

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.



Converting Overseas Buyers

To successfully attract and convert overseas buyers in today's real estate market, agents must pivot from traditional local marketing to being a highly specialized global advisor. With prime inventory at critical lows across certain islands, the challenge isn't just generating interest—it's building the trust and infrastructure required to close a transaction from thousands of miles away.

You need to market the "unseen" ecosystem that's important to the buyers – not just the property. Overseas buyers are rarely just buying a structure; they are purchasing a lifestyle and an investment vehicle. Your digital materials should prominently feature localized guides on international schooling, private health care, island infrastructure, and comprehensive lifestyle comparisons.

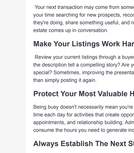
Since buyers cannot easily visit, standard photos are no longer enough. Invest heavily in aerial shots or drone videography, accurate GPS boundary mappings, and immersive virtual tours that showcase the neighborhood, beach access points, and proximity to airports.

Remember, purchasing a property abroad is daunting. The agents who win international clients are those who proactively demystify the legal and financial friction points of their specific island. Clearly outline localized fees (e.g., stamp duties, transfer taxes, and legal fees) so they aren't surprised about the total cost of a purchase. Also clearly explain any government restrictions that could affect the anticipated timeline of possession. If you are uncomfortable speaking about these things, use your independent network of local attorneys, surveyors, and tax specialists who can write articles for you to send or talk to your buyers directly.

For marketing, run highly specific paid search and search campaigns targeted at your top feeder markets (northeastern United States, Canada, and Western Europe). Leverage your current market dynamics. For example, if there is little inventory, FOMO (fear of missing out) could be an important play. Too much inventory, focus on it as a buyer's advantage. But do this in a way that you are educating your foreign buyers versus doing a hard sale. Explain that cautious, prolonged settlement means missing out to decisive and well-informed buyers.

You may also wish to consider leasing them with "being in the know" and staying in touch with you regarding the up-and-coming spots. This could be part of the value and that will be the next place for development or a new condominium that is beginning pre-sales. You being their resource for both knowledge and property listings is powerful!

Carla Rayman Kidd - carla@cbislands.com



Small Fixes. Bigger Profits.

Sometimes the smallest changes in your business can make the biggest difference.

When agents think about increasing their income, the first thought is often that they need more leads, more listings, or a bigger marketing budget. But sometimes, the greatest opportunity for growth comes from taking a closer look at what you're already doing.

Small improvements in your daily business habits can lead to more conversations, stronger relationships, additional appointments, and ultimately, more closed transactions.

Start With Your Follow-Up

How many potential buyers or sellers have you spoken with who never heard from you again? Not everyone is ready to make a move today, but that doesn't mean they won't be ready next month. A simple follow-up message or phone call can keep the relationship alive and create an opportunity that might otherwise be lost.

Take Another Look At Your Database

Your next transaction may come from someone you already know. Instead of spending all your time searching for new prospects, reconnect with five people each day. Ask how they're doing, share something useful, and remind them you're available whenever real estate comes up in conversation.

Make Your Listings Work Harder

Review your current listings through a buyer's eyes. Are the photographs inviting? Does the description tell a compelling story? Are you highlighting what makes the property special? Sometimes, improving the presentation of a listing can make a greater difference than simply posting it again.

Protect Your Most Valuable Hours

Being busy doesn't necessarily mean you're building your business. Set aside dedicated time each day for activities that create opportunities: conversations, follow-up, appointments, and relationship building. Administrative work is necessary, but it shouldn't consume the hours you need to generate income.

Always Establish The Next Step

Before ending a conversation with a potential buyer or seller, determine what happens next. Will you send additional information? Schedule a showing? Arrange a follow-up call? When there is a clear next step, opportunities are less likely to disappear.

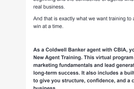
Here's Something I Want You To Remember

You don't always need to do more. Sometimes, you simply need to do a few things better.

This week, choose just one area of your business that needs improvement. Make a small adjustment, stay consistent, and pay attention to the results.

Those small fixes, repeated over time, can make a meaningful difference in your business and your bottom line.

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FROM THE TRAINING ROOM

WINS • GROWTH • MOMENTUM

One of my favorite things happening in our training rooms right now is the energy. We have multiple group training sessions underway, and I love seeing the enthusiasm of our newer agents. They are eager to learn, full of questions and excited about building their real estate careers.

At the same time, being new to real estate can quickly become overwhelming. There is so much to learn—business planning, time management, databases, marketing, social media, buyers, listings, technology and more. That is why we are intentionally breaking the business down into smaller, manageable pieces. Rather than trying to master everything at once, agents are learning one skill, building one system and developing one good habit at a time.

For our newer agents, the focus is on building a strong foundation:

- Creating a simple business plan.
- Managing their time and focusing on income-producing activities.
- Building and communicating with their sphere of influence.
- Learning to market themselves and their communities.
- Developing the confidence to have real estate conversations every day.

What is especially rewarding is seeing the conversations change for agents who have been in training longer. They're now coming into our sessions excited to share new buyers, listing opportunities, contracts and upcoming closings.

Those successes are reminders that the small things matter. The calls, follow-ups, social media posts, time blocking and consistent activities may not produce immediate results, but over time, they begin to add up.

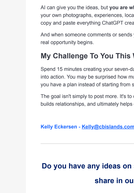
Success in this business rarely comes from one big thing. More often, it comes from doing the small things consistently.

Right now, I get to see both sides of that journey—the excitement of agents who are just beginning and the confidence of agents who are beginning to see their efforts turn into real business.

And that is exactly what we want training to accomplish: one lesson, one action and one win at a time.

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



Let AI Plan Your Next Seven Days of Social Media

Less time wondering what to post. More time connecting with potential clients.

We've all been there. You know you should be posting on social media, but when it's time to create something, you find yourself staring at your phone wondering what to say. Before you know it, 30 minutes have passed, and you still haven't posted anything.

What if you could plan an entire week of social media content in just a few minutes?

That's one of the simplest ways to put ChatGPT to work in your real estate business. Instead of trying to come up with something new every morning, let AI help you create a plan that speaks directly to the buyers and sellers you want to attract.

And remember, **not every post needs to be about a property you're selling.** In fact, some of your most valuable content may have nothing to do with a listing.

Think about what your audience would find interesting. A local restaurant or hidden gem, a common question about buying property on your island, an interesting market observation, or a glimpse of the lifestyle that makes your community special. These are the kinds of posts that help people get to know you, trust your knowledge, and remember you when real estate comes up.

Try This: Your Seven-Day Social Media Plan

Open ChatGPT, copy the prompt below, and replace the information in brackets with your own details.

Your ChatGPT Prompt:

"Act as my real estate social media strategist. I am a Coldwell Banker real estate agent in [ISLAND/COUNTRY], and I want to attract local buyers and sellers, international buyers, investors, and members of the diaspora.

Create a seven-day social media content plan for Facebook and Instagram that helps me build relationships, demonstrate my local expertise, and generate real estate conversations.

Include a variety of content:

- One educational post answering a common buyer or seller question.
- One community spotlight featuring a local attraction, restaurant, neighborhood, or hidden gem.
- One market insight that helps people better understand real estate in my area.
- One property marketing post that focuses on lifestyle and benefits rather than just features.
- One personal or behind-the-scenes post that helps people get to know me.
- One engaging question or poll designed to start conversations.
- One helpful real estate tip for local or international buyers.

For each day, provide a suggested caption, photo or video idea, and a natural call to action. Keep the writing friendly, professional, and conversational. Avoid overly promotional language. Do not invent market statistics, property details, or local facts. If current information is needed, tell me what to verify before posting.

Make the content feel authentic to my island and the people I want to reach."

One More Thing...

AI can give you the ideas, but **you are what makes the content valuable.** Add your own photographs, experiences, local knowledge, and personality. Don't just copy and paste everything ChatGPT creates. Make sure it sounds like you.

And when someone comments or sends you a message, respond! That's where the real opportunity begins.

My Challenge To You This Week

Spend 15 minutes creating your seven-day content plan with ChatGPT. Then put it into action. You may be surprised how much easier social media becomes when you have a plan instead of starting from scratch every day.

The goal isn't simply to post more. It's to create content that starts conversations, builds relationships, and ultimately helps grow your business.

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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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