

The Managing Broker Academy (MBA) Portal



COLDWELL BANKER

Headquartered in Madison, New Jersey in the United States of America, **Coldwell Banker** is a leading provider of residential and commercial real estate with a vast and widespread workforce network across 3,300 offices in 50 countries and territories.



THE CHALLENGE

Coldwell Banker wanted an eLearning approach that would increase managers' performance and productivity yet complement their current—and effective—informal learning style prevailing at the firm.



APTARA'S SOLUTION

Aptara created an interactive and collaborative virtual world—a social learning portal. The Managing Broker Academy (MBA) portal's GUI is a 3-D virtual world that simulates a Coldwell Banker office.

The MBA portal is entirely scalable with several supporting technologies. Virtual 'rooms' provide educational planning and personalized development tools, virtual 'counselors', and access to resources and information on productivity and profitability, leadership, recruiting and retention, training and coaching, and business planning.



Key Portal Features:

- An Experts' Blog and real-time industry news feeds
- RSS feed integration
- Self-paced click-and-launch courses
- Links to structured LMS courses

- A Community Discussion and Best Practices Forum
- Links to social media platforms and external content repositories
- Streaming educational videos and podcasts



THE RESULT

A multi-pronged approach was designed for the client to measure the impact of informal learning. Usage metrics and feedback confirmed that the MBA Portal was making learning more accessible, personal, and engaging at Coldwell Banker.