



### **What is AMP!**

AMP!, which stands for Achieve Maximum Productivity, is Coldwell Banker's new Productivity course for affiliated sales associates. This course has been designed and developed in collaboration with Realogy's ReaLearning team.

### **How was this course created?**

This course was developed and designed through a collaborative effort between Realogy's ReaLearning Center of Excellence and NRT. Members of NRT who participated include the Education Steering Committee, Branch Office Managers, Sales Associates, Leadership and the Education Team. The content was curated through dozens of interviews with top sales associates who quickly ramped up to high levels of production early in their career.

### **How long is the course?**

The course is 4 weeks and includes in-class and self-paced learning activities called Achievements. A typical week includes two live classroom sessions and three self-paced activities (Achievements).

### **What is TRAC?**

TRAC is the coaching, accountability and inspirational component of AMP! TRAC stands for Tracking, Recognition, Achievements and Collaboration. This curriculum includes guest speakers, motivational videos, active prospecting for business, and reporting on the week's challenges and accomplishments. Participants are encouraged to "STAY ON TRAC" and continue to attend the "TRAC meets," even after completing the four-week AMP! course.

### **Is this course for new sales associates only?**

No. Any sales associate who wishes to boost their production can consider participating. Both new and experienced sales associates have shown improved production when participating in AMP!

### **Do agents need to participate in all sessions? Should they be taken in order?**

To achieve maximum results during AMP!, it is recommended that sales associates participate in ALL sessions throughout the 4 week program. The solid foundations and goals set in week one carry throughout the course.

### **What about other Courses?**

AMP! is one of many courses that will be launched in collaboration with ReaLearning over the upcoming months and years. AMP! provides the foundation for improved production. Additional courses will be rolling out to provide more advanced and mastery level learning to sales associates throughout their business development.

### **Will participants learn about Coldwell Banker's technology and marketing tools?**

Yes, agents will learn about the Coldwell Banker provided tools and systems that can help boost their production. Topics will include InTouch, Moxi Present and other tools agents may leverage to develop new business.



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