

MAY 2024 (PRODUCTIVITY)

VIRTUAL LEARNING OPPORTUNITIES

MAY
01

Coldwell Banker Orientation

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

Agent Teams

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

Coldwell Banker Affiliates - CB Orientation

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

AMP - Achieve Maximum Productivity (12 sessions)

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

MAY
02

Outlist Outlast (4 sessions)

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

Lead Generation - Open Houses

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

Converting with Confidence

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

Business Planning

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

MAY
06

Buyers Strategies (4 sessions)

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

Owning Your Value

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

RealVitalize

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

Pricing Strategies - Master the Market

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

MAY
07

Lead Generation - Farming

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

AMP - Achieve Maximum Productivity (12 sessions)

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

Bootcamp (4 sessions)

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

Pricing Strategies - Build the CMA

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



MAY
08

Lead Generation - Sphere of Influence

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

Pricing Strategies - Guide the Seller

[3pm 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.



MAY 2024 (PRODUCTIVITY)

VIRTUAL LEARNING OPPORTUNITIES

MAY
09

Owning Objections

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

MAY
13

Lead Generation - Farming

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

Owning Objections

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

Lead Generation - Open Houses

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



MAY
14

Converting with Confidence

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

Bootcamp (4 sessions)

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

MAY
15

Coldwell Banker Orientation

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

Coldwell Banker Affiliates - CB Orientation

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

MAY
20

Owning Your Value

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

MAY
21

Business Planning

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

MAY
22

Lead Generation - Sphere of Influence

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

MAY
29

RealVitalize

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

Owning Objections

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

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MAY 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.

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COURSE DESCRIPTION INDEX

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.

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 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.

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