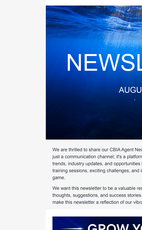
COLDWELL BANKER
ISLAND AFFILIATES



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.



How Marketing Has Changed Over the Years

I am an avid reader of anything real estate, current events, and senseless trivia. To me, reading is power, and deeply being in this business almost 25 years, I continue to learn something new all the time. When you lose interest in learning, you lose the ability to be better.

Marketing has morphed over the years. So instead of just doing one or two things, we now have to do about ten or more. Think about the last few decades and what we continue to do to brand ourselves.

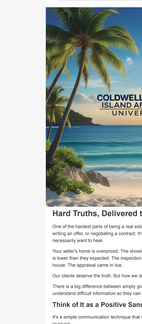
- We sent postcards and letters in the mail.
- We created websites.
- We opened social media accounts.
- We sent newsletters either in the mail or via email.
- We created videos to share online. Make it long and informative. Make it under a minute. Make it under 20 seconds. Make it appealing so someone will watch it.
- We focused on "telling the story".
- We got hooked with our content Hook the consumer however we can.

FULL STOP. Things have changed.

I am not sure I really comprehended this until I read an article a few weeks ago. It slapped me in the face with its reality, and quite honestly, saddened me. For unlike me writing this article for you and every month, everything we write today isn't intended for a real person. Today, writing is done to entice a machine or AI, in order to get visibility. Don't give up on **search engine optimization (SEO)** completely, but you/maybe all need to embrace **answer engine optimization (AEO).** We now have to do a complete reversal in our thinking for chatbots are searching the internet for online content. No more short and sweet, funny, quirky blog posts or videos. Real content that is never meant to be read, but it will be created by bots and they have to be us enough to make our content repeatable.

So while everything we've been doing for the last few years is still in play, we just have to up our game. And instead of just hitting one ball, we need to act like a juggler and have numerous balls in the air for we don't know who is going to catch the ball in the end. Another human being, our dog, or a machine?

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Hard Truths, Delivered the Right Way

One of the hardest parts of being a real estate professional isn't marketing a property, writing an offer, or negotiating a contract. It's having the conversations our clients don't necessarily want to hear.

Your seller's home is overpriced. The showing feedback isn't good. The offer they received is lower than they expected. The inspection uncovered problems. Your buyer didn't get the house. The appraisal came in low.

Our clients deserve the truth. But how we deliver that truth matters.

There is a big difference between simply giving someone bad news and helping them understand difficult information so they can make a good decision.

Think of It as a Positive Sandwich

It's a simple communication technique that works especially well when emotions are involved.

Start with something positive.
Put the hard truth—the "meat"—in the middle.
Finish with something positive and, wherever possible, a path forward.

This doesn't mean sugarcoating the truth or telling clients what they want to hear. It means delivering information in a way that keeps the conversation productive.

When a Seller Needs a Price Reduction

Instead of saying:

"We're not getting showings because your house is overpriced."

Try:

"Your home is showing beautifully, and we've done a great job positioning it online. What the market is telling us, however, is that buyers aren't seeing enough value at our current price to take the next step. The good news is that we can correct that. If we reposition the price now, we can get in front of a new group of buyers and create the activity we need."

Same message. Completely different delivery.

When Your Buyer Loses in Multiple Offers

Instead of:

"They took another offer. We just didn't offer enough."

Try:

"We put together a strong offer and gave the seller very good terms. Ultimately, another buyer was willing to go further than we felt comfortable going. I know that's disappointing, but I don't want you winning a house simply because you were willing to make a bad financial decision. We'll take what we learned from this one and use it to make our next offer even stronger."

You acknowledged the disappointment without allowing the conversation to end there.

When a Seller Receives a Low Offer

Instead of:

"I know it's low. We can just reject it."

Try:

"I understand this isn't the number you were hoping to see, and there are several things about the offer that work in our favor. The price is lower than where I believe we should be, but an offer gives us something we didn't have yesterday—a buyer who has raised their hand and said they want your home. Let's look at the entire offer and decide whether there's an opportunity to negotiate them to a number and terms that make sense for you."

Sometimes our job is simply helping clients get past their initial emotional reaction so they can see the opportunity in front of them.

Clients Remember How You Made Them Feel

You will have difficult conversations throughout your entire real estate career. You can't eliminate them—and you shouldn't try.

Your value isn't in avoiding bad news.

Your value is in knowing how to deliver it.

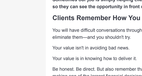
Be honest. Be direct. But also remember that the person sitting across from you may be making one of the largest financial decisions of their life.

Start with what is working. Deliver the truth clearly. Then give them a path forward.

Because great agents don't just tell clients what's happening.

They help them understand what to do next.

Kelly Eckersen - kelly@cbislands.com



From The Training Room: Wins, Growth & Momentum

Across our affiliate network, agents continue to strengthen their businesses through CBIA2x's live training and coaching programs. This month, participants focused on practical strategies they can immediately implement, including business planning, listing presentations, client communication, and activity tracking to build consistent production.

Artificial Intelligence (AI) has also become an exciting part of the conversation. Rather than replacing the personal relationships that define our business, AI is helping agents work smarter, not harder. During training, agents are learning how to leverage AI to:

- Edit and enhance property photos for more impactful marketing
- Write compelling property descriptions that capture buyers' attention
- Virtually stage vacant homes to help buyers visualize the space
- Generate newsletter content and eye-catching graphics
- Create social media posts, email campaigns, and marketing materials in a fraction of the time
- Improve productivity by streamlining everyday business tasks

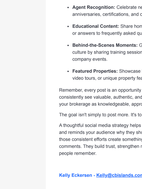
By combining proven real estate fundamentals with today's technology, our agents are developing the skills they need to serve clients more effectively while creating more time to focus on what matters most: building relationships and growing their business.

It's exciting to watch agents across the islands embrace new ideas, share success stories, and discover practical ways to elevate their businesses. Together, we're building a culture of continuous learning, innovation, and collaboration that will benefit our entire Coldwell Banker Island Affiliates.

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





When most brokerages think about social media, the first instinct is to post a new listing or celebrate a recent sale. While those posts are important, they only tell a small part of your story.

Today's consumers and prospective agents want to know who you are before they decide to work with you. Your social media should reflect more than your inventory. It should showcase your people, your culture, and the value your brokerage brings to the community.

A well-rounded social media presence builds trust, strengthens your brand, and keeps your brokerage top of mind. Consider creating a balanced mix of content that includes

- **Community Spotlights:** Highlight local businesses, events, charities, and the neighborhoods you serve.
- **Agent Recognition:** Celebrate new listings, closings, milestones, anniversaries, certifications, and community involvement.
- **Educational Content:** Share home buying and selling tips, market updates, or answers to frequently asked questions.
- **Behind-the-Scenes Moments:** Give followers a glimpse into your office culture by sharing training sessions, team meetings, volunteer projects, or company events.
- **Featured Properties:** Showcase listings with professional photography, video tours, or unique property features that capture attention.

Remember, every post is an opportunity to reinforce your brand. When followers consistently see valuable, authentic, and engaging content, they begin to recognize your brokerage as knowledgeable, approachable, and connected to the community.

The goal isn't simply to post more. It's to post with purpose.

A thoughtful social media strategy helps attract clients, supports recruiting efforts, and reminds your audience why they should choose your brokerage. Over time, those consistent efforts create something far more valuable than likes and comments. They build trust, strengthen relationships, and establish a brand that people remember.

Kelly Eckersen - Kelly@cbislands.com

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/1132501692981034

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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