COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

FEBRUARY 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.

GROW YOUR BUSINESS

CBIA Power Hour: Share Your Superpower

Get ready for our first company-wide Power Hour! On Thursday, March 19th, at 10AM Eastern (please check your time zone), we will meet for a networking and sharing session. Be prepared to share your agent superpower! Is it successful open houses, video creation, using AI to save time, marketing luxury properties, social media, negotiating, securing the listing, or something else? Registration is required, and every agent will have a limited amount of time to introduce themselves and share.

We will select one or two listings to feature. If you have a very unique listing or a challenging listing you would like to showcase, please email me directly so we can spotlight you and your property for a few extra minutes.

Register in advance for this meeting:
https://us02web.zoom.us/meeting/register/bc8JsfQ0Tu-QoNiLShXYtg
After registering, you will receive a confirmation email with information about joining the meeting.

https://youtu.be/jtmstMt4WLc?si=1bxv8cJEejserqij

Carla Rayman Kidd - carla@cbislands.com

Congratulations to Our
2025
AWARD WINNERS
International Excellence Across the Caribbean
COLDWELL BANKER
ISLAND AFFILIATES

Jamaica

President's Elite

Kalli McDonnough-Scott

Diamond Society

Gillian Black

Alan Williams

Minjun Zeng

Anna-Kaye Chisholm Price

Dennile-Ann Robertson

Sterling Society

Gale Peart

Lystra Sharp

Howard Pottinger

Nicole Nesbeth

Monique Hope

BERMUDA

President's Premier

Adam Birch

President's Elite

Angela Hanwell

President's Circle

Heather Chilvers

Sarah Faiella

Tab Froud

Brian Madeiros

Rochelle Swan

Ed Williams

Diamond Society

Rachael Correia

Fiona Hatfield

Angie Lodge

Karen Brine

Sterling Society

Chris White

Commercial - Gold, Cirlcle of Distinction

Graham Smith

Bahamas

Society Of Excellence

Robert Arthur

President's Circle

Collingwood Turnquest

Sarah Sams

Candida Carey

Diamond Society

Heather Peterson

Shannon Knowles

Abby Clarke

Sterling Society

Jonisher Poitier

Lauren Higgs

USVI

Diamond Society

Brooke Cook

Debby Babb

Marni Walters

Stephen Swanton

Sterling Society

Isabel Brady

Tara Godfrey

Teams

President's Elite

The G Team - Bahamas

Greg Miller & Guido Rolle

President's Circle

Team Land-de Wilde - USVI

Amy Land-de Wilde, Kali Diaz, Corrine King

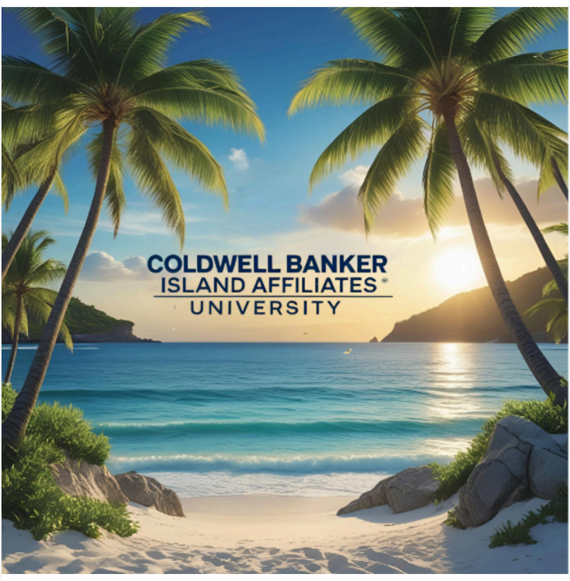
Diamond Society

The Diane K Burns Group - USVI

Diane Burns & Linda Darnell

Team Lorine - USVI

Lorine Williams & Jaileene Citron



Your Activity Tracker Is Telling the Truth

Every week, I review activity trackers from agents across the Caribbean — Jamaica, St.Croix, Aruba, St. Thomas, and beyond. I want to say something that may feel uncomfortable… but is actually empowering:

The numbers don't judge you.
They reveal you.

If business feels slow…
If closings feel inconsistent…
If your pipeline feels thin…Your activity tracker already explains why.

Not emotionally. Not personally. Just factually.

The Market Isn't the Whole Story

It's easy to say:

"The market is slow."
"Buyers are waiting."
"Sellers aren't realistic."
"Tourism is down."
"Interest rates are high."

And yes, markets shift. Seasonality is real. But across every island, I see the same pattern:

The agents who are consistently in conversations are consistently in contracts.

The agents who are not in conversations are not in contracts.

The tracker tells the truth.

Busy Isn't the Same as Productive

Many agents are working.

Showing property.
Running errands.
Posting listings.
Driving around.

But when I look at the tracker, I ask one simple question:

How many real estate conversations did you have this week?

Not emails.
Not scrolling.
Not "thinking about content."

Conversations.

Because in the Caribbean, business is built on relationships, and relationships require communication.

If your tracker shows:

- 2 meaningful conversations
- 1 follow-up
- 0 new contacts

Then we already know what next month will look like.

That's not criticism.
That's clarity.

The Math Is Simple (Even When the Market Isn't)

If you have:

- 20 real estate conversations a week
- 10 consistent follow-ups
- 5 new contacts added to your database

Your pipeline grows.

If you have:

- 4 conversations
- 2 follow-ups
- No new contacts

Your pipeline shrinks.

Not because you're not talented.
Not because you're not capable.
But because real estate is a contact sport.

And your tracker shows whether you're in the game.

What I See in High Producers

Across different islands and price points, the consistent agents all do the same things:

They track.
They follow up.
They initiate conversations.
They don't wait for inbound leads.
They don't disappear when things slow down.

And most importantly, they don't guess.

They measure.

They know:

- How many conversations they had.
- How many appointments they set.
- How many people they added to their CRM.
- Where their next closing is coming from.

Clarity creates confidence.

The Good News

If your tracker isn't where it needs to be, that's not failure.

It's feedback.

It means you don't need more motivation.
You need more structure.

And structure is something you can control on any island and in any market.

Your Move

This week, don't wait for motivation.

Open your tracker. Look at it honestly. Ask yourself:

- Did I initiate conversations?
- Did I follow up intentionally?
- Did I grow my database?
- Did I protect my pipeline?

If the answer is no, that's not discouraging — it's direction.

Add five more real estate conversations this week than you had last week.

Five.

Call past clients.
Check in with your sphere.
Reconnect with someone you showed property to.
Ask better questions.
Listen more intentionally.

Because in the Caribbean, relationships are not optional.
They are the business.

The agents who win are not the most talented.
They are the most consistent.

Let your tracker guide you.
Let your conversations grow you.
And let your daily discipline shape your year.

If you do not currently have an Activity Tracker or would like the CBIAU template we use across the islands, email me, and I will send it to you. There is no reason to guess when you can measure.

You don't need a better market.
You need a stronger week.

Start now.

Kelly Eckersen - kelly@cbislands.com

From The Training Room: Wins, Growth & Momentum

Celebrating the wins created through consistency and action.

Jamaica | Renee Davis

- Consistently submitted weekly Activity Tracker & Social Media Calendar
- Lead Conversion: 6 offers written
- Closings: 3 closings achieved
- Consistent video posting across platforms
- January Social Performance: 113 DMs + 109 conversations generated from social media

A strong example of how consistency, tracking, and content momentum translate into real business.

Bahamas | Nicole Ferguson

- Lead Conversion: 2 closings
- SOI Database: Secured a 55-acre development land listing

Long-term relationship building through SOI continues to drive meaningful results.

St. Croix | Jillian McMillon

- Consistently submitted Activity Tracking Reports
- Prospecting: 1 FSBO listing
- SOI: 2 buyers + 1 listing
- Marketing: 1 buyer actively marketed
- Results: 1 offer accepted

Consistency across prospecting, SOI, and follow-up is showing up in measurable outcomes.

Bermuda | Rochelle Swan

- Activity Tracking: Consistently submitted
- SOI Listing: Multiple offers within one week
- SOI Buyer Consultation: Resulted in an offer

Clear example of conversations being confidently guided to contract.

Bermuda | Angie Lodge

- Activity Tracking: Consistently submitted
- SOI Listing: Multiple offers within 24 hours
- Lead Conversion & SOI: 3 buyer consultations

Strong execution from lead generation to active buyer engagement.

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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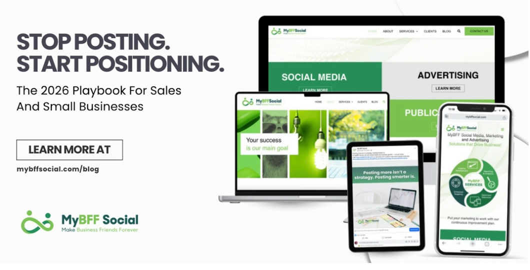
SOCIAL MEDIA
MARKETING


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
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

Start With a Point of View, Not a Pitch.

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:
Building Credibility in an AI World
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!

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