

CBUSM LEARNING CENTER

COURSE CATALOG





UNLOCKING YOUR POTENTIAL

CBUSM Learning is here to help you build your skills throughout your career. Our mission: to empower affiliated real estate professionals to grow their businesses, exceed their goals and live exceptional lives by offering world-class coaching, education and support enabling them to make a lasting impact on their communities and around the world.

CBU LEARNING – AGENT COURSE DESCRIPTIONS

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!

AMP!

AMP! is productivity training that is boosting the effectiveness of agents nationwide. Participants focus on the critical activities proven to build skills and deliver sustainable results. Using a combination of activities, teamwork and prospecting, highly-engaged participants make contacts and can achieve 10 appointments in four weeks.

AMPLifier

AMPLifier is a business acceleration program for producing agents who want to achieve award winning production. Through a combination of reflection, case studies and peer masterminds, highly engaged participants fine-tune their systems and activities to achieve their goals.

Outlist | Outlast

To launch and sustain a business that lasts, the best agents always focus their business on working with sellers. Listings are the surest way to build a big business with the lowest costs and the highest net. In this program you'll focus on establishing a lucrative, long-term business through obtaining and selling listings. You'll leave with a complete listing toolkit that will help you build customers for life.

Buyer Strategies

Balancing their time between focusing on listings and providing superb service to buyers can be a challenge for any agent. Buyer Strategies helps agents service their buyers more efficiently, so they can scale up to a more profitable business. As counterintuitive as it may seem, strong buyer agents can increase their listings when they have the models and systems they need to streamline and simplify the process of working with buyers. You'll walk away with a portfolio of buyer tools you can put into use as soon as you leave class!

Agent Teams: To Build or Not to Build

Top agents often encounter a tipping point in their evolution. They have more buyers, listings and leads than they can handle. And they start thinking about building a team. They're ready, but the tools to get them there are missing – because to move from a solopreneur to a team leader you also need a 'people plan.' Agent Teams focuses on harnessing the entrepreneurial skills necessary to building and running a business by looking strategically and holistically at business planning.

Business Planning

One of the most difficult problems for agents is the income roller coaster. These ups and downs can be avoided when agents set realistic goals and plan their daily, weekly and monthly activities around achieving them. In Business Planning, agents learn how to make the leap from salesperson to entrepreneur. The core of the program is "My Business Planner," a powerful tool that empowers agents to identify the critical numbers to drive their business and move from a transaction-focused business to a goal-focused one.

Converting With Confidence

Quality or Quantity? It's an 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.

Lead Generation: Sphere of Influence

Top agents have a lead-generation system and spend time on it every single day. Cultivating a Sphere of Influence is the most significant lead-generation source for every agent and is estimated to be more profitable than any other form of prospecting. In this course, you'll dive into prospecting principles and develop a plan for consistent, value-driven contact with your sphere.

Lead Generation: Farming

Farming in real estate is a tried and true technique used by numerous successful agents to build their business. However, many agents restrict their farm to geographic areas and direct mail campaigns. Time to think bigger! In this course, you'll discover how to become a Next Generation Farmer who is able to provide expertise and value to their target audience and reap the rewards in commissions.

Lead Generation: Open Houses

Top producing agents know that open houses are a way to show prospects the value they offer while still preserving their relationship with the seller. In this course, 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 drive traffic and convert open house contacts into leads.

Objection Handling

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 Strategies Mod 1: Master the Market

This module will help you build credibility as a pricing resource. You will learn how essential metrics will help you monitor current market conditions and recognize emerging trends. It will help you apply foundational valuation principles in estimating probable selling price.

Pricing Strategies Mod 2: Build the Comparative Market Analysis (CMA)

This module will help you leverage available pricing tools for greatest efficiency and impact. You will learn how to identify the best comps and adjust with accuracy to produce CMAs with solid pricing estimates

Pricing Strategies Mod 3: Guide the Seller

This module will help you lead and manage seller expectations on pricing throughout the listing process. You will learn how to tailor your pricing discussion and present the CMA with credibility and confidence. It will help you handle pricing objections effectively and secure well-priced listings that sell.

REAL Mentoring

Did you have a Mentor? Ever consider giving back? Want to leverage your real estate license? This course will help prepare you to Mentor an agent, as they learn the ropes. This class will provide you a Mentor/Mentee playbook with specific Mentee actionable items and learning opportunities, along with Mentor coaching tips and scripts in a systemized approach to help your Mentee succeed.



MOXIWORKS

MoxiEngage[®]

MoxiEngage is a real-estate focused CRM (client relationship manager) that helps you stay close to your contact database through communication plans, digital marketing and important reminders. MoxiEngage also provides insights into your pipeline, tracking your progress towards goals.

MoxiEngage courses are designed to be taken in order, allowing you to implement your new skills before you move to the next course to add additional knowledge.

MoxiPresent[®]

MoxiPresent is a presentation system designed to help affiliated agents create dynamic, interactive digital or print presentations. MoxiPresent offers many presentation types including listing presentations with IDX fed CMA data that is updated in real time, Buyer Tours with an embedded feedback tool, Buyer Consultations and more. MoxiPresent is taught through several virtual courses which are designed to be taken in order, as each course builds upon the knowledge learned in previous session.

MoxiWebsites[®]

MoxiWebsites are ready-to-go, IDX powered real estate websites that feature property searches, buying and selling information, affiliated agent bios and so much more, all in a fully customizable yet template based system. The courses are designed to be taken in order, allowing you to implement your new skills before you move to the next course to add additional knowledge.

MoxiImpress[®]

MoxiImpress is a powerful marketing platform that uses automation to instantly create a comprehensive marketing package for listings. These marketing packages include items such as flyers, slidehows, social media images and more, and are ready to be shared via print or online or can be easily customized to suit affiliated agent preferences.



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