COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER
APRIL 2026

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.

WELCOME NEW AGENTS

BVI

Tanya Whistler

USVI

Coral Hamilton

Jamaica

Miranda Melhado

Lyshon Davis

GROW YOUR BUSINESS

Measuring the Metrics!

Last month's newsletter, we featured the power of building a referral-based business. The important follow-up to this is to now measure the payoff.

This is where your CRM comes into play! Remember, a CRM is available to all agents within the Island Affiliates network.

What metrics do you need to measure?

The cost of the referral. Divide your total annual referral marketing (this could be time invested based on an hourly rate) by your annual number of referrals.

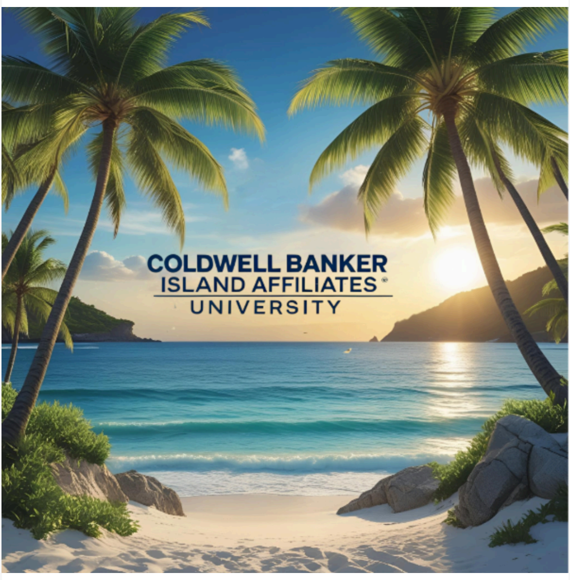
Track your monthly conversion rates along with how long it took them to respond, to book an appointment with you, to get to making a sale/closing.

Calculate your average compensation per transaction and how many referrals you receive from this client and referral agent. Once you see who is producing the most financial value, place the most attention on these people.

Note where and how all your referrals are generated and your return on investment by conversion rate and time spent. Make sure this path includes what marketing was used and which social media accounts produced the most revenue.

Don't forget referrals not only come from your fellow agents and clients, but from your service providers. Make sure you let them know how much you appreciate their business by sending them a thank you note, a gift card, or treating them to a lunch or dinner. Continue to stay in touch and help promote them by paying it forward!

Carla Rayman Kidd - carla@cbislands.com



Raw vs. Perfect: Why This Shift Matters More Than Ever

There's a shift happening in our industry, and it's not just about marketing anymore.

It's about **trust.**

For years, agents have been told to make everything look more polished… more edited… more "perfect."

But something has changed.

Today, buyers are starting to question what they're seeing.

The New Reality: Buyers Don't Always Trust "Perfect"

With the rise of AI, filters, and heavily edited content, it's becoming harder for viewers to tell:

Is this real?
Or is this enhanced?

And when something feels too perfect…
it can actually create doubt instead of confidence.

That's the shift.

What used to impress people… is now making them pause.

Why Raw Content Is Gaining Power

Raw video does something polished content can't:

It reassures the viewer.

It shows:

- What the property actually looks like
- How the space truly feels
- That what they're seeing is real

No over-editing.
No heavy filtering.
No question marks.

Just a real walkthrough, in real time.

And in today's environment—that builds **instant credibility.**

This Is No Longer Just a Marketing Strategy

This isn't just about getting more views.

This is about becoming a trusted source in a market where people are starting to question what's real.

When you show up on video—walking the property, speaking naturally, pointing things out in real time—you're sending a message:

"What you see is what you get."

And that matters more now than it ever has.

Where Agents Are Getting Stuck

Many agents are still trying to create content that looks like a commercial.

Perfect angles.
Perfect lighting.
Perfect delivery.

But here's the reality:

That level of polish can sometimes feel… distant.

And in a world where buyers are already skeptical, distance is the last thing you want.

What Buyers Actually Want From You

They want:

- Honesty
- Clarity
- Transparency
- Speed

And most importantly, they want to feel like they can trust you.

Raw video delivers all of that.

Because it feels like:

- A real showing
- A real conversation
- A real person guiding them through the space

Your New Standard Moving Forward

This is where I want you to simplify everything:

When you have a listing:

- Walk the property
- Turn on your camera
- Talk through it like you would with a buyer
- Post it

No delay. No overthinking.

Because in today's market:

Clarity beats perfection.
Authenticity beats production.

Final Thought

We've entered a time where "perfect" is no longer the goal.

In fact… sometimes it works against you.

Because when everything looks flawless, people start to wonder what's been altered.

But when it's real…
when it's raw…
when it's you…

That's what builds trust.

And trust is what builds your business.

Kelly Eckersen - kelly@cbislands.com

INTERNATIONAL PRESIDENT'S ELITE

FIVE STAR PROFESSIONAL Real Estate Agent

STAR TRAINER

From The Training Room: Wins, Growth & Momentum

Agent Wins Across the Islands

Celebrating the Wins Created Through Consistent Action

Across our training sessions, agents are seeing how consistent conversations, follow-up, and intentional marketing strategies translate into real opportunities. Some are celebrating early milestones in their careers, while others are refining new approaches to grow their business.

What's been most exciting this past month isn't just the outcomes, it's the consistency behind them.

Across our training groups, agents have been showing up in a different way. They're time blocking with intention, having real conversations with their SOI, and using video and social media not just to post—but to connect. And that shift is starting to show.

We're seeing more appointments being set.
More follow-ups are actually happening.
More offers are being written.

Not because the market changed, but because their activities did.

There's a growing confidence that comes from doing the work consistently, and it's reflected in the conversations agents are having and the opportunities they're creating.

One standout example of what this kind of consistency can produce is Jillian McMillon in St. Croix, who secured 5 contracts this month through focused effort and follow-through. What makes this especially meaningful is that it didn't come from one big moment; it came from the same daily actions we're working on in training.

And that's the bigger picture.

This isn't about comparing results; it's about recognizing what's possible when the right activities are done consistently. The small wins happening each week - conversations, follow-ups, showing up on video, are what are building into bigger results across the board.

We're not just seeing progress.
We're seeing momentum.

And that's something worth celebrating.

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

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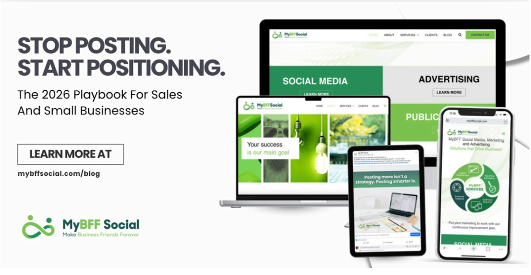
SOCIAL MEDIA
MARKETING


STOP POSTING.
START POSITIONING.
The 2026 Playbook For Sales And Small Businesses
LEARN MORE AT
mybffsocial.com/blog
MyBFF Social
Make Business Friends Forever
SOCIAL MEDIA
ADVERTISING
LEARN MORE
PUBLIC
Your success is our main goal
Posting more isn't a strategy. Posting smarter is.
MyBFF Social Media, Marketing and Advertising
Solutions that Drive Business!
MyBFF SERVICES
Put your marketing to work with our continuous improvement plan.

Most businesses sound interchangeable online. The language is polished. The promises are big. The differentiation is thin.

In 2026, standing out online has very little to do with volume.

It's not about posting more. It's not about chasing trends. And it's definitely not about yelling louder than your competitors.

The brands and sales professionals winning right now are doing something much simpler—and much harder.

- They are clear;
- They are useful; and,
- They feel human.

If you're a small business owner or salesperson, that's good news. You don't need a production studio. You need positioning, perspective, and a smarter way to use the tools available to you.

Let's break down what that actually looks like.

Read More: STOP POSTING - START POSITIONING

Continue Reading - https://mybffsocial.com/start-with-a-point-of-view-not-a-pitch/

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