



VIRTUAL AGENT LEARNING OPPORTUNITIES

April 2026

Team ERA University

All classes are subject to change. To view the most up to date schedule visit the **Events Calendar** at Team ERA University.

APRIL 01

[MoxiWebsites® 101 | 3:00 PM \(ET\)](#)

APRIL 02

[Sphere of Influence | 1:30 PM \(ET\)](#)

APRIL 07

[Owning Your Value | 3:00 PM \(ET\)](#)

April 07 -30

[ERA Achieve | 12:00 PM \(ET\) \(Tuesdays & Thursdays\)](#)

APRIL 08

[Rev-Up | 12:00 PM \(ET\)](#)
[Leverage | 2:00 PM \(ET\)](#)

APRIL 09

[The Social Edge | 12:00 PM \(ET\)](#)

APRIL 13

[MoxiEngage® 101 | 1:00 PM \(ET\)](#)

APRIL 14

[Feature Focus - Canva Video | 12:00 PM \(ET\)](#)

APRIL 15

[Prompt Like a Pro | 12:00 PM \(ET\)](#)
[ERA Distinctive Properties Program | 1:00 PM \(ET\)](#)

APRIL 16

[Luxury as a Concierge Level Service | 12:00 PM \(ET\)](#)

APRIL 20

[MoxiPresent® 101 | 1:00 PM \(ET\)](#)

APRIL 21

[ERA Expires | 2:00 PM \(ET\)](#)

APRIL 22

[TextERA | 1:00 PM \(ET\)](#)

APRIL 23

[Price Positioning and Repositioning In Today's Market | 11:00 AM \(ET\)](#)

FEATURED CLASSES

[Rev-Up: Turn Happy Clients into a Raving Fans](#)

APRIL 08 - 12:00 PM (ET)

Our reputation is your most powerful marketing tool. In this 45-minute session, learn how to collect, showcase, and repurpose reviews and testimonials to help win new business. Discover creative ways to request and display client feedback through the ERA® tools and social platforms. From thank-you campaigns to referral follow-ups, we'll share practical suggested scripts, templates, and tech tips to help you turn every closed deal into future opportunities.

[ERA Distinctive Properties Program](#)

APRIL 15 - 1:00 PM (ET)

This optional session provides you with an overview of the Distinctive Properties by ERA Real Estate program, including eligibility of properties and materials provided by ERA for marketing properties under the Distinctive Properties by ERA Real Estate.

All classes are subject to change. To view the most up to date schedule visit the **Events Calendar** at Team ERA University.



APRIL 24

[A.I. Prompting Lab | 12:00 PM \(ET\)](#)

APRIL 27

[Impressive Marketing with the Moxilmpress® Tool | 1:00 PM \(ET\)](#)

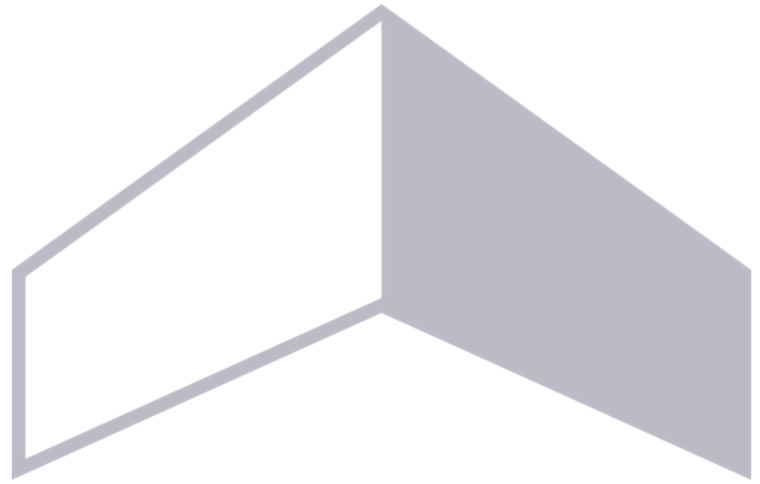
APRIL 28

[Winning with Buyers 201 | 12:00 PM \(ET\)](#)

April 29

[The ERA Advantage | 1:00 PM \(ET\)](#)

[REFUEL: Featuring Shawn Achor | 12:00 PM \(ET\)](#)



FEATURED CLASSES

[Luxury as a Concierge Level Service | 12:00 PM \(ET\)](#)

[APRIL 16 - 12:00 PM \(ET\)](#)

Join Tami Simms, Lead Trainer for The Institute for Luxury Home Marketing and Real Estate Professional, for Luxury as a Concierge Level Service. You'll learn how to build your business and grow your client base by providing an extraordinary level of service to today's affluent customers. Tami will walk you through how to anticipate needs, prioritize giving, and deliver superior service to provide an unforgettable experience that will create loyal, lifetime clients

[A.I. Prompting Lab](#)

[APRIL 24 - 12:00 PM \(ET\)](#)

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.

[REFUEL: Featuring Shawn Achor](#)

[APRIL 29 - 12:00 PM \(ET\)](#)

Join us for an inspiring ReFuel fireside chat with a world-renowned expert on the link between a positive mindset and success, Shawn Achor. The New York Times bestselling author of The Happiness Advantage, will share insights from his global research and his record-breaking TED Talk to help us understand how to cultivate a more productive, positive brain.

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. During this interactive workshop you will learn how to leverage the resources of the MoxiWebsites tool to offer value to your sphere of influence and prospective clients.

ERA Achieve

Unlock your potential to help build a steady and sustainable business while networking with agents across the ERA® 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 ERA® Achieve! 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! Start your ERA® Achieve journey by registering today!

ERA Advantage

In this optional learning session, discover what sets ERA Real Estate® apart from other real estate companies, including the exclusive tools, systems, and resources available to you to help you grow your business... This is only the beginning!

ERA Expireds

Expired listings present a variety of challenges for agents – but also a great opportunity for building new contacts. In ERA® 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!

ERA Distinctive Properties Program

This class provides you with a overview of the Distinctive Properties by ERA Real Estate program, including eligibility of properties and materials provided by the ERA brand for marketing properties under the Distinctive Properties by ERA Real Estate.

Feature Focus

Looking to sharpen your skills with ERA's suite of products and programs? Feature Focus is your go-to learning series for mastering the tools or skill that drive your success. In these power-packed 30-minute sessions, we highlight key features of giving you the knowledge and confidence to maximize impact on your business.

Impressive Marketing with the MoxiImpress® Tool

Impressive Marketing with the MoxiImpress® Tool provides a comprehensive platform tour, introducing agents and brokers to the full selection of marketing materials that are instantly created for new listings through the MoxiImpress product's IDX feed. This course is appropriate for agents

Luxury as a Concierge Level Service

Join Tami Simms, Lead Trainer for The Institute for Luxury Home Marketing and Real Estate Professional, for Luxury as a Concierge Level Service. You'll learn how to build your business and grow your client base by providing an extraordinary level of service to today's affluent customers. Tami will walk you through how to anticipate needs, prioritize giving, and deliver superior service to provide an unforgettable experience that will create loyal, lifetime clients.

Leverage

Leverage is your one stop portal to everything within ERA. Here you will find links to ERA tools, services, news and learning opportunities. Come explore all that ERA has to offer to its agents, brokers, and managers, all via Leverage!

MoxiEngage® 101

MoxiEngage® 101: Maximize Your SOI is the first in a series of courses that are designed to teach you how to receive the most benefit from this powerful CRM. This introductory course showcases an overview of the agent dashboard with its sales cycle driven process, demonstrates how to connect your email to setup your MoxiEngage account and offers important information for managing your database of contacts.

MoxiPresent® 101: Getting Started

MoxiPresent® 101: Getting Started 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.

MoxiWebsites® 101: Setting Up Your Website

MoxiWebsites® 101: Setting Up Your Website is the first in a series of two classes and is designed to assist users in getting their website up and running. This class will teach how to setup your new website and take it live, understand the admin panel, manage website navigation, update your profile and secure your website to publish it with search engines.

Price Positioning (and Repositioning) in Today's Market

Are you experiencing price reductions in your market? Get ahead of it by exploring tactics for navigating the market repositioning conversation with your current sellers and leveraging market data to set expectations from the start in your Listing Presentation. Price Positioning (and Repositioning) in Today's Market covers tactics and tools that can help you manage seller expectations during and after the Listing Presentation. In this optional course, apply your skills to common scenarios and practice sample scripts to help master the positioning conversation and handle the objections of today's sellers.

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 ERA® 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!

Prompt Like a Pro

Great marketing doesn't just happen—it's prompted. In this fast-paced session, you'll learn how to turn basic inputs into powerhouse prompts that deliver polished, client-ready content. Whether you're crafting social posts, listing descriptions, or newsletters, you'll discover how to "coach" AI like a pro—not just command it. You'll leave with a clear formula, real estate-specific examples, and repeatable strategies to elevate your marketing content instantly.

ReFuel: Featuring Shawn Achor

Join us for an inspiring ReFuel fireside chat with a world-renowned expert on the link between a positive mindset and success, Shawn Achor. The New York Times bestselling author of *The Happiness Advantage*, will share insights from his global research and his record-breaking TED Talk to help us understand how to cultivate a more productive, positive brain.

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Sphere of Influence

Cultivating a sphere of influence is a significant lead-generation source for every agent and can be more efficient than other forms of prospecting. In ERA® Sphere of Influence, you'll dive into prospecting principles and develop a plan for consistent, value-driven contact with your sphere! Facilitator-led optional sessions will guide you in setting a daily contact goal, reframing "head trash" and removing self-doubt, systematizing your database, and creating campaigns for your sphere. Take it further by exploring additional resources like learning videos and the goal projector. Get ready to set up a lead-generation system that helps your business soar!

TextERA

With TextERA, the consumer can quickly and conveniently text the company keyword or property code that is included on the rider or the yard sign. The buyer will instantly receive listing information via text message, including the property description, pictures, list price and your contact information. Register for this class to learn how this program can help you promote your listings!

The Social Edge

You'll discover how to move beyond "just listed" posts and create authentic, local stories that help connect with your audience, boost engagement, and drive new opportunities. Learn to blend creativity with analytics and leave with a repeatable system for social storytelling that builds your personal identity and your business.

Winning with Buyers 201: 5 Steps to Buyer Consultations That Convert

Buyer Representation Agreement. Collaborate with fellow agents to craft sample scripts and apply Buyer Consultation skills to case studies. Explore best practices for conducting the 5 steps of a Buyer Consultation to demonstrate your professionalism and help you close with a signed



Team ERA University

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