

COLDWELL BANKER UNIVERSITY[®]
SEPTEMBER SCHEDULE



SEPTEMBER 2024 (PRODUCTIVITY)

VIRTUAL LEARNING OPPORTUNITIES

SEP
03

NEW! Price Repositioning in Today's Market

[3pm EST](#) |  [Click here to register](#)

AMP - Achieve Maximum Productivity (12 sessions)

[1pm EST](#) |  [Click here to register](#)

Outlist Outlast (4 sessions)

[1pm EST](#) |  [Click here to register](#)

Bootcamp (4 sessions)

[2pm EST](#) |  [Click here to register](#)

AMP - Achieve Maximum Productivity (12 sessions)

[6pm EST](#) |  [Click here to register](#)

SEP
04

Lead Generation - Expireds

[1pm EST](#) |  [Click here to register](#)

Coldwell Banker Affiliates - CB Orientation

[3pm EST](#) |  [Click here to register](#)

SEP
05

Buyers Strategies (4 sessions)

[1pm EST](#) |  [Click here to register](#)

NEW! Sellers Strategies

[11am EST](#) |  [Click here to register](#)

SEP
06

NEW! Winning with Buyers 201

[3pm EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101

[10am EST](#) |  [Click here to register](#)

Owning Your Value

[11am EST](#) |  [Click here to register](#)

Lead Generation - Sphere of Influence

[2pm EST](#) |  [Click here to register](#)

SEP
09

Pricing Strategies - Master the Market

[11am EST](#) |  [Click here to register](#)

Business Planning

[11am EST](#) |  [Click here to register](#)

Lead Generation - Farming

[2pm EST](#) |  [Click here to register](#)

Converting with Confidence

[2pm EST](#) |  [Click here to register](#)

SEP
11

Owning Objections

[11am EST](#) |  [Click here to register](#)

Lead Generation - Open Houses

[1pm EST](#) |  [Click here to register](#)

NEW! Mid-Year Business Planning

[2pm EST](#) |  [Click here to register](#)



ADDITIONAL CLASSES CAN BE INCORPORATED
ONTO THE CALENDAR ON A MONTHLY BASIS.

Use the QR code to visit CBU Learning Center
for more options coming soon.



SEPTEMBER 2024 (PRODUCTIVITY)

VIRTUAL LEARNING OPPORTUNITIES

SEP 12 **NEW! Sellers Strategies**
[11am EST](#) |  [Click here to register](#)

SEP 13 **NEW! Winning with Buyers 201**
[3pm EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101
[11am EST](#) |  [Click here to register](#)

RealVitalize
[11am EST](#) |  [Click here to register](#)

SEP 17 **Lead Generation - Sphere of Influence**
[11am EST](#) |  [Click here to register](#)

Owning Your Value
[2pm EST](#) |  [Click here to register](#)

Bootcamp (4 sessions)
[6pm EST](#) |  [Click here to register](#)

SEP 18 **Coldwell Banker Affiliates - CB Orientation**
[3pm EST](#) |  [Click here to register](#)

NEW! Sellers Strategies
[10am EST](#) |  [Click here to register](#)

SEP 19 **NEW! Price Repositioning in Today's Market**
[3pm EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101
[10am EST](#) |  [Click here to register](#)

Lead Generation - Expires
[1pm EST](#) |  [Click here to register](#)

SEP 16 **NEW! Winning with Buyers 201**
[3pm EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101
[10am EST](#) |  [Click here to register](#)

Pricing Strategies - Build the CMA
[11am EST](#) |  [Click here to register](#)

Agent Succession Planning
[2pm EST](#) |  [Click here to register](#)



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SEPTEMBER 2024 (PRODUCTIVITY)

VIRTUAL LEARNING OPPORTUNITIES

SEP
23

Pricing Strategies - Guide the Seller

[11am EST](#) |  [Click here to register](#)

RealVitalize

[2pm EST](#) |  [Click here to register](#)

Business Planning

[2pm EST](#) |  [Click here to register](#)

SEP
24

NEW! Mid-Year Business Planning

[11am EST](#) |  [Click here to register](#)

Owning Objections

[2pm EST](#) |  [Click here to register](#)

SEP
25

Converting with Confidence

[11am EST](#) |  [Click here to register](#)

Lead Generation - Farming

[11am EST](#) |  [Click here to register](#)

NEW! Sellers Strategies

[3pm EST](#) |  [Click here to register](#)

SEP
26

NEW! Winning with Buyers 201

[3pm EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101

[11am EST](#) |  [Click here to register](#)

Lead Generation - Expireds

[1pm EST](#) |  [Click here to register](#)

SEP
30

NEW! Winning with Buyers 201

[3pm EST](#) |  [Click here to register](#)

Lead Generation - Open Houses

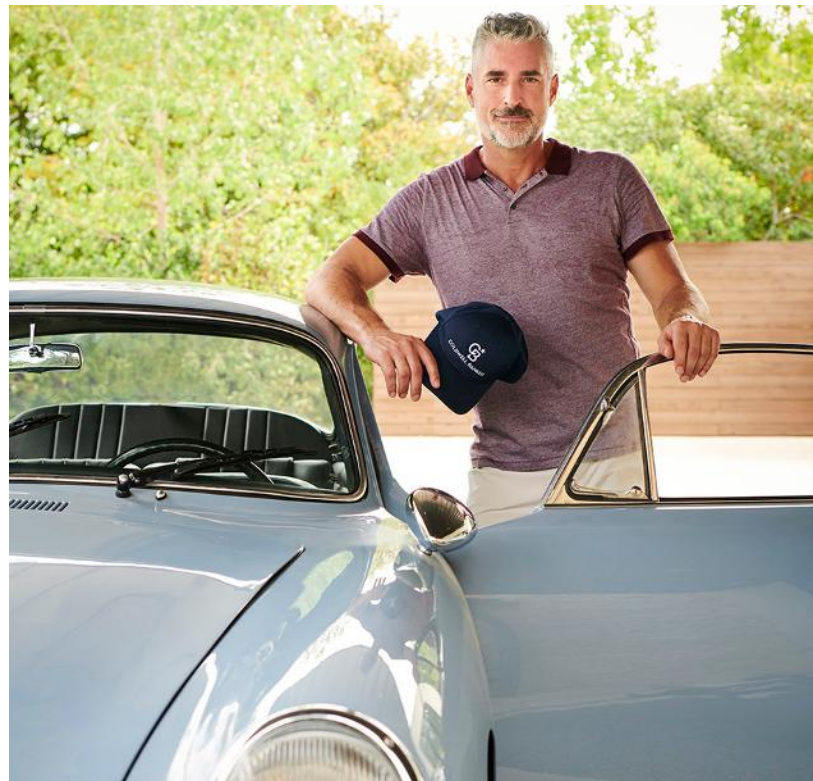
[11am EST](#) |  [Click here to register](#)

NEW! Winning with Buyers 101

[1pm EST](#) |  [Click here to register](#)

Outlist Outlast (4 sessions)

[1pm EST](#) |  [Click here to register](#)



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SEPTEMBER 2024 (PRODUCTIVITY)

COURSE DESCRIPTION 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.

AUDIENCE PROFILE: New to the business affiliated agents who finished BootcAMP and affiliated agents who haven't yet reached sustainable production.

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.

AUDIENCE PROFILE: Newly licensed and affiliated agents with no real estate experience.

Buyer Strategies

Working with buyers can be highly rewarding but it can also challenge your patience. Learn the techniques and strategies the best agents use to make sure every moment spent with a buyer is an investment that generates maximum return so you can focus on a listings-based business.

Business Planning

Most agents fail to achieve financial independence because they lacked the roadmap to get there. Knowing your numbers will help you find the path of least resistance. The Coldwell Banker Business Planner tool will help you begin to take the necessary steps to achieve your 1, 3, and 5 year financial goals.

Converting with Confidence

Quality or Quantity?...the age old question. Why not focus on BOTH! Learn the best strategies and techniques that will give you the confidence needed to capitalize and convert your leads.

Coldwell Banker Orientation

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!

Lead Generation - Farming

It's not a race to the finish...it's a journey to prosperity. In this class you'll reinforce traditional concepts of farming techniques and then take it to the next level. What will your farm expect from you and what can you offer to stay top-of-mind? Find the answers here. It's time to think bigger!

Lead Generation: Open Houses

Open Houses can be a gold mine of leads when done correctly. Learn how to pick, prepare, and host a first-class event that will generate leads.

Lead Generation: Sphere of Influence

Learn the necessary skills to leverage your database and turn it into a money-making machine. Understand why top agents focus on their SOI, how they stay connected, and what items of value they send out. The key to your success is in the process and systems you have in place...this class will show you how.

SEPTEMBER 2024 (PRODUCTIVITY)

COURSE DESCRIPTION INDEX

Mid-Year Business Planning

Join our dynamic mid-year business planning course designed to supercharge your progress through essential tactics and tools. Assess your annual goals, exchange lead generation ideas, and create a strategic plan to finish the year strong.

Mindset Coaching

The toughest real estate market on earth is the five inches between your ears. Success in real estate requires a focused mindset, strategic planning, and self-accountability—all of which can be overwhelming to navigate on your own. The good news is you don't have to! By joining Mindset Coaching you can build momentum, gain confidence, and join a supportive network of peers guided by a Certified REAL Coach that can put you on the trajectory to reach your goals. (Additional fee applies)

Owning Objections

A random search on Google for “real estate objection handlers” will turn up over 150,000 hits—and yet agents struggle in the face of objections from sellers and buyers. It's not because they can't find the answers, but because they lack the skills and the structure to confidently face “rejection” and turn objections into opportunities to demonstrate their competence and professionalism. Objection Handling is designed to provide agents with the resources and practice they need to build responses to the most common – and a few of the craziest – objections they hear every day.

Owning your Value

The Owning your Value workshop is designed to guide agents through the process of inventorying the features that make them unique, conveying the benefit to the buyer or seller, and demonstrating proof of success. The best agents know they can't just PROPOSE value—they have to OWN it! When an agent owns value, their competitive edge is a differentiator that wins business. Agents will deep dive into their value and discover techniques to articulate and demonstrate that value in all situations.

Pricing Repositioning in Today's Market

With many economic forces at play, real estate markets across the country are facing price reductions as a result of increased supply and lower demand. Explore tactics for navigating the market repositioning conversation with your current listings and leverage market data to set expectations from the start in your Listing Presentation.

Pricing Strategy: Master the Market

Looking for insights, tips, and best practices to win more listings? Communicating to the seller your knowledge of the market is key. But what statistics make a difference? Top agents know the answer to that question...and now so will you.

Pricing Strategy: Build the CMA

Stop stressing about creating a powerful CMA. It's easier than you think. You have access to the best CMA tools in the business. 75% of the time a seller will only meet with one agent...learn the strategies to build a CMA that is second to none.

Pricing Strategy: Guide the Seller

“Agents of inventory” understand you start at the beginning and take the prospective seller on a journey that ends with a signed listing agreement. Guiding a seller through a listing presentation involves tact, logic and a dash of finesse. Gain the confidence to get the business.

RealVitalize

The RealVitalize program provides home sellers with home improvement resources prior to or during the home listing period, with no up-front costs or interest fees. Our Partnership with Angi offers the nation's largest network of pre-screened, homeowner-rated home service professionals. This class is an overview of the program and the incredible benefits to help your clients sell their home for top dollar in today's competitive market. RealVitalize is currently running in all Coldwell Banker Realty markets, except for Rhode Island and Delaware, and with modifications in New Jersey.

Winning with Buyers 101

The industry is evolving—now is your opportunity to navigate change and stand out as a leader! The **Winning With Buyers** Series can help you enhance your buyer conversations, wowing your prospects and converting them into clients. 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 102

The industry is evolving—now is your opportunity to navigate change and stand out as a leader! The **Winning With Buyers** Series can help you enhance your buyer conversations, wowing your prospects and converting them into clients. Buyers are often unaware of the immense value the agent plays in the transaction – unless you tell them! Explore best practices for conducting the 5 steps of a Buyer Consultation to demonstrate your professionalism and help you close with a signed Buyer Consultation Agreement.

SEPTEMBER 2024 (PRODUCT)

VIRTUAL LEARNING OPPORTUNITIES

**SEP
03**
MoxiPresent 101: Getting Started
[10:30am EST](#) |  [Click here to register](#)
The MoxiWorks Toolkit for Agents
[11:30am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[2:30pm EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting Up Your Website
[4pm EST](#) |  [Click here to register](#)
**SEP
04**
MoxiEngage 101: Maximize your SOI
[10am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[11:30am EST](#) |  [Click here to register](#)
MoxiImpress
[1pm EST](#) |  [Click here to register](#)
MoxiPresent 101: Getting Started
[3pm EST](#) |  [Click here to register](#)
**SEP
05**
MoxiPresent 201: Customizing Presentations
[10:30am EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting up your Website
[10:30am EST](#) |  [Click here to register](#)
MoxiEngage 101: Maximize Your SOI
[2:30pm EST](#) |  [Click here to register](#)
MoxiWebsites 201: Customizing your Website
[4pm EST](#) |  [Click here to register](#)
**SEP
06**
Feature Focus Friday - MoxiPresent: Agent Branding
[12pm EST](#) |  [Click here to register](#)

**SEP
09**
MoxiEngage 201: Email Marketing
[11am EST](#) |  [Click here to register](#)
MoxiPresent 101: Getting Started
[2pm EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting up your Website
[4pm EST](#) |  [Click here to register](#)

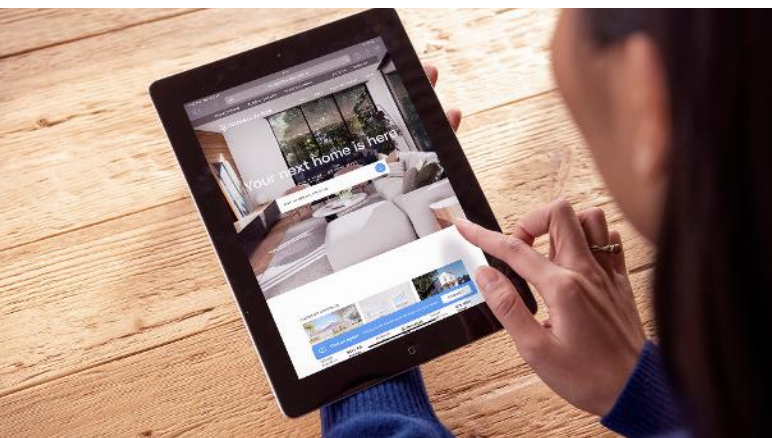
ADDITIONAL CLASSES CAN BE INCORPORATED ONTO THE CALENDAR ON A MONTHLY BASIS.

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SEPTEMBER 2024 (PRODUCT)

VIRTUAL LEARNING OPPORTUNITIES

**SEP
10**
MoxiPresent 101: Getting Started
[11am EST](#) |  [Click here to register](#)
The MoxiWorks Toolkit for Agents
[3pm EST](#) |  [Click here to register](#)
MoxiEngage 101: Maximize your SOI
[4pm EST](#) |  [Click here to register](#)

**SEP
11**
MoxiEngage 101: Maximize your SOI
[11am EST](#) |  [Click here to register](#)
MoxiPresent 201: Customizing Presentations
[2pm EST](#) |  [Click here to register](#)
MoxiWebsites 201: Customizing your Website
[4pm EST](#) |  [Click here to register](#)
**SEP
12**
MoxiImpress
[11am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[4pm EST](#) |  [Click here to register](#)
**SEP
13**
Feature Focus Friday - MoxiEngage: Neighborhood News
[12pm EST](#) |  [Click here to register](#)
**SEP
16**
MoxiWebsites 101: Setting up your Website
[11am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
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MoxiImpress
[4pm EST](#) |  [Click here to register](#)
**SEP
17**
MoxiPresent 101: Getting Started
[11am EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting up your Website
[4pm EST](#) |  [Click here to register](#)

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SEPTEMBER 2024 (PRODUCT)

VIRTUAL LEARNING OPPORTUNITIES

**SEP
18**
MoxiWebsites 201: Customizing your Website
[11am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[2pm EST](#) |  [Click here to register](#)
The MoxiWorks Toolkit for Agents
[4pm EST](#) |  [Click here to register](#)
**SEP
19**
MoxiPresent 201: Customizing Presentations
[11am EST](#) |  [Click here to register](#)
MoxiPresent 101: Getting Started
[2pm EST](#) |  [Click here to register](#)
MoxiWebsites 201: Customizing your Website
[4pm EST](#) |  [Click here to register](#)
**SEP
20**
**Feature Focus Friday - MoxiWebsites:
Promoting Your Website**
[12pm EST](#) |  [Click here to register](#)

**SEP
23**
MoxiPresent 101: Getting Started
[10am EST](#) |  [Click here to register](#)
MoxiEngage 101: Maximize your SOI
[11am EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting up your Website
[3pm EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[4pm EST](#) |  [Click here to register](#)
**SEP
24**
MoxiWebsites 101: Setting up your Website
[10am EST](#) |  [Click here to register](#)
MoxiImpress
[11am EST](#) |  [Click here to register](#)
MoxiPresent 101: Getting Started
[4pm EST](#) |  [Click here to register](#)

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SEPTEMBER 2024 (PRODUCT)

VIRTUAL LEARNING OPPORTUNITIES


**SEP
25**
MoxiPresent 201: Customizing Presentations
[10am EST](#) |  [Click here to register](#)
MoxiEngage 201: Email Marketing
[11am EST](#) |  [Click here to register](#)
MoxiWebsites 201: Customizing your Website
[3pm EST](#) |  [Click here to register](#)
MoxiEngage 101: Maximize your SOI
[4pm EST](#) |  [Click here to register](#)
**SEP
26**
MoxiWebsites 201: Customizing your Website
[10am EST](#) |  [Click here to register](#)
The MoxiWorks Toolkit for Agents
[11am EST](#) |  [Click here to register](#)
MoxiPresent 201: Customizing Presentations
[4pm EST](#) |  [Click here to register](#)
**SEP
27**
Feature Focus Friday - MoxiImpress: Marketing Kit
[12pm EST](#) |  [Click here to register](#)
**SEP
30**
MoxiEngage 201: Email Marketing
[10am EST](#) |  [Click here to register](#)
MoxiWebsites 101: Setting up your Website
[11:30am EST](#) |  [Click here to register](#)
MoxiPresent 101: Getting Started
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SEPTEMBER 2024 (PRODUCT)

COURSE DESCRIPTION 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.

Make the Most of MoxiWorks Throughout the Sales Cycle

Make the Most of MoxiWorks Throughout the Sales Cycle 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.

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: Customizing your Website

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.

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