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.

AI DETERMINES WHO LOOKS BETTER - WILL IT BE YOU?

AI is quickly becoming the new front door to every real estate business. What is showing up when prospects are searching for you online? Every place you have your business information (Google Business, MLS or portals, all social media) should exhibit the same contact details, including your company name and professional headshot. Do yourself a favor and audit your online presence to make sure everything is in sync, for it truly matters. Then ask an AI search engine what you would want people to find when they searched for an agent. Do you come up as someone highly regarded in the city or area you work in, or does your competition? Try to veer away from "I'm the number one agent.... I sold X amount of real estate." Focus on real content - what questions can you answer that would be relevant to someone seeking real estate services. Remember, Answer Engines reward content in plain language that resolve a specific question.

Hyperlocal expertise and original content help you gain visibility when a prospect uses AI to search. Broad search terms and generic content are no longer enough. We have all been taught that we are our brand. We bought the domain for our names and we post regularly on social media. But the dynamics keep changing, and we must evolve. What we post on our website, our blog, and our socials must reflect who we personally are - how we talk, what our background and experience are, and our knowledge of our local markets.

The days of giving general information are over: how to prep your home for sale, first-time homebuyer tips, reminders to turn your clocks back (my personal pet peeve!) etc. Answer engines are looking for real specific details. Here's some perfect examples on content:

- Detail the neighborhood you serve.
- Post local market updates and give facts about the neighborhood itself.
- Showcase current listings and sales you had there.
- Publish these details on different platforms and use specific target words instead of general terms.
- In my (area/city/neighborhood), sellers typically pay X amount in closing costs and homes generally take X amount of days from contract to close.
- Testimonials: "(Your name) sold our house in just 6 days after negotiating multiple offers and was able to get us our full asking price." Have your clients be this specific. You may need to coach them by asking what was the most difficult part of the transaction and how did I assist you with this?
- Write about the questions you get from buyers or sellers all the time. Do I need to sell before I purchase? Should I remove my furniture? Do I need a home inspection?

Answer Engines look for content that provides real knowledge in real terms. So be your authentic self when you write and answer the questions just like you would if someone was sitting across a table from you. Your personal experiences and knowledge are power. Use them.

Carla Rayman Kidd - carla@cbislands.com

The Q4 Push: Your Next Year Starts Now

There is something that happens in real estate as we move into the fourth quarter.

The festive season starts appearing on our calendars. Schedules get busier. Clients begin saying, "Maybe after Christmas." And without even realizing it, it becomes very easy to start taking our foot off the gas.

We tell ourselves we'll get organized in January.

We'll reconnect with our database in January.

We'll start prospecting consistently in January.

We'll create that business plan in January.

But here's what I want you to remember:

January is not when your new year begins. Your new year begins right now.

The conversations you have in October, November and December can become the appointments, listings, buyers, referrals and closings you have in the first quarter of 2027.

That's why the Q4 Push matters.

You Don't Need to Work More. You Need to Be Intentional.

A Q4 Push does not mean giving up Christmas, missing time with your family or working seven days a week.

It means being intentional with the days you are working.

Make the calls.

Follow up with the person who told you six months ago they weren't ready.

Go back through the leads sitting in your CRM.

Reach out to your past clients.

Post consistently on social media.

Schedule the appointment.

And when someone tells you, **"We're thinking about doing something after Christmas,"** don't hear that as a reason to stop following up.

Hear it as an opportunity.

Ask if you can meet now so they know what they need to do to prepare. Put a follow-up date on your calendar. Stay connected.

"Not now" doesn't always mean no. Sometimes it simply means not yet.

The Festive Season Is Relationship Season

One of the best things about Q4 is that it gives us a natural opportunity to reconnect with people.

And not every conversation needs to be about real estate.

Actually, it shouldn't be.

Call someone because you were thinking about them.

Check in with a past client you haven't spoken with lately.

Thank someone who sent you a referral this year.

Ask about their family.

And this year, I want you to try something even more personal:

Send a short Christmas video text.

But here's the important part:

Don't wait until Christmas week.

Send your videos **at the beginning of the Christmas season**, before everyone's phones and inboxes are filled with holiday greetings.

Choose 25, 50 or even more people from your SOI and record a quick personal message.

It could be as simple as:

"Hi Susan! As we head into the Christmas season, I just wanted to take a moment to say hello and wish you and your family a wonderful Christmas season. I hope you're doing well and that you have a beautiful holiday with the people you love. Merry Christmas!"

That's it.

No sales pitch.

No *"Do you know anyone looking to buy or sell?"*

No generic video sent to hundreds of people.

Say their name. Look into the camera. Smile. Be yourself.

Make it personal.

The video doesn't need professional lighting or editing. It doesn't need to be perfect.

It needs to be genuine.

In a world filled with automated emails, mass texts and AI-generated content, **a real person taking 30 seconds to personally speak to another person stands out.**

And that's exactly what we're trying to accomplish.

There May Be Business Hiding in Your Phone

Before you spend all of your energy trying to find another new lead, take a look at the people you already know.

How many old leads haven't heard from you lately?

How many past clients haven't received a phone call this year?

Who told you they were thinking about selling?

Who wanted to buy but decided to wait?

Who said, "Maybe next year"?

Who said, "Call me after Christmas"?

Some of your best opportunities for 2027 may already be sitting in your database.

They don't necessarily need another marketing campaign.

They may simply need to hear from you.

Don't Arrive in January With an Empty Calendar

Picture two agents on the first working day of January.

One sits down at their desk and thinks:

"Okay, it's a new year. What should I do first?"

The other already has buyer consultations scheduled, seller appointments on the calendar, follow-up calls planned, a clean database, a completed business plan and a list of warm prospects who said they wanted to reconnect after Christmas.

Both agents started the same new year.

But they didn't start from the same place.

One is starting. The other already has momentum.

Your goal during Q4 should be to become the second agent.

Give Yourself the Gift of a Plan

Before this year ends, take an honest look at your business.

Where did your closings come from?

What worked?

What didn't?

What did you keep saying you were going to do but never consistently did?

What activities actually created conversations and appointments?

Then build your 2027 plan around those answers.

Don't just write down a big income number and call it a business plan.

Decide what you're going to **do**.

How many people will you contact each week?

How often will you follow up?

What will you do to grow your SOI?

How will you stay visible?

What will you time-block on your calendar?

Because a goal tells you where you want to go.

Your daily activities are what actually get you there.

Imagine January 2

I want you to picture yourself sitting down to work in January.

Your database is organized.

Your business plan is complete.

Your calendar is time-blocked.

You've spent the past three months reconnecting with your SOI.

You've personally reached out at the beginning of the Christmas season.

You've followed up with your "not yet" prospects.

You've remained visible in your market.

You already have appointments scheduled.

And you know exactly what you need to do that morning.

Think about how different that feels from starting January trying to figure everything out.

That's what the Q4 Push is really about.

It isn't about pressure.

It's about preparation.

It isn't about working every minute.

It's about making the minutes you're working count.

And it isn't only about finishing 2026 strong.

It's about giving yourself a head start on 2027.

So don't wait for January to become motivated.

Don't wait for a new calendar to start building the business you want.

Make the call.

Send the video.

Reconnect with the client.

Follow up with the lead.

Write the plan.

Schedule the appointment.

Do something today that your January self will be grateful you did.

Because while everyone else is waiting for the new year to begin...

you can already be building it.

Ready to Finish Q4 Strong?

You don't have to wonder what you should be doing each month to stay focused and productive. I've created a Q4 October–November–December Checklist designed to help you stay consistent, visible, and connected as you finish the year strong—and start building momentum for 2027.

Want a copy? Email me at Kelly@cbislands.com and I'll send it to you.

Let's make these final three months count.

Kelly Eckersen - kelly@cbislands.com

FROM THE TRAINING ROOM

WINS • GROWTH • MOMENTUM

In our training sessions, we spend a lot of time talking about the fundamentals of building a successful real estate business. These are not complicated strategies or the latest shiny object. They are the things that actually move your business forward.

We focus on following a Business Plan, managing your time with purpose, growing and staying connected to your database, tracking your income producing activities, following up consistently, and creating content that keeps you visible in your market.

The truth is, most agents already know they *should* be doing these things.

The difference comes from actually doing them and doing them consistently.

28 Days. One Commitment. Big Results.

Recently, one of our agents made a simple commitment. She decided to post on social media every day for 28 days.

She did not spend 28 days posting listings. She shared a variety of content designed to educate, engage, showcase her market, and keep her name in front of the people she wants to serve.

After just 28 days, she shared her analytics with me:

↑ 252% IN VIEWS

↑ 211% IN ENGAGEMENT

↑ 119% IN NEW FOLLOWERS

There was no secret formula behind those numbers.

She simply showed up. Every single day.

And that is the part I want every agent reading this to think about.

What Could 28 Days Do for YOUR Business?

What if you committed to 28 days of intentional activity?

What if you consistently contacted your SOI, followed up with old leads, added people to your database, created videos, posted useful content, tracked your activities, and protected the time you set aside to build your business?

You may not see a closing tomorrow, but you may start more conversations. You may reconnect with someone who is thinking about selling. Someone may begin following you because they are planning a move six months from now. A past client may remember your name when a friend asks for an agent.

That is how momentum is created.

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**

Your social media should give people a reason to respond.

A lot of agents are becoming more consistent on social media, which is great. But the next step is learning how to turn that visibility into **actual conversations**.

Instead of asking, *"What should I post today?"* start asking:

"What could I post today that someone might actually respond to?"

For example, instead of:

Beautiful 3 bedroom home just listed in…

Try:

If you had $100,000 to renovate your island home, where would you spend it first: the kitchen, outdoor living area, or pool?

Instead of simply posting a photo of a beautiful beach:

You have one free afternoon and no responsibilities. Where on our island are you going?

Or use your real estate expertise:

What is one question you've always wanted to ask a real estate agent but never have?

These posts do something a listing post often doesn't. **They invite people into the conversation.**

Try the 3:1 Rule

For every property or promotional post, challenge yourself to create three posts designed to **educate, entertain, connect, or start a conversation.**

Think local restaurants, neighborhoods, beaches, events, island traditions, homeowner tips, market questions, behind the scenes moments, polls, or something you genuinely love about where you live.

And when someone comments?

Don't just "like" their comment. Talk to them.

Respond. Ask another question. Continue the conversation. That is where social media starts becoming relationship building instead of simply content creation.

Your Challenge This Month

Create **one conversation post every week** and pay attention to what happens.

Don't measure success only by likes.

Measure **comments, conversations, direct messages, profile visits, and new connections.**

Because ultimately, you don't need everyone on social media to see you.

You need the right people to remember you, trust you, and feel comfortable starting a conversation with you.

POST LESS LIKE AN AD. SHOW UP MORE LIKE A PERSON.

Kelly Eckersen - Kelly@cbislands.com

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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