



JUNE 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**

**JUNE 1**

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

Build Your AI Stack | 2:00 PM (ET)

CBA Orientation | 4:00 PM (ET)

**MAY 19 - JUNE 11**

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

**JUNE 3**

Owning Objections | 12:00 PM (ET)

**JUNE 5**

Feature Focus Friday - Top AI Tools for Real Estate | 12:00 PM

**JUNE 8**

MoxiEngage® 101: Maximize Your SOI | 1:00 PM (ET)

**JUNE 9 - June 11**

Outlist Outlast | 3:00 PM (ET) (Tuesday and Thursday)

**JUNE 10**

Winning with Buyers 201: 5 Steps to Buyer Consultations That Convert | 1:00 PM (ET)

**JUNE 12**

Feature Focus Friday - Build your Personal Brand | 12:00 PM (ET)


**JUNE 15**

Prompt Like a Pro | 11:00 AM (ET)

AI Prompting Lab | 12:00 PM (ET)

**JUNE 15-17**

BootcAMP | 12:00 PM (ET) (Monday, Tuesday and Wednesday)



**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**

**JUNE 16**

MoxiEngage® 201: Email Marketing | 2:00 PM (ET)

**JUNE 17**

Converting with Confidence | 3:00 PM (ET)

**JUNE 18**

Agents Helping Agents | 1:00 PM (ET)

**JUNE 22**

Price Repositioning in Today's Market | 2:00 PM (ET)

**JUNE 24**

Lead Generation: Sphere of Influence | 3:00 PM (ET)

**JUNE 26**

Feature Focus Friday - SEO + AEO: The Future of Online Visibility | 12:00 PM (ET)

**JUNE 29**

Owning Your Value | 1:00 PM (ET)

**JUNE 30**

Business Planning | 2:00 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>



## **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.

## **Business Planning**

Without strategic planning many agents find themselves riding the income roller coaster year after year. These ups and downs can be avoided by setting realistic goals and planning daily, weekly, and monthly activities around achieving them. Let a Coldwell Banker® facilitator guide you through optional activities like calculating expenses, building a budget, setting long-term goals, and prioritizing daily activities to achieve them. Leave with an actionable plan that can help move your business from transaction-focused to goal-focused. Get off the income roller coaster with Business Planning today!

## **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!

## **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. Learn to convert leads into happy clients with Converting with Confidence!

## **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: 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!

## **MoxiEngage® 101: Maximize Your SOI**

MoxiEngage® 101: Maximize Your SOI 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: Email Marketing 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". Students will have their best learning experience in this course if they have already completed MoxiEngage® 101: Maximize Your SOI and followed the suggested steps to setup and organize their contact database.

## **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! Building a listings business that lasts with OUTLIST OUTLAST today!

## **Owning Objections**

Are you ready to confidently transform objections into opportunities that showcase your professionalism and build trust with potential clients? Join us for Owning Objections! This optional facilitator-led session provides resources and best practices to identify the most common objections, strategize your approach for a flawless response, practice handling the objections that "scare" you the most, and access to an Objection Handlers appendix.

## **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!

## **Price 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.



## 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.