



JULY 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***

JULY 2

How to Complete a SWOT Analysis | 4:00 PM (ET)

JULY 6

CBA Orientation | 4:00 PM (ET)

JULY 7 - JULY 30

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

JULY 8

Lead Generation: Expireds | 3:00 PM (ET)

Workshop Wednesday: Appraisal Outcomes | 4:00 PM (ET)

JULY 9

How to Write SMART Goals | 1:00 PM (ET)

JULY 10

Feature Focus Friday: AI Power Sessions (Top Client Experience) | 2:00 PM (ET)

JULY 13

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

Lead Generation: Open Houses | 1:00 PM (ET)

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

JULY 14 - JULY 17

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

JULY 15

Workshop Wednesday: Winning Repair Negotiations | 4:00 PM (ET)

JULY 16

Agents Helping Agents | 2:00 PM (ET)

How to Translate SMART Goals into an Action Plan | 1:00 PM (ET)

**FEATURE
FOCUS
FRIDAY**



EVERY FRIDAY @ 12:00 PM (ET)

CBU.COM > PRODUCTS & PROGRAMS > FEATURE FOCUS FRIDAY

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JULY 17

Feature Focus Friday: AI Power Sessions (Listing Marketing in Seconds) | 2:00 PM (ET)

MoxiPresent 101® : Getting Started | 3:00 PM (ET)

JULY 21

Seller Strategies: Offers of Compensation | 3:00 PM (ET)

JULY 23

How to Write a Task Focused Business Plan | 1:00 PM (ET)

JULY 24

Feature Focus Friday: AI Power Sessions (The AI-Powered Pipeline) | 2:00 PM (ET)

JULY 27

Owning Your Value | 12:00 PM (ET)

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

MoxiPresent 201®: Customizing Presentations | 1:00 PM (ET)

AI Prompting Lab | 2:00 PM (ET)

JULY 28 - JULY 30

Outlist Outlast | 12:00 PM (ET) (Tuesday and Thursday)

JULY 29

Workshop Wednesday: Winning the FSBO | 4:00 PM (ET)

JULY 31

Feature Focus Friday: AI Power Sessions (Smarter Seller Consultations) | 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.

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.

How to Complete a SWOT Analysis

See your business with fresh eyes and act with purpose. In this fast paced session, you'll pinpoint what truly sets you apart, uncover hidden gaps that slow momentum, and spot opportunities. Walk out with a plan to leverage and next steps you can put into play immediately—because clarity helps fuel growth.

How to Translate SMART Goals into an Action Plan

From goal to calendar—so progress becomes predictable. Bridge the gap between intention and execution by mapping each goal to weekly, task focused activities. Learn best practices for time blocking and prioritization—so you consistently do what moves the needle.

How to Write SMART Goals

Turn ambition into traction. Learn an established SMART framework to sharpen goals that help drive business—without fluff. You'll practice turning vague aspirations into measurable commitments you can actually track, so every hour invested moves you closer to the business you want.

How to Write a Task-Focused Business Plan

Align your SMART goals, core tasks, and self-accountability checkpoints into a concise business plan you can reference daily. Leave with a clean, task driven roadmap that fits your market, your capacity, and your business goals—because an effective plan is the one you'll actually use.

Lead Generation: Expireds

Expired listings present a variety of challenges for agents – but also a great opportunity for building new contacts. In Lead Generation: Expireds, you can create a plan to help you find and convert expired listings into new clients. Leverage strategies and techniques to capitalize on the now - and plan for the future with expired listings. Facilitator-led optional sessions and a participant workbook can help you explore tools for identifying viable expireds, communicate your value to the homeowners, respond to common objections, and create a targeted campaign. Boost your prospecting power with expired listings today!

Lead Generation: Open Houses

Nothing is worse than an empty open house. You need to drive traffic to the property to fill the room, and then use that traffic to help build your business. Top producing agents know that open houses are a way to show prospective buyers the value they offer, while still preserving the relationship with their seller. In Lead Generation: Open Houses, you'll uncover strategies to utilize open houses to strengthen relationships with sellers, create new relationships with home buyers, and build your book of business. You'll leave with techniques that you can use to help drive traffic and convert open house contacts into leads.

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.

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.

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 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!

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.

Workshop Wednesday

Wednesday Workshops are focused skill-building sessions designed to sharpen the competencies that drive real estate success. Each workshop zeros in on one high-impact area, delivering interactive, in-the-moment learning across the conversations, consultations, and client interactions that determine whether an agent wins or loses the business. Short by design, these sessions are built for immediate application and lasting impact.



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