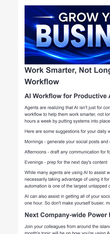
COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

JULY 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.



Work Smarter, Not Longer: Build Your AI Workflow

AI Workflow for Productive Agents

Agents are realizing that AI isn't just for content - it's to help with their entire business workflow to help them work smarter, not longer. Agents are reporting they are saving 5-10 hours a week by putting systems into place.

Here are some suggestions for your daily workflow system:

Mornings - generate your social posts and market update

Afternoons - draft any communication for following up

Evenings - prep for the next day's content

While many agents are using AI to assist with their listing descriptions, they're not necessarily taking advantage of using it for their best or email responses. Email automation is one of the largest untapped opportunities for improving productivity.

AI can also assist in getting all of your social media posts for one week done in less than one hour. We don't make yourself busier, make yourself more efficient!

Next Company-wide Power Hour August 24th

Join your colleagues from around the islands to share ideas, and learn.This month's topic will be on how you're using Artificial Intelligence (AI) to help with your day-to-day productivity and client communications. Bring your best tip to share with everyone. If you would like to be spotlighted due to something you're doing that is unique or has been a game changer for you, please contact me at Carla@CBislands.com

Advanced registration is required:

Aug 24, 2026 10:00 AM Eastern Time (US and Canada)

https://us02web.zoom.us/meeting/register/SF7SILCRT_eV87wQemPO6w

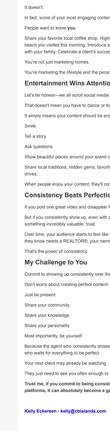
After registering, you will receive a confirmation email containing information about joining the meeting.

This Island Was Just Voted No. 1 in the Caribbean—and It's Also the 'Friendliest' in the Region

Travel + Leisure readers voted on the best Caribbean islands in the 2026 World's Best Awards survey. These are their 25 favorites.

Read in Travel + Leisure: https://apple.news/AI4WoCrT3rOPhwnC7Oiw

Carla Rayman Kidd - carla@cbislands.com



Stop Waiting for Perfect. Your Future Clients Aren't.

One of the biggest mistakes I see agents make is believing they need to have the perfect camera, the perfect script, the perfect home, or the perfect appearance before they start creating content.

The truth is...your future clients aren't looking for perfection.

They're looking for someone they know, like, and trust.

Think about the people you follow online. Chances are it isn't because every video is professionally produced. It's because you feel like you know them. You've watched them enough that they become familiar. When the time comes to buy, sell, or ask for a recommendation, they're the first person who comes to mind.

That's exactly what social media can do for your business.

Be Present Everywhere

Whether it's Facebook, Instagram, TikTok, YouTube, LinkedIn, or even WhatsApp Status, consistency matters far more than perfection.

The goal isn't to go viral.

The goal is to stay visible.

Every post, story, reel, or video is another reminder that you're active, knowledgeable, and involved in your community. People may scroll past your content today, but they're still seeing your name. Over time, those small moments build familiarity—and familiarity builds trust.

You're Not Just Selling Real Estate

One of the biggest misconceptions about social media is that every post has to be about a new listing or market statistics.

It doesn't.

In fact, some of your most engaging content will have nothing to do with real estate.

People want to know **you**.

Share your favorite local coffee shop. Highlight a community event. Show the beautiful beach you visited this morning. Introduce a local business owner. Share a funny moment with your family. Celebrate a client's success. Take viewers behind the scenes of your day.

You're not just marketing homes.

You're marketing the lifestyle and the person people will be working with.

Entertainment Wins Attention

Let's be honest—we all scroll social media to be entertained.

That doesn't mean you have to dance or follow every trend.

It simply means your content should be enjoyable to watch.

Smile.

Tell a story.

Ask questions.

Show beautiful places around your island or community.

Share local traditions, hidden gems, favorite restaurants, festivals, markets, or scenic drives.

When people enjoy your content, they'll come back for more.

Consistency Beats Perfection

If you post one great video and disappear for days or weeks, people forget.

But if you consistently show up, even with simple, authentic content, you begin to build something incredibly valuable: trust.

Over time, your audience starts to feel like they already know you. And when someone they know needs a REALTOR®, your name is already top of mind.

That's the power of consistency.

My Challenge to You

Commit to showing up consistently over the next 90 days.

Don't worry about creating perfect content.

Just be present.

Share your community.

Share your knowledge.

Share your personality.

Most importantly, be yourself.

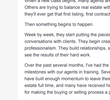
Because the agent who consistently shows up will almost always outperform the agent who waits for everything to be perfect.

Your next client may already be watching.

They just need to see you often enough to remember your name when the time is right.

Trust me, if you commit to being consistently visible across your social media platforms, it can absolutely become a game changer for your business.

Kelly Eckersen - kelly@cbislands.com



From The Training Room: Wins, Growth & Momentum

One of the most rewarding parts of my role is watching agents transform, not just into better real estate professionals, but into more confident business owners.

When a new class begins, many agents are nervous. Some are brand new to the industry. Others are trying to balance real estate with full-time or part-time jobs. They wonder if they'll ever get that first listing, first contract, or first closing.

Then something begins to happen.

Week by week, they start putting the pieces together. They become more confident in their conversations with clients. They begin creating marketing that reflects their professionalism. They build relationships, stay consistent with their activity, and gradually see the results of their hard work.

Over the past several months, I've had the privilege of celebrating some incredible milestones with our agents in training. Several have achieved multiple closings, some have built enough momentum to leave their part-time jobs and dedicate themselves to real estate full time, and many have received heartfelt testimonials from clients thanking them for making the buying or selling process a positive experience.

Those moments are why we do what we do.

Success in real estate doesn't always happen overnight. It's built one conversation, one relationship, one lesson, and one client at a time. Watching agents grow in confidence and realize what's possible for their careers is one of the greatest joys of this program.

I'm excited to announce that a new **13-Week New Agent Training Program** is now underway every **Wednesday at 1:00 p.m. Eastern Time.** If you have agents who would benefit from the program,, simply email me, and I'll be happy to send you the Zoom link.

I can't wait to see what this next group of agents will accomplish.

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





Organic Reach Is Not Dead. Paid Reach Is Not Enough. Here's What Actually Works in 2026.

Here's what every business owner needs to know, and why having an experienced partner in your corner matters more than ever.

The digital marketing landscape has never been more complicated — or more consequential. In 2026, the question businesses keep asking isn't simply "should we post on social media?" It's a more nuanced challenge: "How do we actually reach the right people, and how do we know if it's working?"

The answer almost always comes back to the same foundational debate: organic versus paid reach. Understanding the difference between the two — and knowing how to use both strategically — can be the deciding factor between a brand that grows and one that stalls. Here's what every business owner needs to know, and why having an experienced partner in your corner matters more than ever.

Read More: Organic Reach Is Not Dead. Paid Reach Is Not Enough. Here's What Actually Works in 2026.

Continue Reading - https://thedfbrocial.com/organic-reach-is-not-dead-paid-reach-is-not-enough-heres-what-actually-works-in-2026/

Matt Gentile, CEO - MyDFF 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/1132501950801024

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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