




MAY 2026  
PROFESSIONAL  
DEVELOPMENT  
CLASS SCHEDULE


Coldwell Banker University® | [CBU.com](http://CBU.com)

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

- MAY 1**  
[Feature Focus Friday: AI Power Session - Listing Marketing in Seconds | 12:00PM \(ET\)](#)
- MAY 4**  
[Lead Generation: Farming | 12:00PM \(ET\)](#)  
[CBA Orientation | 4:00 PM \(ET\)](#)
- MAY 4 -7**  
[BootcAMP | 12:00 PM \(ET\)](#)
- MAY 5**  
[Winning with Buyers 201: 5 Steps to Buyer Consultations That Convert | 3:00 PM \(ET\)](#)
- MAY 7**  
[Action Lab: Building Your Listing Presentation with the CB MoxiPresent® Tool | 3:00 PM \(ET\)](#)
- MAY 8**  
[Feature Focus Friday: AI Power Sessions - AI Productivity Hacks | 12:00 PM \(ET\)](#)
- MAY 11**  
[MoxiWebsites® 101: Setting Up Your Website | 4:00 PM \(ET\)](#)
- MAY 12**  
[Getting Started with AI | 1:00 PM \(ET\)](#)
- MAY 14**  
[Prompt Like a Pro | 1:00 PM \(ET\)](#)
- MAY 15**  
[Feature Focus Friday: AI Power Sessions - Build Better Presentations | 12:00 PM \(ET\)](#)
- MAY 18**  
[Pricing Strategies for Every Market | 12:00 PM \(ET\)](#)  
[Open Houses: Servicing the Seller | 12:00 PM \(ET\)](#)  
[Lead Generation: Sphere of Influence | 3:00 PM \(ET\)](#)  
[CBA Orientation | 4:00 PM \(ET\)](#)



**FEATURE  
FOCUS  
FRIDAY**



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

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

**MAY 19**

Pricing Strategies for Every Market: Master the Market | 12:00 PM (ET)

Build Your AI Stack | 1:00 PM (ET)

**MAY 19-JUNE 11**

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

**MAY 20**

Pricing Strategies for Every Market: Build the CMA | 3:30 PM (ET)

**MAY 21**

MoxiPresent® 101: Getting Started | 12:00 PM (ET)

AI Prompting Lab | 1:00 PM (ET)

Agents Helping Agents | 1:00 PM (ET)

**MAY 22**

Feature Focus Friday: AI Power Sessions - AI for Client Communication | 12:00 PM (ET)

**MAY 26**

Owning Your Value | 10:00 AM (ET)

**MAY 29**

Feature Focus Friday : AI Power Sessions - Social Media Made Easy | 12:00 PM (ET)



**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.

## **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!

## **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.

## **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!

## **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.

## **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: Farming**

Farming in real estate is an established technique used by successful agents to help them build their businesses. Join Lead Generation: Farming to avoid the challenges agents face by establishing effective outreach strategies for maintaining consistent engagement! Facilitator-led optional sessions and a participant workbook can guide you through all the steps to launch a new farm. Start by choosing the right farm for your business, then identify steps to establish yourself as a go-to professional, build an inventory of resources that are both affordable and appealing, and create an annual campaign! Discover how to become a Next Generation Farmer!

### **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!

### **MoxiPresent® 101: Getting Started**

This 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 an IDX fed Listing Presentation with embedded CMA and learn how to share presentations through multiple channels.

### **MoxiWebsites® 101: Setting Up Your Website**

This 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.

### **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. In this optional course, we'll follow the Open Houses path to discover best practices for marketing, prepping, hosting, and converting results that can help you make the most out of your Open Houses.

### **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!

### **Pricing Strategies for Every Market**

In a market of online pricing estimates, agents often need to guide their sellers to a market-defined price, rather than one from an algorithm on a website. Hone your skills in creating solid and accurate pricing estimates for your comparable market analyses with Coldwell Banker®'s Pricing Strategies for Every Market. Leverage optional facilitator-led sessions to build your credibility as a pricing resource by learning to monitor current market conditions, recognize emerging market trends, use available pricing tools, and identify the best comps. Boost your pricing power with Pricing Strategies for Every Market today!

### **Prompt Like a Pro**

In this fast-paced session, you'll learn how to transform AI from a generic content generator into your personal APRILketing 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 APRILket 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.



## Coldwell Banker University® | CBU.com

© 2026 Coldwell Banker Real Estate LLC. All rights reserved. Coldwell Banker® and the Coldwell Banker are service APRILks owned by Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. All materials, programs, or meetings that are not for purposes of compliance with brand standards are optional and not required for your use as an independent contractor sales associate or broker affiliated with the Coldwell Banker brand. They are suggested best practices that you may use at your discretion. Nothing herein is intended to create an employment relationship.