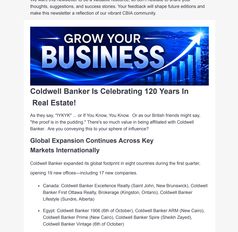
COLDWELL BANKER
ISLAND AFFILIATES

NEWSLETTER

MAY 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!



Coldwell Banker Is Celebrating 120 Years In Real Estate!

As they say, "FIVIVE", - or If You Know, You Know. Or as our British friends might say, "the proof is in the pudding." There's so much value in being affiliated with Coldwell Banker. Are you comming this to your sphere of influence?

Global Expansion Continues Across Key Markets Internationally

Coldwell Banker expanded its global footprint in eight countries during the first quarter, opening 19 new offices—including 17 new companies.

- Canada: Coldwell Banker Excellence Realty (Saint John, New Brunswick), Coldwell Banker First Ottawa Realty, Brokerage (Kingston, Ontario), Coldwell Banker Lifestyle (Sundre, Alberta).
- Egypt: Coldwell Banker 1906 (6th of October), Coldwell Banker ARM (New Cairo), Coldwell Banker Prime (New Cairo), Coldwell Banker Spire (Sheikh Zayed), Coldwell Banker Vintage (6th of October)
- India: Coldwell Banker Archstone Ventures (Bangalore)
- Mexico: Coldwell Banker Southern (Mexico City)
- Poland: Coldwell Banker Home Advisory (Warsaw)
- Portugal: Coldwell Banker Seed (Lisbon)
- Türkiye: Coldwell Banker Business (Ankara), Coldwell Banker Grand (Istanbul), Coldwell Banker Level (Bursa), Coldwell Banker Locate (İzmir), Coldwell Banker West (Ankara), Coldwell Banker Win (Ankara)
- Spain & Andorra: Coldwell Banker Aster Real Estate (Barcelona)

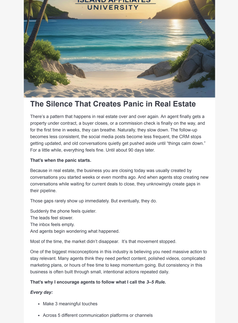
Coldwell Banker Leaders Driving the Conversation

While market dynamics shifted week by week and market by market, Coldwell Banker leaders continued to serve as trusted voices across the industry, providing perspective, data, and guidance to consumers and the media. This visibility was underscored by the release of the latest Coldwell Banker Global Luxury Trend Report. If you haven't seen this report, you should be sharing this with your customers to help you win listings. https://www.coldwellbankerluxury.com/editorial/the-trend-report-2026

Building on 120 Years of Trust and Looking Ahead

For 120 years, Coldwell Banker has evolved alongside the real estate industry, embracing innovation, supporting entrepreneurs, and helping affiliated agents and brokers succeed in changing markets. The momentum seen in the first quarter reflects that enduring commitment and sets the stage for continued growth throughout the year. As Coldwell Banker looks ahead, the focus remains the same: empowering our network, expanding thoughtfully and delivering value that helps us thrive—today and for the next generation. SIVIN... So Now You Know.

Carla Rayman Kidd - carla@cbislands.com



The Silence That Creates Panic in Real Estate

There's a pattern that happens in real estate over and over again. An agent finally gets a property under contract, a buyer closes, or a commission check is finally on the way, and for the first time in weeks, they can breathe. Naturally, they slow down. The follow-up becomes less consistent, the social media posts become less frequent, the CRM stops getting updated, and old conversations quietly get pushed aside until "things calm down." For a little while, everything feels fine. Until it doesn't.

That's when the panic starts.

Because in real estate, the business you are closing today was usually created by conversations you started weeks or even months ago. And when agents stop creating new conversations while waiting for current deals to close, they unknowingly create gaps in their pipeline.

Those gaps rarely show up immediately. But eventually, they do.

Suddenly the phone feels quieter.
The leads feel slower.
The inbox feels empty.
And agents begin wondering what happened.

Most of the time, the market doesn't disappear. It's that movement stopped.

One of the biggest misconceptions in this industry is believing you need massive action to stay relevant. Many agents think they need perfect content, polished videos, complicated marketing plans, or hours of free time to keep momentum going. But consistency in this business is often built through small, intentional actions repeated daily.

That's why I encourage agents to follow what I call the ***3–3 Rule.***

Every day:

- Follow-up on an old conversation
- Sending a quick WhatsApp message
- Reaching out to someone in your sphere
- Posting a market thought on Instagram or Facebook
- Sharing a quick video on TikTok
- Sending an email check-in
- Commenting thoughtfully on someone's post
- Updating your CRM before the day ends

The platforms themselves matter less than the movement. Because visibility creates familiarity, and familiarity creates trust.

Most agents are sitting on opportunities they already started. - relationships that simply need nurturing and consistency.

Sometimes one message reopens a conversation.
One follow-up creates a showing.
One post reminds someone you're still active.
One check-in turns into a listing appointment months later.

The agents who build long-term stability are not always the loudest people online. They are the agents who stay in motion, even during busy seasons, slow seasons, stressful weeks, and moments when they already have pending deals keeping them occupied.

The most successful agents understand something important: a closing is not the finish line. It is simply proof that previous consistency worked. And if you want consistency three or six months from now, you must continue planting seeds today. Real estate rewards momentum, not perfection.

So if business feels good right now, this is not the time to disappear. Stay visible. Stay connected. Stay in conversation.

The silence you create today is often the panic you feel later.

Kelly Eckersen - kelly@cbislands.com



From The Training Room: Wins, Growth & Momentum

Agent Wins Across the Islands

Recognizing the Wins That Don't Show Up on a Tracker

Before we talk about numbers, conversations, or contracts, I want to pause for a moment and acknowledge something important.

Not all wins show up on an activity tracker, and not all wins are measured in transactions. Some wins are simply showing up.

This week, I want to recognize Renee Davis, Coldwell Banker Jamaica Realty

Renee recently experienced the tragic and unexpected loss of her cousin, someone she was incredibly close to. The kind of loss that stops everything. The kind that shifts your focus, your energy, and your ability to think about business.

And yet, in the middle of that grief, Renee made a quiet but powerful decision.

She kept going.

Not perfectly.
Not at full capacity.
But with courage, strength, and determination.

She showed up to training.
She stayed connected.
She continued to move forward one step at a time.

Sometimes we need to redefine what a win looks like.

And in this moment for Renee, that is a win.

Because resilience doesn't always look like big momentum. Sometimes it looks like doing the hard thing when it would be easier not to. Sometimes it looks like staying in the game when life gives you every reason to step away.

What Renee demonstrated is something we don't talk about enough in this business: the ability to keep moving forward, even when it's hard.

And that matters.

Not just for her business, but for the example it sets for everyone around her.

A Reminder to All of Us

In this business, we often measure success by production.

But in the training room, I'm also paying attention to:

- Effort
- Consistency
- Mindset
- And the moments where someone chooses to keep going

Because those are the things that ultimately create the results.

Honoring Your Strength

Renee, we see you.
We are proud of you.
And we are standing with you.

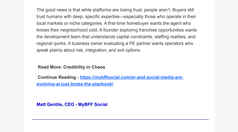
Sometimes the strongest agents in the room are the ones who show up when it would be completely understandable if they didn't.

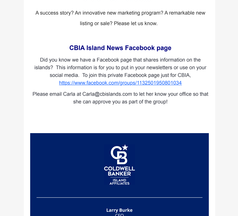
And that kind of strength?

That's what builds not just a business, but a foundation that lasts.

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 $649.00 Big 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





The good news is that while platforms are losing trust, people aren't. Buyers still trust humans with deep, specific expertise—especially those who operate in their local markets or niche categories. A first-time homebuyer wants the agent who knows their neighborhood cold. A founder exploring franchise opportunities wants the development team that understands capital constraints, staffing realities, and regional quirks. A business owner evaluating a PE partner wants operators who speak plainly about risk, integration, and exit options.

Read More: Credibility in Chaos

Continue Reading - https://mvjfbocial.com/ge-and-social-media-are-evolving-at-last-broke-the-playbook/

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/1132501095080102/#

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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