

AUGUST 2025

PROFESSIONAL DEVELOPMENT CLASS SCHEDULE



COLDWELL BANKER UNIVERSITY®
CBU.COM

PROFESSIONAL DEVELOPMENT AUGUST 2025 - PRODUCTIVITY SCHEDULE

ALL CLASSES ARE SUBJECT TO CHANGE. TO VIEW THE MOST UP TO DATE SCHEDULE GO TO THE [EVENTS CALENDAR AT CBU.COM](https://www.coldwellbanker.com/events).

AUG
01

Lead Gen: Farming | 1:00 PM (ET)

AUG
13

Buyer Strategies - Part 2 of 4 | 12:00 PM (ET)
Owning Your Value | 12:00 PM (ET)
Outlist Outlast- Part 4 of 4 | 4:00 PM (ET)

AUG
04

Outlist Outlast- Part 1 of 4 | 3:00 PM (ET)
Coldwell Banker® Connect | 4:00 PM (ET)

AUG
14

Winning with Buyers 201 | 12:00 PM (ET)
BootcAMP - Part 4 of 4 | 1:00 PM (ET)

AUG
05

BootcAMP - Part 1 of 4 | 1:00 PM (ET)

AUG
15

Lead Gen: Sphere of Influence | 1:00 PM (ET)

AUG
06

Owning Objections | 1:00 PM (ET)
Outlist Outlast- Part 2 of 4 | 4:00 PM (ET)

AUG
18

Buyer Strategies - Part 3 of 4 | 12:00 PM (ET)
Winning with Buyers 301 | 1:00 PM (ET)
Coldwell Banker® Connect | 4:00 PM (ET)

AUG
07

BootcAMP - Part 2 of 4 | 1:00 PM (ET)

AUG
19

BootcAMP - Part 1 of 4 | 1:00 PM (ET)
AMP - Part 1 of 12 | 12:00 PM (ET)

AUG
08

Lead Gen: Expireds | 1:00 PM (ET)

AUG
20

Buyer Strategies - Part 4 of 4 | 12:00 PM (ET)
AMP - Part 2 of 12 | 12:00 PM (ET)

AUG
11

Buyer Strategies - Part 1 of 4 | 12:00 PM (ET)
Outlist Outlast- Part 3 of 4 | 4:00 PM (ET)

AUG
21

BootcAMP - Part 2 of 4 | 1:00 PM (ET)
AMP - Part 3 of 12 | 12:00 PM (ET)

AUG
12

Seller Strategies | 12:00 PM (ET)
BootcAMP - Part 3 of 4 | 1:00 PM (ET)
Perfect Pitch | 3:00 PM (ET)

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AUG
22

Price Repositioning | 1:00 PM (ET)

AUG
25

Business Planning | 3:00 PM (ET)

AUG
26

BootcAMP - Part 3 of 4 | 12:00 PM (ET)
Pricing Strategies- Part 1 of 3 | 4:00 PM (ET)
AMP - Part 4 of 12 | 12:00 PM (ET)

AUG
27

Converting with Confidence | 11:00 AM (ET)
Pricing Strategies- Part 2 of 3 | 4:00 PM (ET)
AMP - Part 5 of 12 | 12:00 PM (ET)

AUG
28

BootcAMP - Part 4 of 4 | 12:00 PM (ET)
Pricing Strategies- Part 3 of 3 | 4:00 PM (ET)
AMP - Part 6 of 12 | 12:00 PM (ET)

EVERY THIRD THURSDAY AT 2:00 PM (ET)

Agents Helping Agents

RECORDED SESSIONS AVAILABLE AT [CBU.COM](https://www.cbu.com) > AGENTS HELPING AGENTS



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GENBLUE®

GB | LAS VEGAS 2025



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[GENBLUEEXPERIENCE.COM](https://www.genblueexperience.com)



PRODUCTIVITY COURSE INDEX

AMP

AMP is the business building program for agents looking to cover all the basics and quickly reach their goals. Engaged participants will use tools and resources to develop the success habits needed to make contacts, get appointments, and close deals.

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.

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.

Business Planning

Designed to help real estate professionals take control of their financial future by creating a clear, actionable roadmap for success. Using the Coldwell Banker Business Planner, agents will learn how to set realistic 1, 3, and 5-year financial goals, analyze key business metrics, and identify the most efficient path to growth.

Buyer Strategies

In this multi-session course, you will be introduced to ready-to-use portfolio of buyer tools, develop a pre-consultation interview, refine your buyer consultation, and implement time-saving strategies for finding and showing homes. This program will help enhance your skills and streamlines your processes, allowing you to deliver exceptional service to your clients.

Converting with Confidence

Learn strategies and techniques to help win the race to face-to-face interactions and secure more business. This course helps you evaluate and prioritize lead sources, categorize leads by urgency and trust, develop effective follow-up plans, and adapt scripts to increase appointment conversions.

Lead Generation

The Lead Generation Series empowers real estate agents with proven strategies to generate and convert leads through Expireds, Farming, and Sphere of Influence. This series provides actionable techniques to capitalize on expired listings, establish and grow a farm area, and systematically engage with a sphere of influence—helping agents build a sustainable pipeline of business.

Coldwell Banker® Connect

The essential introduction for anyone new to the Coldwell Banker System. Coldwell Banker® Connect is required for all new system members (e.g. Responsible Broker or their designee) and provides a guided introduction to the tools and resources available to support your success. Learn the basics of myCBdesk, navigate CBU.com, explore professional development opportunities, and discover how to

Outlist Outlast

This course is designed to help affiliated agents establish a long-term business by mastering the art of obtaining and selling listings and provides a complete listing toolkit, including a refined Listing Presentation, a strategic Listing Marketing Plan, and a structured Touch Point Calendar to build lasting client relationships.

Owning Objections

Learn how to confidently navigate objections from buyers and sellers. This course provides agents with the tools, strategies, and practice needed to respond effectively to common objections. Gain the skills to reframe challenges, build confidence, and turn objections into opportunities for success.

Owning Your Value

This course guides agents through the process of identifying what sets them apart, effectively communicating those unique strengths to buyers and sellers, and providing proof of success. Agents will take a deep dive into their value, learning techniques to help articulate and demonstrate it confidently in any situation.

Perfect Pitch

Learn to leverage generative artificial intelligence to craft a personalized, persuasive, “Perfect Pitch” that highlights your strengths, builds credibility, and sets you apart from the competition.

Pricing Strategies for Every Market

A three-part course designed to help agents master market analysis, create accurate Comparative Market Analyses (CMAs), and confidently guide sellers to the right price.

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AUG
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Feature Focus Friday | 12:00 PM (ET)

AUG
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MoxiEngage 101 | 11:00 AM (ET)

MoxiEngage 201 | 2:00 PM (ET)

AUG
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MoxiWorks Toolkit for Agents | 2:00 PM (ET)

AUG
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MoxiWebsites 101 | 11:00 AM (ET)

MoxiWebsites 201 | 2:00 PM (ET)

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MoxiWebsites 201 | 2:00 PM (ET)

MoxiEngage 301-for Brokers | 3:00 PM (ET)

AUG
11

MoxiImpress for Agents | 2:00 PM (ET)

AUG
21

MoxiPresent 101 | 11:00 AM (ET)

MoxiPresent 201 | 2:00 PM (ET)

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**FEATURE
FOCUS
FRIDAY**



EVERY FRIDAY @ 12:00 PM (ET)

[CBU.COM](https://www.cbu.com) > [PRODUCTS & PROGRAMS](#) > [FEATURE FOCUS FRIDAY](#)



PRODUCT COURSE INDEX

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.

MoxiEngage 101: Maximize Your SOI

MoxiEngage 101 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 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?

MoxiImpress

MoxiImpress is a powerful marketing platform that uses automation to instantly create a comprehensive marketing package for listings. This course provides a platform tour, demonstrates how to edit marketing packages, create new listings, and distribute the marketing via multiple channels. This course is appropriate for agents and employees alike.

MoxiPresent 101: Getting Started

MoxiPresent 101 is the first in a series of two classes and is designed to help users navigate the tool and introduces the presentation setup wizard. Attendees will see a demonstration of how to use a provided template to create a Listing Presentation with embedded CMA and learn how to share presentations through multiple channels.

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. Note: it is highly recommended that users take MoxiPresent 101 prior to attending this class.

MoxiWebsites 101: Setting Up Your Website

MoxiWebsites 101 is the first in a series of two classes and is designed to assist users in getting their website up and running! This class will teach how to setup your new website and take it live, understand the admin panel, manage website navigation, update your profile and secure your website to publish it with search engines.

MoxiWebsites 201

MoxiWebsites 201 is an advanced course that teaches users how to customization techniques for their website, including adding video, property lists, custom searches, and testimonials. Note: it is highly recommended that users take MoxiWebsites 101 prior to attending this class.

MoxiWorks Throughout The Sales Cycle

MoxiWorks Toolkit for Agents is a virtual instructor led course that provides an introductory overview of all products within the MoxiWorks Suite, discussing features within each product that may help agents generate leads, market to their sphere of influence, share new listings, customize presentations and manage transactions during the escrow period.