



MARCH 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](https://www.cbu.com/events)

MAR 02

[Getting Started with AI | 2:00 PM \(ET\)](#)
[Coldwell Banker® Orientation | 4:00 PM \(ET\)](#)

MAR 02-27

[AMP-12 sessions \(Mondays, Wednesday and Fridays\)
| 2:00 PM \(ET\)](#)

MAR 03

[Outlist Outlast- Part 1 of 4 | 2:00 PM \(ET\)](#)

MAR 04

[Prompt Like a Pro | 2:00 PM \(ET\)](#)

MAR 05

[Converting with Confidence | 1:00 PM \(ET\)](#)

MAR 06

[Build Your AI Stack | 2:00 PM \(ET\)](#)

MAR 09

[Lead Gen: Farming | 10:00 AM \(ET\)](#)
[AI Prompting Lab | 1:00 PM \(ET\)](#)
[Owning Objections | 2:00 PM \(ET\)](#)

MAR 10

[Open Houses: Servicing the Seller | 11:00 AM \(ET\)](#)
[BootcAMP- Part 1 of 4 | 1:00 PM \(ET\)](#)
[Outlist Outlast- Part 2 of 4 | 2:00 PM \(ET\)](#)

MAR 11

[Lead Gen: SOI | 3:00 PM \(ET\)](#)

MAR 12

[Winning with Buyers 101 | 11:00 AM \(ET\)](#)
[BootcAMP- Part 2 of 4 | 1:00 PM \(ET\)](#)
[Agents Helping Agents | 2:00 PM \(ET\)](#)

MAR 13

[Lead Gen Farming | 2:00 PM \(ET\)](#)

MAR 16

[Coldwell Banker® Orientation | 4:00 PM \(ET\)](#)

MAR 17

[BootcAMP- Part 3 of 4 | 1:00 PM \(ET\)](#)
[Outlist Outlast- Part 3 of 4 | 2:00 PM \(ET\)](#)

MAR 19

[BootcAMP- Part 4 of 4 | 1:00 PM \(ET\)](#)

MAR 23

[Price Repositioning in Today's Market | 12:00 PM \(ET\)](#)

MAR 24

[Winning With Buyers 201 | 11:00 AM \(ET\)](#)
[Outlist Outlast- Part 4 of 4 | 2:00 PM \(ET\)](#)

MAR 26

[Open Houses: Servicing the Seller | 11:00 AM \(ET\)](#)
[Winning With Buyers 101 | 2:00 PM \(ET\)](#)

MAR 30

[Seller Strategies: Offers of Compensation | 1:00 PM \(ET\)](#)



AGENTS
HELPING
AGENTS

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

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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.

AI Prompting Lab

This optional learning session will help you master AI prompting to help you take your business to the next level. You'll explore the CRIT formula, an established framework for generating better, more relevant responses from AI tools tailored to your business needs. Each AI Prompting Lab will focus on a specific topic. Whether it's attracting new leads, nurturing existing ones, or delivering exceptional client service, you can apply AI effectively across multiple stages of your business.

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!

Boot Camp

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

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.

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.

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.

Open Houses: Servicing the Seller

Open Houses can be a valuable marketing opportunity to strategically position both the listing AND your business in the spotlight. Whether you are the listing agent or the Open House agent, you can leverage Open Houses to strengthen relationships with sellers, create new relationships with home buyers, AND build your book of business.

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!

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-part course 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.

Seller Strategies: Offers of Compensation

Sellers are looking for a Listing Agent who can provide strategic guidance and answer their questions about the evolving real estate industry—especially when it comes to offering buyer broker compensation. Seller Strategies: Offers of Buyer Broker Compensation prepares you to have value-driven conversations the benefits! At the end of this optional session, you can add several new suggested scripts to your pre-listing and Listing Presentations to ease any concerns around offers of compensation and empower sellers to make informed decisions based on market-leading strategies.

Winning with Buyers 101: Skills Workshop

Discover how to build trust with your clients by articulating your individual value and the value of buyer representation. Develop the skills to explain the complexities of the transaction and compensation to help get the Buyer Representation Agreement signed at the start of your engagement. Transparency and communication are good for your buyers as well as you!

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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MAR 05

[Action Lab: Creating a Marketing Plan Using the CB MoxiEngage® Tool | 2:00 PM \(ET\)](#)

MAR 06

[Feature Focus Friday | 12:00 PM \(ET\)](#)
[Action Lab: Creating a Marketing Plan Using the CB MoxiEngage® Tool | 3:00 PM \(ET\)](#)

MAR 12

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

MAR 13

[Feature Focus Friday | 12:00 PM \(ET\)](#)

MAR 18

[MoxiPresent® 201 | 2:00 PM \(ET\)](#)

MAR 20

[Feature Focus Friday | 12:00 PM \(ET\)](#)

MAR 26

[MoxiWebsites® 201 | 2:00 PM \(ET\)](#)

MAR 27

[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: Creating a Marketing Plan Using the CB MoxiEngage® Tool

Join CB University for a session of Action Lab: Creating a Marketing Plan Using the MoxiEngage® Tool. This virtual lab exercise can show you how to leverage the available MoxiEngage features to deliver timely and relevant marketing to your sphere of influence and potential clients. By the end of this course, you will have a clear vision of how to use the MoxiEngage tool to automate marketing outreach for your real estate business. This course is designed for agents who want to take their marketing strategy to the next level.

Action Lab: Target Marketing with the CB MoxiWebsites® Tool

Are you looking to boost your online lead generation skills? Join this hands-on virtual learning opportunity, Action Lab: Target Marketing with the MoxiWebsites® Tool, where we dive into the customization options available in the MoxiWebsites tool and unlock its full potential. In this dynamic workshop, we will guide you through the ins and outs of leveraging custom search pages as a mechanism to target market to potential customers.

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 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: Customizing Your Website

MoxiWebsites201 is an advanced course that teaches users how to customization techniques for their website, including adding video, property lists, custom searches, and testimonials.

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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