COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

MARCH 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

St. Croix

Torae Sanders torae@coldwellbankervi.com

Grenada

Ethana Bedeau ethanabedeau12345@gmail.com

Jamaica

Sanesha Singh anesha.singh@cbjamaica.com

Amber Coast

Stephanie Levesque and

Elly Hunt

GROW YOUR BUSINESS

Relationships and Referrals

Many experienced agents report that their business comes entirely from referrals. Referrals can be from previous clients or from other agents. In both cases, they are a result of relationships.

Newer agents (and to some extent those who have been in the business for a while) feel the need to buy leads. They will spend hundreds or even thousands of dollars a month, depending on the lead site and the market.

Coldwell Banker provides a Global Referral Platform for agents to give and receive referrals from their colleagues (within or outside of the CB network) around the world. The referral can be for residential, commercial, rentals, sales, or listings.

How do you build your business to become more referral-based? The key is connecting with other agents and building relationships. Your first step is getting to know your colleagues within Coldwell Banker Island Affiliates. Our buyers don't necessarily know which island they want when they're looking for a property. If you know they're considering another location, why not offer to introduce them to a trusted professional? Our buyers turn into sellers when they wish to relocate. We see many of them returning to their previous location to be closer to family. Being able to assist them with that transition is money in your pocket.

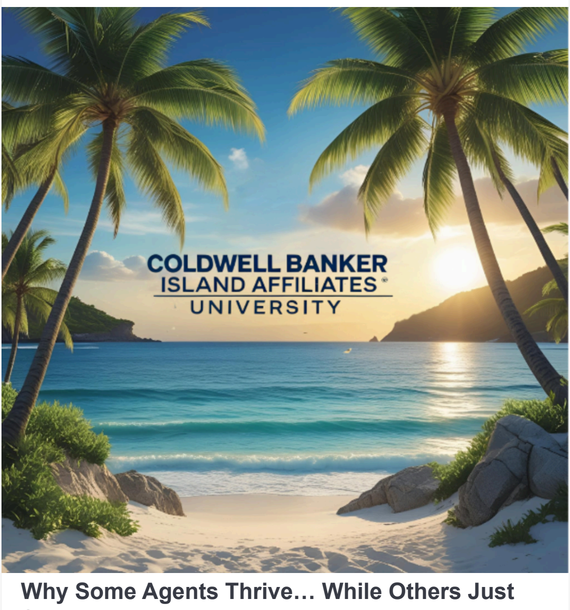
Successful agents report different approaches. Some reach out to agents in their feeder markets (think of the areas where your buyers come from and where direct flights arrive in your market). They get to know some agents via Zoom calls and build personal relationships. Others offer educational events online or in the other agent's town. If you travel, take some time to book appointments with agents in their offices.

The success in this is your follow-up by staying in touch. The easiest way is to stay in touch via social media. Small touches in recognizing others' success, birthdays, anniversaries, and even pain go a long way. Don't be afraid to pick up the phone once in a while, too! A personal call just to let someone know you are thinking of them makes a huge difference.

Keep in mind that referral-based businesses tend to thrive despite market conditions. So when times are tough, you are already one step ahead.

Next month, we'll feature ways to track your referrals effectively. In the meantime, get out there and start making some connections!

Carla Rayman Kidd - carla@cbislands.com



Why Some Agents Thrive… While Others Just Survive

There's something I've observed over and over again—across every island, every market, and every level of experience.

Two agents can have the same license.
The same brand.
The same market conditions.

And yet… one is building momentum, growing confidence, and closing deals—
while the other feels stuck and frustrated, wondering what they're doing wrong.So what's the difference?

It's not talent.
It's not luck.
And it's definitely not the market.

It comes down to **how they show up every day.**

The Agents Who Thrive…

Thriving agents don't wait to feel ready. They don't wait for the "perfect" moment, the perfect listing, or the perfect strategy.

They move.

They understand that this business rewards action—not intention.

They talk to people consistently.
They follow up when it feels uncomfortable.
They stay visible, even when they feel like no one is watching.

And most importantly, they track what they're doing.

Because thriving agents don't guess… they know.

They know how many conversations they're having.
They know where their business is coming from.
They know what's working—and what's not.

That clarity creates confidence.

The Agents Who Just Survive…

Surviving agents are not lazy. In fact, many of them are busy all day.

But they're busy with the wrong things.

They scroll instead of post.
They think about reaching out instead of doing it.
They have conversations, but don't move them forward.

They rely on motivation… instead of discipline.

And when results don't come, they start to believe:

- "The market is slow"
- "People aren't buying"
- "Maybe this just isn't for me"

But the truth is—nothing changes if nothing changes.

The Shift That Changes Everything

The agents who break through don't suddenly become different people.

They make one decision:

They stop waiting… and start leading their business.

They stop hoping for results—and start creating them.

They realize:

- One conversation can lead to a closing
- One post can start a relationship
- One follow-up can turn into a client

And they commit to doing those things every single day.

It's Not About Perfection

Thriving agents are not perfect.

They don't always say the right thing.
Their videos aren't always polished.
They don't have everything figured out.

But they show up anyway.

They stay consistent when it's quiet.
They stay focused when it's hard.
They stay committed when others stop.

And that's where the difference is made.

The Truth Most Agents Need to Hear

This business doesn't reward who's been licensed the longest.

It rewards the agent who:

- Has the most conversations
- Follows up the best
- Stays visible the longest
- And refuses to quit when it gets uncomfortable

Consistency will outperform experience—every time.

A Message for You

If you've been feeling like you're just surviving right now, I want you to know something:

You're not far off.

You don't need a new market.
You don't need a new strategy.
You don't need to "start over."

You just need to tighten your daily actions.

Because the gap between surviving and thriving…
is often just a few conversations a day.

This Week, Keep It Simple

- Talk to more people
- Follow up faster
- Post even if it's not perfect
- Ask for the appointment

Do that consistently—and everything changes.

The agents who thrive aren't different.

They just decided to show up—every day—like their business depends on it.

Because it does.

Kelly Eckersen - kelly@cbislands.com

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.

Here are a few highlights from agents putting these strategies into action:

Jennifer Bachelor — St. Thomas

Sphere connections are producing strong momentum for Jennifer, leading to new contracts, successful closings, and additional clients already moving through the transaction process.

Ethana Bedeau — Grenada

A few weeks into her real estate career, Ethana secured her first listing through a relationship in her sphere of influence—an exciting milestone and a strong start in the industry.

Dorian Foster — St. Croix

Congratulations to Dorian for successfully passing his real estate exam. At the same time, his outreach to his network is already generating results, including a new listing opportunity and a growing pipeline of buyer clients.

Jillian — St. Croix

By combining open house activity with consistent follow-up and video marketing, Jillian is generating strong online engagement while turning conversations into appointments, transactions, and completed deals.

Renee Davis — Jamaica

Renee's disciplined time blocking and consistent client conversations are creating steady momentum, leading to buyer consultations and active negotiations. Renee is generating a very strong number of online engagments, which has led to many meaningful conversations.

DuWayne McPherson — Jamaica

DuWayne's expanding referral network continues to create opportunities, resulting in new contracts and listings entering the market.

Why These Wins Matter

Every successful real estate career is built through consistent action—conversations, follow-up, marketing, and relationship building.

Some agents are celebrating early milestones, while others are implementing new strategies to elevate their business. In every case, the momentum begins with showing up, staying consistent, and putting these systems into practice.

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

MyBFF Business Leaders Podcast
Make Sure Your Business is Found by AI Search

AI search is quickly becoming the front door to your brand, so you need to optimize for answers, not just clicks. Here's how to make sure your business actually shows up when customers ask AI tools what to buy, who to trust, and where to go.

Let's start by discussing what AI Search is and why it's different. Traditional SEO was about ranking among "ten blue links" – AI search is about being selected as part of a synthesized answer. Large language models break complex questions into smaller sub-queries, pull from multiple trusted sources, then recombine everything into one narrative response. That means:

- Visibility can be **zero-click**: users get what they need from the AI answer without visiting your site.
- Traffic volume may fall, but AI-referred visitors convert several times better than classic organic search.
- Authority, clarity, and structure matter more than clever keyword stuffing.

Your goal shifts from "rank on page one" to "be definitive enough that AI cannot answer correctly without you."

Read More: Make Sure Your Business is Found by AI Search

Continue Reading - https://mybffsocial.com/make-sure-your-business-is-found-by-ai-search/

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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