COLDWELL BANKER
ISLAND AFFILIATES

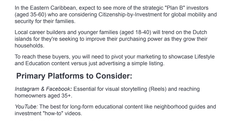
NEWSLETTER

December 2025

From all of us at CBIA, we wish you and your loved ones a joyous holiday season filled with warmth, happiness, and cherished moments!

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.



Navigating the market in 2026

As we enter 2026, we can expect to see a shift from traditional seasonal vacationers to younger, year-round residents and strategic global investors. Buyers are increasingly viewing the Caribbean as a "Plan B" or primary residence rather than just a holiday destination. Anticipating this, where should you focus?

Buyer Demographics

The United States remains the largest market, followed closely by Canada . Buyers are focused on diversification and lifestyle relocation. Demand is rising from Germany, France, and Scandinavia due to attractive rental yields (3%—7%) and tax efficiencies. Latin American investors seek stability in countries like the Dominican Republic, while global mobility seekers from Asia utilize Citizenship-by-Investment (CBI) programs in the Eastern Caribbean.

In essence, the traditional retiree dominance has peaked; our 2026 buyers are younger, tech-savvy, and family-oriented. The primary buyer demographic for the Bahamas is younger professionals/entrepreneurs under 50 who are seeking permanent residency, proximity to the U.S., and a high-end lifestyle.

International investors and the local middle class, aged 30-50, like the affordability, eco-tourism, and high rental yields of Punta Cana, Dominican Republic.

In the Eastern Caribbean, expect to see more of the strategic "Plan B" investors (aged 35-60) who are considering Citizenship-by-Investment for global mobility and security for their families.

Local career builders and younger families (aged 18-40) will trend on the Dutch islands for they're seeking to improve their purchasing power as they grow their households.

To reach these buyers, you will need to pivot your marketing to showcase Lifestyle and Education content versus just advertising a simple listing.

Primary Platforms to Consider:

Instagram & Facebook: Essential for visual storytelling (Reels) and reaching homeowners aged 35+.

YouTube: The best for long-form educational content like neighborhood guides and investment "how-to" videos.

LinkedIn: Vital for networking with high-net-worth individuals and corporate relocations.

TikTok: Required if you are targeting first-time buyers and digital nomads under 40.

High-Conversion Content:

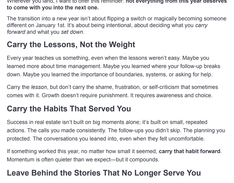
Short-Form Video: 30-60 second "micro-stories" showing lifestyle details (like a trending wall-mounted faucet) rather than just aerial shots.

Hyper-Local SEO: Creating landing pages specific to your island or even neighborhoods to capture "near me" searches.

Transparency: Clearly outlining the legal/tax process of foreign ownership to build immediate trust with overseas buyers.

After a period of price escalations and cooling transaction volumes this year, 2026 is anticipated to reach a new equilibrium, offering a potentially more stable environment for both buyers and sellers. Cheers to your success!

Carla Rayman Kidd - carla@cbislands.com



Carry the Right Things Into the New Year

As the year comes to a close, there's a natural pull to reflect. We look back at what we accomplished, what we missed, what surprised us, and what challenged us. For some, this year brought wins worth celebrating. For others, it may have felt quieter, heavier, or harder than expected.

Wherever you land, I want to offer this reminder: **not everything from this year deserves to come with you into the next one.**

The transition into a new year isn't about flipping a switch or magically becoming someone different on January 1st. It's about being intentional, about deciding what you *carry forward* and what you *set down*.

Carry the Lessons, Not the Weight

Every year teaches us something, even when the lessons weren't easy. Maybe you learned more about time management. Maybe you learned where your follow-up breaks down. Maybe you learned the importance of boundaries, systems, or asking for help.

Carry the *lesson*, but don't carry the shame, frustration, or self-criticism that sometimes comes with it. Growth doesn't require punishment. It requires awareness and choice.

Carry the Habits That Served You

Success in real estate isn't built on big moments alone; it's built on small, repeated actions. The calls you made consistently. The follow-ups you didn't skip. The planning you protected. The conversations you leaned into, even when they felt uncomfortable.

If something worked this year, no matter how small it seemed, **carry that habit forward**. Momentum is often quieter than we expect—but it compounds.

Leave Behind the Stories That No Longer Serve You

As we close out the year, the most important thing to release is old narratives.

- The story that you're "behind."
- The story that last year defines this one.
- The story that someone else's success says something about your worth.

Those stories are heavy, and they don't belong in the next chapter. You are not your slowest season, your hardest transaction, or your most challenging year.

Carry Clarity Into the New Year

Clarity beats hustle every time. Going into the new year, clarity looks like:

- Knowing what activities actually produce results
- Understanding where your time matters most
- Being honest about what needs to change

You don't need to do everything; you need to do the *right things* consistently.

Carry Grace for Yourself and Others

This business asks a lot of you. As you step into a new year, give yourself grace for what you navigated, what you learned, and what you're still building.

Progress doesn't always come with applause. Sometimes it looks like resilience, persistence, and the willingness to show up again, even after a hard year.

As you prepare for the year ahead, I encourage you to pause and ask yourself:

What am I carrying forward because it strengthens me?
What am I ready to leave behind because it no longer serves me?

Carry the right things. The rest can stay here.

Wishing you clarity, confidence, and continued growth in the year ahead.

Kelly Eckersen - kelly@cbislands.com

From The Training Room...

Training with Kelly has been one of the best decisions I've made since entering real estate earlier this year. Her depth of knowledge is incredible, and she's always there to guide and support me — whether it's preparing for client conversations, learning what to say in the moment, or navigating challenging situations with confidence.

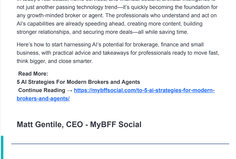
Kelly's training has truly helped me grow as a professional. I highly recommend that every agent take advantage of the opportunity to learn from her. If you want to be successful in real estate, having Kelly by your side makes all the difference.

— Martyn Lyn, Coldwell Banker Jamaica Realty

As a Coldwell Banker agent with CBIA, you have access to free, professionally led New Agent Training. This virtual program walks you through everything from marketing fundamentals and lead generation to building daily habits that support long-term success. It also includes a built-in 30-60-90 Day Success Plan, designed to give you structure, confidence, and a clear path to productivity as you grow your business.

If you'd like to schedule a one-on-one consultation or explore how these programs can support your goals, feel free to reach out to me at **kelly@cbislands.com**





In today's real estate, home services, and financial sectors, artificial intelligence is not just another passing technology trend—it's quickly becoming the foundation for any growth-minded broker or agent. The professionals who understand and act on AI's capabilities are already speeding ahead, creating more content, building stronger relationships, and securing more deals—all while saving time.

Here's how to start harnessing AI's potential for brokerage, finance and small business, with practical advice and takeaways for professionals ready to move fast, think bigger, and close smarter.

Read More:
5 AI Strategies For Modern Brokers and Agents
Continue Reading → https://mybfftocial.com/ai-5-ai-strategies-for-modern-brokers-and-agents/

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!

COLDWELL BANKER
ISLAND AFFILIATES

Larry Burke
CEO
+1 250-216-6499
coldwellbanker@me.com

Kelly Eckersen
Director of Affiliate Development and Education
+1 941-962-0328
kelly@cbislands.com

Carla Rayman Kidd
Director of Development & Strategic Engagement
+1 941-724-0519
carla@cbislands.com