



AGENT PATHWAYS

New to the Business

Are you new to real estate and want to know where to start? Our New to the Business Pathway will guide you through what it takes to get started and get productive right out of the gate. We cover everything from the basics of the business, to how to set goals and develop your value proposition to help ensure your career is on a fast track to success.

Experienced Agent

If you're an experienced agent looking to fine-tune your business, we've got you covered. Our Experienced Agent Pathway will guide you through creating a 1-year, 3-year and 5-year business plan to help ensure success, while providing best practices in pricing strategies and owning objections so you can win more listings and get them sold faster!

I Want to Take My Business to the Next Level!

Are you looking to take your business to the next level? Join us on the journey to diversify your lead generation sources and master your conversion skills, work more efficiently and win more business.

Building a Listings-Based Business

Are you ready to take control of your business by building a listings-based business? After completing this pathway, you'll be on your way to a more stable and predictable income. From best practices on streamlining the process for working with buyers so you have more time for listings, to perfecting your listing presentation and closing for the signed agreement, we've got you covered.

Building a Team

Are you looking to take that next step in your career and build a team? Learn best practices for how to build a team the right way for you and create a 1-year, 5-year and 10-year plan for success.

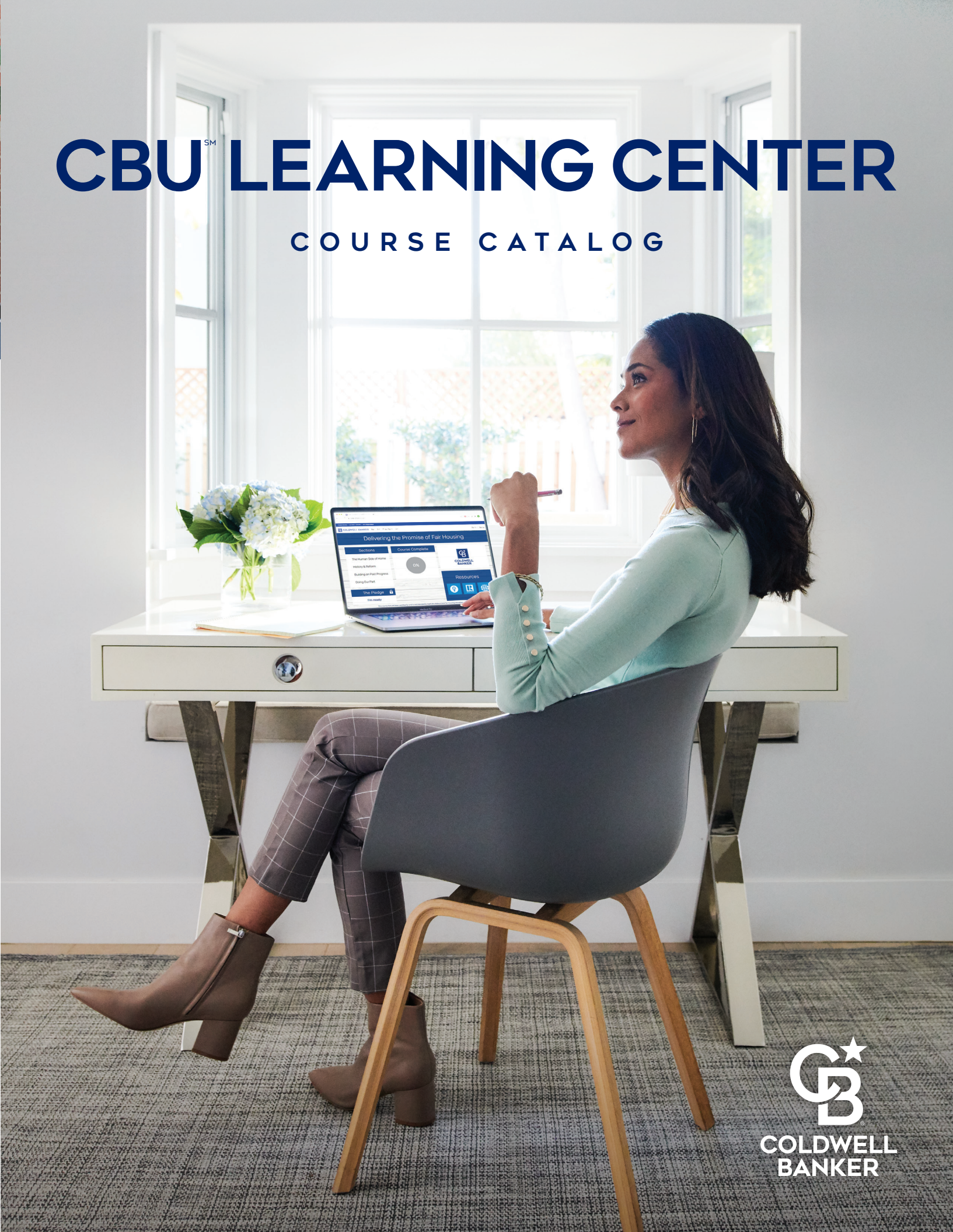
Breaking Into the Luxury Market

Have you always wanted to break into the luxury market but aren't sure how? Learn from the best on how to break into the luxury market by marketing yourself to the right people, mastering the listing consultation and budgeting your marketing spend, and close more high-end properties.



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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 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 a hands-on, results driven agent productivity program designed to launch new-to-the-business real estate careers using Coldwell Banker® products, tools and systems.

AMP!

Uncover the foundations of building a business and the secrets of the best in the industry. Explore the tools, tactics and strategies designed to help you achieve your goals – from developing your Value Proposition, to Time Blocking for Prospecting and Marketing. Discover fresh ideas to interact and grow your business through today’s most effective lead generation methods.

Outlist | Outlast

It’s been said that if you’re out of listings, you’re out of business. Listings are a surefire way to build a highly lucrative, long-term business in real estate. Learn how top agents approach listing opportunities and win every time.

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.

Agent Teams: To Build or Not to Build

Too many prospects and not enough time? Have you considered creating a team? What roles should team members have and what is your role as the team lead? This class will help you find the answers.

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-year, 3-year and 5-year financial goals.

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

Learn the necessary skills to leverage your database and turn it into a moneymaking 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.

Lead Generation: Expireds

Expired listings have high conversion rates and return on investment, yet most agents shy away from contacting them because they don’t know what to say or do. In this class, you’ll learn the strategies, resources, scripts and timelines to start knocking on the doors that 80% of real estate agents ignore!

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.

Owning Objections

Using two simple techniques, you’ll be able to handle any objection that comes your way. This is not a script class – these are approaches that turn objections into opportunities to seal the deal.

Owning Your Value

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: 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 Strategies: Build the Comparative Market Analysis (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. Seventy-five percent of the time a seller will only meet with one agent. Learn the strategies to build a CMA that is second to none.

Pricing Strategies: Guide the Seller

“Agents of inventory” understand that 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.

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.

