



AUGUST 2026
PROFESSIONAL
DEVELOPMENT
CLASS SCHEDULE

Coldwell Banker University® | CBU.com

*All classes are subject to change. To view the most up to date schedule visit **Events Calendar at CBU.com***

AUGUST 3

Prompt Like a Pro | 3:00 PM (ET)
CBA Orientation | 4:00 PM (ET)

AUGUST 4 - AUGUST 6

BootcAMP | 12:00 PM (ET) (Tuesday, Wednesday and Thursday)

AUGUST 4

MoxiWebsites® 101: Setting Up Your Website | 3:00 PM (ET)

AUGUST 5

Winning with Buyers 301: Owning Objections | 3:00 PM (ET)

AUGUST 7

Feature Focus Friday: AI Power Sessions - Top AI Platforms for Real Estate | 2:00 PM (ET)

AUGUST 10

Build Your AI Stack | 3:00 PM (ET)

AUGUST 11 - SEPTEMBER 3

AMP | 2:00 PM (ET) (Tuesdays, Wednesdays and Thursdays)

AUGUST 11

Lead Generation: Sphere of Influence | 12:00 PM (ET)

AUGUST 14

Feature Focus Friday: AI Power Sessions - SEO + AEO: Improving Your Online Visibility | 2:00 PM (ET)

AUGUST 17

MoxiWebsites® 201: Customizing Your Website | 1:00 PM (ET)
Create a Seller Email Campaign | 3:00 PM (ET)

AUGUST 18

Action Lab: Building Your Listing Presentation with the MoxiPresent® Tool | 2:00 PM (ET)

FEATURE FOCUS FRIDAY
presents
**AI POWER
SESSIONS**



EVERY FRIDAY for 30 MINUTES
11AM PST / 2PM EST



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AUGUST 19

Lead Generation: Open Houses | 12:00 PM (ET)

Canva Workshop Series: Customizing your NEW Buyer & Seller Presentation | 1:00 PM (ET)

MoxiEngage® 101: Maximize Your SOI | 1:00 PM (ET)

AUGUST 20

Agents Helping Agents | 2:00 PM (ET)

AUGUST 21

Feature Focus Friday: AI Power Sessions - Setting up your Google Business Profile | 2:00 PM (ET)

AUGUST 24

Owning Your Value | 2:00 PM (ET)

Create a Customized Seller Conversion Plan | 3:00 PM (ET)

AUGUST 25

MoxiEngage® 201: Email Marketing | 11:00 AM (ET)

Action Lab: Target Marketing with the CB MoxiWebsites® Tool | 2:00 PM (ET)

AUGUST 25 - AUGUST 27

OutList OutLast | 12:00 PM (ET) (Tuesday and Thursday)

AUGUST 26

MoxiPresent® 201: Customizing Presentations | 12:00 PM (ET)

Owning Objections | 12:00 PM (ET)

AUGUST 31

Create a Scroll-Stopping Property Video Script

**AGENTS
HELPING
AGENTS**

Real Conversations. Real Numbers. Real Agents.



LIVE Virtual Event
Every Third Thursday
at 2:00 PM (ET)

REGISTER TODAY
<http://aha.cbu.com>



Action Lab: Building Your Listing Presentation with the CB MoxiPresent® Tool

This course will share examples of how to create listing presentations that leave a lasting impression on your clients. The agenda includes hands-on time to try out each feature and activity with our instructors there to answer your questions and provide guidance. You will walk away with actionable insights and practical skills you can implement immediately. Don't miss out on this opportunity to elevate your listing game! Reserve your spot today and get ready to transform your presentations with the MoxiPresent® tool.

Action Lab: Target Marketing with the CB MoxiWebsites® Tool

During this interactive workshop you will learn how to leverage the resources of the MoxiWebsites® tool to offer value to your sphere of influence and prospective clients. This isn't your typical lecture-style class. Get ready to roll up your sleeves! During the workshop, you will have dedicated time to try out each activity on your own. Your instructors will be there to guide you, answer questions, and provide personalized assistance. Space is limited, don't miss out on this opportunity to master the MoxiWebsites® tool and elevate your real estate game. Reserve your spot today!

Agents Helping Agents

A monthly live virtual panel connecting top real estate professionals across the Coldwell Banker network, offering actionable insights, proven strategies, and success stories to help agents refine their practices and elevate their businesses.

AMP

Unlock your potential to help build a steady and sustainable business while networking with agents across the Coldwell Banker® brand. While it can take years to learn the tactics and tools that make agents so successful, you can access their secret through the comprehensive research in AMP! Learn, share, and implement best practices for setting goals, communicating your value, generating leads, and servicing clients. Access game-changing resources that include live facilitator-led optional sessions, the script library, learning videos, interactive tutorials, and so much more!

BootCamp

BootcAMP is an introductory program designed to welcome new to the business agents to real estate. Participants focus on key business terms, concepts, and habits. Using a combination of activities, discussion questions, and real-world scenarios, participants lay a strong foundation for a successful business and prepare for AMP.

Build Your AI Stack

In this workshop, you'll start to build your personal "A.I. Dream Team" by matching tools to the tasks that matter most in your business. You'll see three powerful tools—Perplexity, Claude, and Canva—in action and learn how to use them for research, practice, and APRIlketing. By the end, you'll know exactly which tools belong in your own A.I. stack and how to put them to work right away to save time, scale smarter, and stay ahead of the competition.

Canva Workshop Series

Take your real estate marketing to the next level with Canva! Whether you're just getting started or ready to unlock Canva's advanced AI-powered tools, this hands-on learning series will help you create polished, professional marketing that elevates your brand and grows your business. Learn how to design eye-catching social media posts, listing marketing materials, buyer and seller presentations, videos, flyers, and more using time-saving templates and AI features. Each session includes live demonstrations, practical tips, and real-world examples, giving you the skills and confidence to create high-impact marketing you can put to work immediately.

Coldwell Banker® Orientation

In this optional learning session, discover what sets Coldwell Banker® apart from other real estate companies, including the exclusive tools, systems, and resources available to you to grow your business... This is only the beginning!

Create a Seller Email Campaign

Some homeowners aren't planning to sell—until the right opportunity makes them pause. In this workshop, you'll build a neighborhood-specific email campaign that sparks interest and highlights your in-depth local insight. You'll leave with a ready-to-send multi-email campaign plus a reusable prompt you can apply any time you have motivated buyers.

Create a Customized Seller Conversion Plan

Some listing appointments end with a seller saying, "We need to think about it." That happens when the presentation feels generic instead of personal. In this workshop, you'll learn how to turn prequal answers into a customized listing appointment plan that connects directly to each seller's motivations, priorities, and concerns. You'll leave with a ready-to-use Seller Conversion Plan that anticipates objections, aligns your value with what matters most that can help you obtain a signed agreement instead of a stalled decision.

Create a Scroll-Stopping Property Video Script

Today's buyers and sellers spend hours scrolling—but only the most engaging videos make them stop and watch. In this workshop, you'll learn how to turn any property into a story that captivates and converts. Using a simple, repeatable prompt, you'll create a 60-second social media video script designed to grab attention, highlight what makes the home special, and strengthen your personal identity. You'll leave with a ready-to-shoot script that hooks viewers, drives engagement, and positions you as a modern, marketing-savvy agent.

Feature Focus Friday

Are you eager to elevate your skills with the MoxiWorks® platform? Dive deep into the functionalities that matter most to you with the Feature Focus Friday sessions! In these concise 30-minute sessions, we zoom in on a specific feature, providing you with the knowledge and skills to help maximize your usage of the MoxiWorks® tools.

Lead Generation: Open Houses

Nothing is worse than an empty open house. You need to drive traffic to the property to fill the room, and then use that traffic to help build your business. Top producing agents know that open houses are a way to show prospective buyers the value they offer, while still preserving the relationship with their seller. In Lead Generation: Open Houses, you'll uncover strategies to utilize open houses to strengthen relationships with sellers, create new relationships with home buyers, and build your book of business. You'll leave with techniques that you can use to help drive traffic and convert open house contacts into leads.

Lead Generation: Sphere of Influence

Cultivating a sphere of influence is a significant lead-generation source for every agent and can be more efficient than other forms of prospecting. In Lead Generation: Sphere of Influence, you'll dive into prospecting principles and develop a plan for consistent, value-driven contact with your sphere! Facilitator-led optional sessions will guide you in setting a daily contact goal, reframing "head trash" and removing self-doubt, systematizing your database, and creating campaigns for your sphere. Take it further by exploring additional resources like learning videos and the goal projector. Get ready to set up a lead-generation system that helps your business soar!

MoxiEngage® 101: Maximize Your SOI

MoxiEngage® 101: Maximize Your SOI is the first in a series of courses that are designed to teach you how to receive the most benefit from this powerful CRM. This introductory course showcases an overview of the agent dashboard with its sales cycle driven process, demonstrates how to connect your email to setup your MoxiEngage® account and offers important information for managing your database of contacts.

MoxiEngage® 201: Email Marketing

MoxiEngage 201: Email Marketing is the second in the MoxiEngage® series. This session demonstrates how to set up email marketing campaigns, such as holiday drip campaigns and others, send eCards and connect your contacts with property updates called "Favs and Saves". Students will have their best learning experience in this course if they have already completed MoxiEngage® 101: Maximize Your SOI and followed the suggested steps to setup and organize their contact database.

MoxiPresent® 201: Customizing Presentations

MoxiPresent® 201 is an advanced course that demonstrates how to create custom content and custom presentation templates to take your presentations to the next level.

MoxiWebsites 101: Setting Up Your Website

MoxiWebsites® are ready-to-go, IDX powered real estate websites that feature property searches, buying and selling information, agent bios and so much more, all in a fully customizable yet template based system. MoxiWebsite® courses are designed to be taken in order, allowing you to implement your new skills before you move to the next course to add additional knowledge. Microlearning videos and task-based guides are also available for quick, on demand information.

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Prompt Like a Pro

Great marketing doesn't just happen—it's prompted. In this fast-paced session, you'll learn how to transform AI from a generic content generator into your personal marketing assistant. You'll discover the CRIT Formula—a simple, repeatable framework that turns scattered thoughts into polished newsletters, blog posts, and social media content that sounds authentically like you. Whether you're creating market updates, property descriptions, or engagement posts, you'll learn how to partner with AI strategically—not just use it randomly. You'll leave with clear formulas, live demonstrations, and a content multiplication strategy you can use immediately.

Outlist Outlast

When establishing and maintaining a long-lasting business, agents seek income streams that offer the highest return on investment. Securing listings is one of the most reliable methods to build sustainable business. In OUTLIST OUTLAST, you can focus on establishing a long-term business through obtaining and selling listings. You can leave with a complete listing toolkit that will help you build clients for life by developing a Listing Presentation, creating your Listing Marketing Plan, and outlining a Touch Point Calendar. Access game-changing resources that include live facilitator-led optional sessions, the Coldwell Banker® script library, learning videos, interactive tutorials, and so much more! Building a listings business that lasts with OUTLIST OUTLAST today!

Owning Objections

This optional facilitator-led session provides resources and best practices to identify the most common objections, strategize your approach for a flawless response, practice handling the objections that “scare” you the most, and access to an Objection Handlers appendix.

Owning Your Value

With over three million real estate agents in America, how do you stand out from the crowd? Top agents don't just know their value — they own it! When an agent owns their value, that competitive edge is a differentiator that helps win business. Leverage Coldwell Banker® facilitators to show you how in this optional session! In Owning Your Value, you can inventory features that make you unique, practice conveying benefits to potential clients, and learn to highlight qualitative examples and quantifiable metrics that demonstrate your accomplishments. Dive deep into your value with Owning Your Value today!

Winning with Buyers 301: Owning Objections

Get ahead of potential buyer questions by mastering -established objection handling techniques. Leverage the wisdom of your peers to help you craft responses for the 6 most commonly asked questions from buyers.



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