COLDWELL BANKER
ISLAND AFFILIATES



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.



Why Storytelling Is Your Most Powerful Business Tool

Coldwell Banker has been focusing on the power of storytelling for almost the past decade. Why? It's your business's secret weapon! Stories grab attention, they connect with our emotions, promote engagement, build trust, and they humanize us. They are the basis for building our relationships and what prompts people to take action.

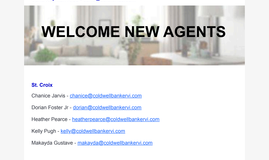
When we are speaking to our buyers or when we are writing our listing descriptions, we tend to talk about the physical features of a property. Storytelling changes this framework so that we appeal to the emotional and psychological aspects to appeal to their decision-making. Telling your story or a property's story is what makes it unique and authentic. When I teach, the comments I always hear are that they loved my stories. It's not the content in the manual they get with the class, but a story I told them about a certain topic that makes them remember. It's what makes them smile, laugh, and remember me enough to pick up the phone and give me a referral. It's about connection.

Using storytelling is also a phenomenal way to build your brand. You need to stimulate their emotions enough to make them care, to make them reach out, and engage. Stories motivate people to take action. Once you know your audience's challenges, goals, aspirations, and frustrations, figure out how your message is going to solve these. Your story should vary by the platform you use (social media, marketing) and who the demographic is for that media. Using vivid graphics and descriptive language, make the message so that it showcases their dreams/goal or solves a problem for them.

Believe it or not, there is a neuroscience behind all this. Stories and images trigger oxytocin (not oxycontin!) that builds trust and dopamine which enhances memory and motivation. In researching all this, I found this great video about something called a dopamine ladder and how to build your storytelling skills. I hope you enjoy it!

https://youtu.be/tmxtMt4WLc?si=1bvv8cJEejseenjq

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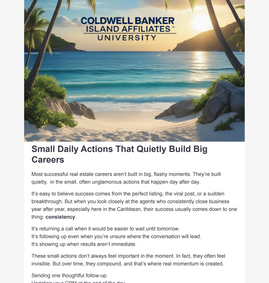
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Small Daily Actions That Quietly Build Big Careers

Most successful real estate careers aren't built in big, flashy moments. They're built quietly, in the small, often unglamorous actions that happen day after day.

It's easy to believe success comes from the perfect listing, the viral post, or a sudden breakthrough. But when you look closely at the agents who consistently close business year after year, especially here in the Caribbean, their success usually comes down to one thing: **consistency**.

It's returning a call when it would be easier to wait until tomorrow.
It's following up even when you're unsure where the conversation will lead.
It's showing up when results aren't immediate.

These small actions don't always feel important in the moment. In fact, they often feel invisible. But over time, they compound, and that's where real momentum is created.

Sending one thoughtful follow-up.
Updating your CRM at the end of the day.
Checking in with a past client simply to see how they're doing.
Posting one piece of content that reflects who you truly are.

None of these actions will transform your business overnight. But together, they quietly shape your reputation, your confidence, and your pipeline.

In Caribbean markets, where relationships matter deeply and word travels fast, **your daily habits become your brand**. People remember who follows through, who stays visible, and who shows genuine care, especially in slower or uncertain seasons.

Some days will feel productive. Others will feel slow. That's normal. What matters most is not perfection, it's discipline. Showing up consistently, especially on the days when motivation is low, is what separates agents who build lasting careers from those who burn out or drift.

If you're feeling stuck or discouraged, this is your reminder: you don't need to overhaul everything. You don't need a new system or a new personality. You need to commit to a few meaningful actions and repeat them daily.

Progress doesn't always announce itself loudly. Sometimes it whispers. And months from now, you'll look back and realize those quiet actions were building something much bigger than you realized.

Leadership in real estate isn't loud, it's disciplined.
It's returning the call.
It's following up when it would be easier not to.
It's choosing structure over excuses.

This week, don't wait for motivation. **Choose consistency.**
Your future clients and your future self are already counting on it.

Kelly Eckersen - kelly@cbislands.com

Reputation Is Built Daily

Success in our markets isn't accidental, it's intentional.

Take a moment and ask yourself:

- **What is one small action I will commit to doing every day this week that will strengthen my business six months from now?**
- **Am I showing up consistently for my clients, my community, and my own growth — even when the market feels slow?**
- **If my last 30 days became my next 12 months, would I be proud of the results?**

From the Training Room....

I have to say, working with Kelly Eckersen through her personalized coaching has been an absolute game-changer for my real estate career. Kelly's guidance gave me the confidence and strategies needed to successfully pursue a FSBO listing. She coached me step-by-step on refining my listing presentation, and thanks to her expertise, I recently secured a $1.8 million dollar listing.

Kelly hasn't just improved my skills—she has completely transformed my approach to real estate, making me more proactive, polished, and successful. I am incredibly grateful that Coldwell Banker offers this coaching program; it has truly elevated my business.Thank you, Kelly, and thank you, Coldwell Banker, for providing this incredible resource.

Jillian McMillon - Coldwell Banker St. Croix 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 the age of AI search and endless scroll, the small businesses and solopreneurs who win are the ones who build both: a strong online reputation and undeniable real-world credibility.

The new front door: AI and online credibility. ***AI search is quickly becoming the new front door to the Internet.*** Potential clients are no longer just "Googling" you; they're asking AI tools:

"Who's the most trusted plumber near me?"

"Which agent actually calls you back?"

"Which boutique firm understands small businesses?"

McKinsey warns that 20–50% of traditional search traffic is at risk as AI results answer questions without sending people to your site. Translation: your online reputation and signals now matter as much as your website, sometimes more.

Read More:
Building Credibility in an AI World
Continue Reading → https://mybffsocial.com/building-credibility-in-an-ai-world/

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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