COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

JUNE 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

Tools & Training to Elevate Your Business

LUXURY PROPERTY SPECIALIST CERTIFICATION

Did you know you can take the self-paced Luxury Property Specialist certification course at any time? Once you take the course, you will submit your production online here. As a reminder, the minimum thresholds for qualifying transactions were updated in September 2025 on a per-country basis, with $1 Million as the absolute minimum. You can view FAQs about earning the LPS designation here.

CREATE BETTER LISTINGS USING AI

As I am out in the field as an active agent like you (coming up on 30 years - yikes), it's important for me to keep up on tools to help me be more efficient with my time. Last week, I took a webinar on using AI to assist with listing photos. As with any webinar, if you pick up one good tip, it's worth the time you spent. First, let me convey that I ALWAYS (and I mean always) use a professional photographer for my listings. Our sellers hire us to market their home and I take this seriously. Poor photos make you look bad as an agent, keep you from getting future listings, and are one of the reasons your listings take so long to sell. Buyers simply scroll past a home with bad photography. But let's say it was a rainy day or that you had to go back and take a photo or two on your own. Or you wanted to add some virtual staging. Here are some best practices I learned:

1. Avoid misrepresentation. Keep natural views accurate. Don't exaggerate ceilings, floors, or outdoor spaces.
2. Always disclose any material edits and follow any guidelines by your broker or association to stay compliant. Just be ethical and transparent!
3. Avoid adding or removing any permanent features.
4. Keep the property dimensions, permanent features, and layouts true to the original.
5. Claude was the preferred AI used.

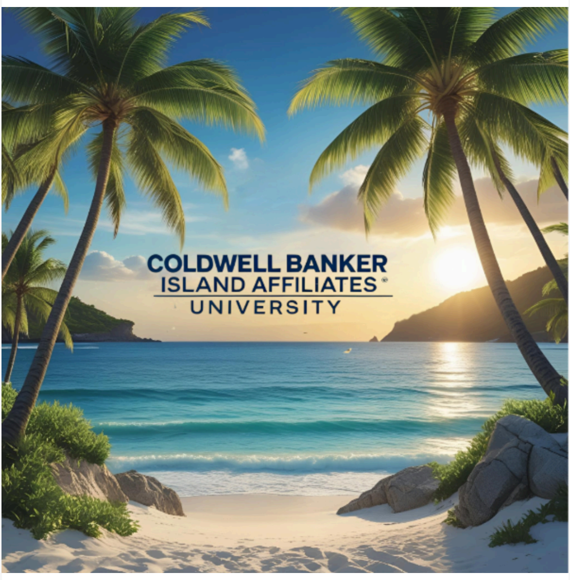
What can you do to interior photos? Improve the lighting, declutter and depersonalize (too many family photos), mask minor repairs (like carpet stains).

Use prompts with precision. They recommended the CRIT method:

- Content - provide the background or situation you wish to clarify
- Role - define what the AI's role will be in this scenario
- Interview - ask the AI clarifying questions
- Task - clearly state the action or output you wish to achieve

Make sure you always save the original, untouched photo, and make your edits realistic. And please do all of us a favor and put those toilet seat covers down! Yes, AI can do this, too.

Carla Rayman Kidd - carla@cbislands.com



The Next Listing Is Probably Already in Your Phone

One of the most common things I hear from agents is, "I need more listings."

Maybe you do. But before you spend money on advertising, purchase leads, or start chasing strangers online, I want you to look somewhere else first—your database.

The truth is that most listings don't come from cold leads. They come from relationships.

Someone in your sphere is getting ready to:

- Downsize
- Relocate
- Purchase a larger home
- Sell an investment property
- Handle a family estate
- Build a new home
- Move because of a job change

The challenge is that they often don't think of you because they haven't heard from you recently.

When I review activity trackers, I frequently find agents sitting on hundreds of contacts they've spoken to once and never followed up with again. Meanwhile, another agent is consistently checking in, staying visible, and becoming the obvious choice when a real estate need arises.

The agents getting listings today are not necessarily the most experienced. They are the ones having the most conversations.

Think about your own database for a moment. How many people do you know who own a home? How many former clients, friends, family members, neighbors, social media connections, and business contacts do you have? Chances are, there are opportunities sitting right in front of you.

The goal isn't to call people and ask if they're ready to sell. The goal is to reconnect.

Ask about their family.

Ask about their business.

Ask about their summer plans.

Ask how they're doing.

And when the conversation feels natural, ask if they know anyone who may be thinking about buying, selling, investing, or relocating.

You may be surprised by how many opportunities come from a simple conversation.

Relationships create conversations.

Conversations create opportunities.

Opportunities create listings.

This Week's Challenge

Reading about prospecting won't generate listings. Taking action will.

This week, I challenge you to reconnect with the people already in your database.

Step 1: Create Your List

Identify:

- 10 past clients
- 10 friends or family members
- 10 people you haven't spoken to in more than six months

That's your list of 30 people.

Step 2: Start the Conversation

Reach out by phone, text, WhatsApp, direct message, or email.

Keep it simple:

"Hi, I was thinking about you today and wanted to check in. How have you been?"

Don't lead with real estate.

Lead with the relationship.

Step 3: Ask One Additional Question

Before ending the conversation, ask:

"Do you know anyone who may be thinking about buying, selling, investing, or relocating this year?"

That's it.

No sales pitch.

No pressure.

Just a conversation.

Step 4: Watch for Listing Clues

Pay attention when people say things like:

- "We're running out of room."
- "The kids are moving out."
- "We've talked about relocating."
- "We're considering building."
- "My parents may need to downsize."
- "We might sell our rental property."

These comments often become future listings.

Step 5: Track Your Results

At the end of the week, record:

- Number of conversations
- Number of referrals received
- Number of potential sellers identified
- Number of appointments scheduled

You can't improve what you don't measure.

One Final Thought

Most agents believe they need more leads.

What they often need is more conversations.

Before you go searching for your next listing, take a closer look at the people you already know.

Your next listing may not come from a lead source.

It may come from a conversation you've been putting off having.

Kelly Eckersen - kelly@cbislands.com

From The Training Room: Wins, Growth & Momentum

There are moments as a coach when you realize the training is working.

Not because of a transaction.

Not because of a listing.

And not because of an activity tracker.

But because you see agents doing something today that they weren't comfortable doing just a few months ago.

Over the past several weeks, I've watched many of our agents step in front of the camera and begin creating videos that showcase not only their listings, but also their communities, lifestyles, and expertise. And I couldn't be more proud.

For many agents, being on camera is one of the most uncomfortable things they will ever do professionally. It's far easier to post a photo of a property than it is to put yourself out there and allow people to see the person behind the business.

Yet that's exactly what our agents are doing.

They are becoming more creative.

They are becoming more visible.

Most importantly, they are learning how to stand out instead of blending in.

What I'm Seeing

Our agents are creating content that goes far beyond traditional property marketing. They're finding new ways to connect with their audiences by sharing:

- Listing walkthroughs and property highlights
- Lifestyle and community videos
- Local attractions, restaurants, and experiences
- Market updates and real estate insights
- Personal stories and behind-the-scenes moments
- Their expertise and unique perspective as local professionals

One of the videos I recently watched featured an agent showcasing a property while naturally weaving herself into the story. Another highlighted the lifestyle and experiences available in her community. While the videos were very different, they shared something important in common:

They felt authentic.

Neither felt like a sales pitch.

Instead, they felt like an invitation to get to know the person behind the brand.

Why This Matters

People don't hire real estate agents simply because they have a license.

They hire people they trust.

They hire people they feel connected to.

They hire people they believe understand their needs and their community.

Long before someone is ready to buy or sell, they are already paying attention. They are scrolling through social media, watching videos, and forming opinions about who they want to work with.

They're asking themselves:

- Who seems knowledgeable?
- Who appears approachable?
- Who understands the local market?
- Who feels genuine?
- Who consistently shows up?

Every video our agents create helps answer those questions.

The Biggest Shift We're Seeing

One of the most exciting changes happening in training right now is that agents are beginning to understand that social media is no longer just about marketing properties.

It's about building relationships.

A listing video may help sell a property.

A lifestyle video, neighborhood tour, market update, or personal story helps build:

- Familiarity
- Credibility
- Trust
- Connection

And trust is what ultimately drives business.

What Makes Me Proud

What makes me proud isn't that these videos are perfect.

It's that these agents are taking action.

They are:

- Stepping outside their comfort zones
- Learning new skills
- Becoming more confident on camera
- Embracing creativity
- Building their personal brands
- Showing up consistently

The agents who are seeing the greatest growth aren't necessarily the ones with the most expensive equipment or the most polished productions.

They're the ones willing to press "record."

This Month's Takeaway

Every time an agent steps in front of the camera, they are creating an opportunity for someone to get to know them, trust them, and begin feeling a connection to them long before they ever need a Realtor.

And when that day comes, they won't be calling a stranger.

They'll be calling someone they already feel they know.

That's the power of showing up.

And based on what I'm seeing in our training programs, the future is looking very bright indeed.

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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How
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RECOMMENDED
Verified
Verified
Schema Markup

The internet has changed again, because apparently the internet enjoys making marketers earn their therapy.

For years, the game was simple enough: write useful content, optimize it for Google, sprinkle in some backlinks, maybe whisper a prayer to the algorithm gods, and wait for traffic. That world is not exactly dead, but it is definitely in the bathroom looking in the mirror and asking what happened to its jawline.

Now people are not just searching. They are asking AI. They are turning to ChatGPT, Perplexity, Gemini, and Google's AI Overviews to get answers, compare options, and decide who is worth their time. In McKinsey's latest research, 44 percent of AI-powered search users already say it is their primary and preferred source of insight, ahead of traditional search, retailer websites, and review sites. That's not a trend. That's a front-door replacement.

So if your brand still thinks SEO alone is the whole show, congratulations — you are optimizing for the old entrance while the party has moved to the side door.

Read More: GEO Is the New SEO: How to Show Up When AI Does the Googling for Everyone

Continue Reading - https://mybffsocial.com/geo-is-the-new-seo-how-to-show-up-when-ai-does-the-googling-for-everyone/

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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