humanity, the digital frontier is brimming with opportunities. Against this backdrop, AI-powered strategies are emerging as a powerful accelerant for visibility, influence, and conversions—especially for agile SMBs.

Surging Social Media & Ad Spending: A Climate Ready for Innovation: Global advertising continues to tilt decisively toward digital, accounting for some US\$790 billion in 2024—72.7 percent of all ad spend—with a 10.3 percent year-over-year increase. Meanwhile, the number of social “identities” is climbing steadily, adding about 206 million new identities—though note “identities” may not equate to unique individuals—bringing the total to 5.24 billion. These realities set the stage for SMBs to invest in paid and organic social strategies with meaningful ROI potential.

Read More:
AI Ads & Community — A Formula for Growth in an AI-Driven Economy
Continue Reading → <https://mybfffsocial.com/ai-ads-and-community-a-formula-for-growth-in-an-ai-driven-economy/>

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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