

September • 2026

CB Professional Development

MONTHLY DIGEST

September's Full Course Schedule



Where professionals come to grow.

Discover new learning opportunities, practical business strategies, and the resources to keep you growing.

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Your guide to professional growth and resources designed to help you succeed this month and beyond.

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Vice President, Professional Development

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Every Course, One Place



A Letter From The Vice President of Professional Development

This July I started my twenty-eighth year in this business, and I've watched the same thing happen in every one of them. Somewhere around September, people quietly decide the year is what it is.

When I was selling, I worked expireds, for sale by owners, and homeowners in default. Three different lists, one program. I sent a letter. Ten days later I sent a second one. Ten days after that, a third.

Every letter had a call to action inviting them to reach out to me. As long as I was consistent in sending them, I was consistent in fielding the calls back.

Here's the part that matters. The response rate climbed every single time, and I never had to chase any of it. The consumer reached out to me. That was the entire design. I wasn't trying to talk anyone into anything. I was trying to be the person they already had in mind when they were ready to move.

By the third letter I wasn't a stranger asking for business. I was the person who'd been showing up while nobody else did. Because most people quit after the first letter.

That's what September is. You're two letters in.

There are four months left. If you give them to one thing, give them to lead generation, and give it enough repetitions to work. The schedule in this issue is where to start, and every class is optional.

Send the third letter.

Learners are earners.

Brett Matsuura

Vice President
Professional Development
Coldwell Banker Real Estate LLC



Your Professional Development Team

Behind every course, workshop, and learning experience is a team committed to helping agents build stronger businesses. The Professional Development team brings together real-world experience, practical expertise, and a shared commitment to creating learning that matters. From building skills to strengthening confidence and performance, our focus is simple: helping agents keep growing.



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WHAT'S NEW THIS MONTH

New Opportunities
New Resources
New Ways to Grow

Professional Development is expanding, with new ways to learn, connect, and strengthen your business. This month, we're introducing fresh courses, focused workshops, collaborative experiences, and resources designed to make learning more relevant, practical, and easier to put into action.

What's Ahead?

- New Courses
- New Workshops
- New Resources

Turn the page —————>



NEW THIS MONTH

WORKSHOP WEDNESDAY

Focused skill-building sessions designed to strengthen the competencies that drive real estate success. Each workshop delivers practical, in-the-moment learning you can apply immediately to win more business and better serve your clients.

EVERY WEDNESDAY AT 2:00PM

- Appraisal Outcomes
- Mastering Repair Negotiations
- Winning the FSBO
- Productivity Killers
- Success Through Discipline

[VIEW DETAILS](#)
[+ REGISTER](#)



CB CANVA WORKSHOP SERIES

Take your real estate marketing to the next level with Canva. Hands-on sessions that help you create polished, professional marketing that elevates your brand and grows your business using time-saving templates and powerful AI tools.

SEPTEMBER WORKSHOPS

- Customize Your **NEW** Buyer & Seller Presentations
- Canva Basics for Real Estate Marketing
- Quick Social Content Wins
- Listing Marketing Essentials
- Canva AI Tools

[VIEW DETAILS](#)
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SEPTEMBER 2026 LEARNING CALENDAR

DATE	TIME EST	COURSE		CATEGORY
TUE SEP 2	12:00 PM	Action Lab: Target Marketing with the MoxiWebsites® Tool		PRODUCT
TUE SEP 2	3:30 PM	Workshop Wednesday: Appraisal Outcomes	NEW!	PRODUCTIVITY
THU SEP 3	12:00 PM	Converting with Confidence		PRODUCTIVITY
MON SEP 7	All Day	Offices Closed – Labor Day		
SEP 8–10	12:00 PM	Bootcamp T-W-TH		PRODUCTIVITY
TUE SEP 8	1:00 PM	Customizing Your NEW Buyer & Seller Presentations in Canva	NEW!	PRODUCT
TUE SEP 8	4:00 PM	Orientation		PRODUCTIVITY
WED SEP 9	2:00 PM	Creating Your NEW Buyer & Seller Presentations in MoxiPresent®	NEW!	PRODUCT
WED SEP 9	3:30 PM	Workshop Wednesday: Winning Repairs Negotiations	NEW!	PRODUCTIVITY
THU SEP 10	12:00 PM	Lead Gen: Farming		PRODUCTIVITY
THU SEP 10	2:00 PM	MoxiWebsites® 101		PRODUCT
THU SEP 10	4:00 PM	Canva Workshop: Canva Basics for Real Estate Marketing	NEW!	PRODUCT
FRI SEP 11	2:00 PM	Feature Focus Friday: Build Your Personal Brand		PRODUCT
MON SEP 14	1:00 PM	Seller Strategies: Offers of Compensation		PRODUCTIVITY

NEW THIS MONTH

CPR FOR YOUR CRM

CLEAN. PRIORITIZE. RECONNECT.

Give your database the refresh it needs. Learn simple strategies to clean up your CRM, focus on your best opportunities, and reconnect with the people who can help grow your business.

SEPTEMBER 16 & 29 – 1:00PM EST

[VIEW DETAILS](#)
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- Clean Up Your Database
- Organize Your Contacts
- Prioritize Key Relationships
- Reconnect & Follow Up
- Uncover Hidden Opportunities



PEAK PERFORMANCE POWER HOUR

Peak Performance Power Hour is a weekly opportunity for new agents to come together, solve real business challenges, strengthen their confidence, commit to meaningful action, and stay accountable to moving their business forward.

EVERY MONDAY – 2:00PM EST

[VIEW DETAILS](#)
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- Live, Interactive Experience
- Designed for New to Business Agents
- Celebrate Wins & Tackle Challenges
- Strengthen Mindset & Build Confidence
- Group Coaching Style Accountability



SEPTEMBER 2026 LEARNING CALENDAR

DATE	TIME EST	COURSE		CATEGORY
MON SEP 14	2:00 PM	Peak Performance Power Hour	NEW!	EVENT
MON SEP 14	3:00 PM	AI in Action: Prompt Like a Pro		PRODUCT
TUE SEP 15	11:00 AM	MoxiPresent® 201		PRODUCT
SEP 15 & 17	12:00 PM	List to Last	NEW!	PRODUCTIVITY
TUE SEP 15	2:00 PM	AMP - Sept 15 - Oct 8 T-W-TH		PRODUCTIVITY
WED SEP 16	11:00 AM	Action Lab: Position Yourself as an Area Specialist with MoxiWebsites®		PRODUCT
WED SEP 16	11:00 AM	CPR for Your CRM	NEW!	PRODUCT
WED SEP 16	3:30 PM	Workshop Wednesday: Winning FSBQs	NEW!	PRODUCTIVITY
THU SEP 17	2:00 PM	Agents Helping Agents		EVENT
THU SEP 17	4:00 PM	CB Canva Workshop: Quick Social Content Wins	NEW!	PRODUCT
FRI SEP 18	2:00 PM	Feature Focus Friday: Staging & Property Marketing with AI		PRODUCT
MON SEP 21	2:00 PM	Peak Performance Power Hour	NEW!	EVENT
MON SEP 21	3:00 PM	AI in Action: Build Your AI Stack		PRODUCT
TUE SEP 22	12:00 PM	Price Positioning and Repositioning in Today's Market		PRODUCTIVITY

What Will You Learn Next?

Growth starts by recognizing where you have room to grow. A skill you need to sharpen, a strategy you haven't mastered, or a better way to approach your business. Explore the schedule and find the opportunities that challenge you to grow and keep your business moving forward.

SEPTEMBER 2026 LEARNING CALENDAR

DATE	TIME EST	COURSE		CATEGORY
WED SEP 23	12:00 PM	MoxiEngage® 101		PRODUCT
WED SEP 23	12:00 PM	Open Houses		PRODUCTIVITY
WED SEP 23	1:00 PM	Customizing Your NEW Buyer & Seller Presentations in Canva	NEW!	PRODUCT
WED SEP 23	4:00 PM	Wednesday Workshop Productivity Killers	NEW!	PRODUCTIVITY
THU SEP 24	1:00 PM	Creating Your NEW Buyer & Seller Presentations in MoxiPresent®	NEW!	PRODUCT
THU SEP 24	4:00 PM	CB Canva Workshop: Listing Marketing Essentials	NEW!	PRODUCT
FRI SEP 25	2:00 PM	Feature Focus Friday: Open House Success with AI		PRODUCT
MON SEP 28	2:00 PM	Peak Performance Power Hour	NEW!	EVENT
MON SEP 28	3:00 PM	AI in Action: Create a Seller Email Campaign		PRODUCT
TUE SEP 29	12:00 PM	Owning Your Value		PRODUCTIVITY
TUE SEP 29	1:00 PM	CPR For Your CRM	NEW!	PRODUCT
WED SEP 30	12:00 PM	MoxiEngage® 201 Email Marketing		PRODUCT
WED SEP 30	4:00 PM	Wednesday Workshop Success Through Discipline	NEW!	PRODUCTIVITY



Your growth Has no finish line.

EVERY GREAT BUSINESS IS
BUILT BY PEOPLE WHO KEEP
LEARNING, ADAPTING AND
RAISING THEIR STANDARD.

The Professional Development
Course Catalog includes
complete course descriptions for
every learning journey available to
you.

EXPLORE IT. INVEST IN YOU.
KEEP MOVING FORWARD

DISCOVER WHAT'S POSSIBLE



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