JANUARY 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***

JAN 05

Pricing Strategies- Part 1 of 3 | 11:00 AM (ET)
Winning with Buyers 201 | 12:00 PM (ET)
Business Planning | 2:00 PM (ET)
Coldwell Banker® Orientation | 4:00 PM (ET)

JAN 06

Pricing Strategies- Part 2 of 3 | 11:00 AM (ET)
BootcAMP - Part 1 of 4 | 1:00 PM (ET)

JAN 07

Pricing Strategies- Part 3 of 3 | 11:00 AM (ET)

JAN 08

Lead Gen: Expireds | 11:00 AM (ET)
BootcAMP - Part 2 of 4 | 1:00 PM (ET)
Owning Your Value | 1:30 PM (ET)

JAN 12

Getting Started with AI | 1:00 PM (ET)

JAN 13

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

JAN 14

Prompt Like a Pro| 1:00 PM (ET)

JAN 15

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

JAN 19

Coldwell Banker® Orientation| 4:00 PM (ET)

JAN 20

Lead Gen: SOI | 11:00 AM (ET)

JAN 21

Build Your Own AI Stack | 1:00 PM (ET)
Winning with Buyers 301 | 2:00 PM (ET)

JAN 22

Lead Gen: Farming | 11:00 AM (ET)
Create a Seller Email Campaign | 1:00 PM (ET)

JAN 26

Create a Customized Seller Conversion Plan | 1:00 PM (ET)

JAN 27

Owning Objections | 11:00 AM (ET)

JAN 28

Create a Scroll Stopping Video Script | 1:00 PM (ET)
Price Repositioning in Today's Market | 2:00 PM (ET)

EVERY THIRD THURSDAY AT 2:00 PM (ET)

Agents Helping Agents

RECORDED SESSIONS AVAILABLE AT CBU.COM > AGENTS HELPING AGENTS

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.

Build Your Own 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 marketing. 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.

Business Planning

Designedtohelp realestate 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.

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 Scroll Stopping 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.

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 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.

Converting with Confidence

The number of people who will buy or sell property in your market is finite, and if you don't have systems in place to get their business, another agent will. Discover strategies and techniques that can help you win the race to face-to-face and get the business with Converting with Confidence. Facilitator-led optional sessions and a participant workbook can help you evaluate and prioritize your lead sources, explore how to group leads by urgency and trust, create follow up plans based on urgency, and modify example scripts to get the appointment.

Getting Started with AI

AI is giving your competitors 5-10 extra hours every week while you're still writing listing descriptions by hand. This dynamic 30-minute session shows how AI tools like Microsoft Copilot can transform your real estate business from time-consuming to time-optimized. You'll see live demonstrations of AI creating listing descriptions and follow-up emails in seconds, learn practical prompting strategies, and discover the four-stage evolution from AI beginner to strategic partner. Walk away with a commitment to give three specific tasks to AI this week and reclaim hours for high-value client activities.

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.

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.

Pricing Strategies for Every Market

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

Pricing Repositioning In Today's Market

Are you experiencing price reductions in your market? Get ahead of it by exploring tactics for navigating the market repositioning conversation with your current sellers and leveraging market data to set expectations from the start in your Listing Presentation.
Price Positioning in Today's Market covers tactics and tools that can help you manage seller expectations during and after the Listing Presentation.
In this optional course, apply your skills to common scenarios and practice sample scripts to help master the positioning conversation and handle the objections of today's sellers.

Prompt Like a Pro

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.

Winning with Buyers 201: 5 Steps to Buyer Consultations that Convert

Explore best practices for conducting the 5 steps of a Buyer Consultation to demonstrate your professionalism and help you close with a signed Buyer Representation Agreement. Collaborate with fellow agents to craft sample scripts and apply Buyer Consultation skills to case studies.

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JAN 06
MoxiPresent® 101| 2:00 PM (ET)

JAN 07
Action Lab: Supporting Your Business Goals
with MoxiEngage® | 2:00 PM (ET)

JAN 09
Feature Focus Friday | 12:00 PM (ET)

JAN 13
MoxiEngage® 201 | 11:00 AM (ET)

JAN 16
Feature Focus Friday | 12:00 PM (ET)

JAN 23
Feature Focus Friday | 12:00 PM (ET)

JAN 26
MoxiWebsites® 201|2:00 PM (ET)

JAN 30
Feature Focus Friday | 12:00 PM (ET)

FEATURE FOCUS FRIDAY
EVERY FRIDAY @ 12:00 PM (ET)
CBU.COM > PRODUCTS & PROGRAMS > FEATURE FOCUS FRIDAY

Action Lab: Supporting Your Business Goals with MoxiEngage®

Join Coldwell Banker University for a session of Action Lab focused on Supporting Your Business Goals with the MoxiEngage® Tool. This virtual education lab exercise will show you how to leverage the MoxiEngage® tool, a smart CRM that helps you track your goals, monitor your sales flow, and streamline your client tasks.

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 course 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 101isthe 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

MoxiWebsites201 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

MoxiWorksToolkit 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.

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