

PROFESSIONAL DEVELOPMENT

December 2025 | Class Schedule



CENTURY 21[®]
C21 University[®]

All classes are subject to change. To view the most up to date schedule visit the [Learning Calendar at C21University.com](#)

DECEMBER 02

Create a Seller Email Campaign | **1:00 PM (ET)**

DECEMBER 03

Lead Gen 21- Expireds | **2:00 PM (ET)**
Holiday Action Lab: Creating a Marketing Plan
Using the C21 MoxiEngage Tool | **2:00 PM (ET)**

DECEMBER 04

MoxiEngage® 201: Email Marketing | **11:00 AM (ET)**
Owning Your Value | **2:00 PM (ET)**
MoxiWebsites® 201: Customizing
Your Website | **2:00 PM (ET)**
Create a Customized Seller
Conversion Plan | **4:00 PM (ET)**

DECEMBER 05

Power Up in Three21: Elevate Your Game with the
CENTURY 21® Brand Curated Tech Stack
11:00 AM (ET)

DECEMBER 08

MoxiPresent® 101: Getting Started | **2:00 PM (ET)**

DECEMBER 09

Lead Gen 21-Farming | **1:00 PM (ET)**
Action Lab: Position Yourself as an Area Specialist
Using the C21 MoxiWebsites® Tool | **2:00 PM (ET)**
Create a Scroll-Stopping Property
Video Script | **4:00 PM (ET)**

DECEMBER 10

Price Positioning (and Repositioning)
in Today's Market | **11:00 AM (ET)**
MoxiWebsites® 202: Maximize the Potential of the
MoxiWebsites® Tool with SEO | **12:00 PM (ET)**

DECEMBER 11

Lead Gen 21- SOI | **2:00 PM (ET)**

DECEMBER 15-18

EXPAND- 4 Sessions (Mon-Thurs)| **1:00 PM (ET)**
MoxiWorks® Toolkit| **1:00 PM (ET)**

DECEMBER 16

CENTURY 21® CLASS OF THE MONTH
Business Planning & MoxiEngage® | **1:00 PM (ET)**

Featured Classes

December 05- 11:00 AM (ET)

Power Up in Three21: Elevate Your Game with the CENTURY 21® Brand Curated Tech Stack
Unlock the full potential of the tech and learning ecosystem offered by the CENTURY 21 brand in this jam-packed session built around three simple values: Empowerment, Growth and Joy. Whether you're new to the network or looking to sharpen your edge, you'll explore how these tools – including the MoxiWorks® Product Suite, Boost, powered by Lone Wolf, RealSatisfied and THE GOLDEN RULER® – are designed to help you elevate your business, market smarter and deliver exceptional service. We'll walk through the CENTURY 21 Productivity Hub, spotlight key resources and show you where to find learning that meets you where you are. Leave with actionable takeaways and the confidence to put your tools to work – the CENTURY 21 way.

December 16- 1:00 PM (ET)

CENTURY 21® CLASS OF THE MONTH- Business Planning & MoxiEngage®
Facilitated by the dynamic duo of Adam South and Cassandra Gallego, "Class of the Month" will feature content designed to help enhance your knowledge, increase your confidence and build the skills essential for a thriving business. From business planning to lead generation and beyond, Adam and Cassie will elevate the learning experience by layering in their expertise in the areas of coaching and technology, helping you to focus on the activities that lead to results while highlighting brand-specific tools and resources to help streamline and systemize your business for optimal production.

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DECEMBER 03

Agent Onboarding

Onboarding is more than just a checklist—it's a strategy. Strategic onboarding is a sequential and seamless process that begins with recruiting and ends with long term retention. The agent onboarding course will give brokerages the research of when and why agents are most likely to leave an office and the corresponding onboarding tactics that can minimize agent de-affiliation.

1:00 PM (ET)



Action Lab: Position Yourself as an Area Specialist Using the C21 MoxiWebsites® Tool

Are you looking to differentiate yourself as a specialist in your local marketplace? This is the Action Lab for you! Century 21 University is offering a virtual education exercise called Action Lab: Position Yourself as an Area Specialist Using the MoxiWebsites® Tool. This hands-on, interactive workshop will teach you how to leverage the MoxiWebsites® tool to share tailored local real estate information with prospective clients.

CENTURY 21® CLASS OF THE MONTH

Facilitated by the dynamic duo of Adam South and Cassandra Gallego, "Class of the Month" will feature content designed to help enhance your knowledge, increase your confidence and build the skills essential for a thriving business. From business planning to lead generation and beyond, Adam and Cassie will elevate the learning experience by layering in their expertise in the areas of coaching and technology, helping you to focus on the activities that lead to results while highlighting brand-specific tools and resources to help streamline and systemize your business for optimal production.

Create a Customized Seller Conversion Plan

Some listing appointments end with a seller saying, "We need to think about it." That happens when the presentation feels generic instead of personal. In this workshop, you'll learn how to turn prequal answers into a customized listing appointment plan that connects directly to each seller's motivations, priorities, and concerns. You'll leave with a ready-to-use Seller Conversion Plan that anticipates objections, aligns your value with what matters most that can help you obtain a signed agreement instead of a stalled decision.

Create a Scroll-Stopping Property Video Script

Today's buyers and sellers spend hours scrolling—but only the most engaging videos make them stop and watch. In this workshop, you'll learn how to turn any property into a story that captivates and converts. Using a simple, repeatable prompt, you'll create a 60-second social media video script designed to grab attention, highlight what makes the home special, and strengthen your personal identity. You'll leave with a ready-to-shoot script that hooks viewers, drives engagement, and positions you as a modern, marketing-savvy agent.

Create a Seller Email Campaign

Some homeowners aren't planning to sell—until the right opportunity makes them pause. In this workshop, you'll build a neighborhood-specific email campaign that sparks interest and highlights your in-depth local insight. You'll leave with a ready-to-send multi-email campaign plus a reusable prompt you can apply any time you have motivated buyers.

EXPAND

Many newly licensed agents find themselves lost, unsure of where to begin or how to thrive in this dynamic industry. CENTURY 21® can help with that! Build a strong business foundation in EXPAND, an optional introductory program designed to welcome new agents to real estate. Take the first steps to set goals, build your database, launch lead generation systems, and share your value with potential clients.

Holiday Action Lab: Creating a Marketing Plan Using the C21 MoxiEngage® Tool

Are you looking to implement a system to keep you in touch with your sphere of influence and potential clients throughout the year? Do you need some guidance in setting it up? This session of Action Lab is here to help! Join us for Holiday Action Lab: Creating a Marketing Plan Using the MoxiEngage® Tool This virtual lab exercise can show you how to leverage the holiday campaigns available in the MoxiEngage® tool to deliver timely and relevant marketing to your sphere of influence and potential clients.

LEadGen 21 - SOI

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 LeadGen 21- SOI, 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 "mental clutter" 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.

LeadGen 21 - Farming

Farming in real estate is an established technique used by successful agents to help them build their businesses. Join Lead Gen 21 - Farming to avoid the challenges agents face by establishing effective outreach strategies for maintaining consistent engagement! Facilitator-led optional sessions and a participant workbook can guide you through all the steps to launch a new farm. Start by choosing the right farm for your business, then identify steps to establish yourself as a go-to professional, build an inventory of resources that are both affordable and appealing, and create an annual campaign!

LeadGen 21 - Expires

Expired listings present a variety of challenges for agents – but also a great opportunity for building new contacts. In Lead Gen 21 – Expires, 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 expires, communicate your value to the homeowners, respond to common objections, and create a targeted campaign. Boost your prospecting power with expired listings today!

MoxiEngage® 201: Email Marketing

MoxiEngage® 201: Email Marketing is the second in the MoxiEngage® series. This session demonstrates how to set up email marketing campaigns, such as holiday drip campaigns and others, send eCards and connect your contacts with property updates called “Favs and Saves”. Students will have their best learning experience in this course if they have already completed MoxiEngage® 101: Maximize Your SOI and followed the suggested steps to setup and organize their contact database.

MoxiPresent® 101: Getting Started

This 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® 201: Customizing Your Website

MoxiWebsites® 201: Customizing Your Website is an advanced course that shows users how to customization techniques for their website, including adding video, property lists, custom searches, and testimonials. Note: it is highly recommended that users take MoxiWebsites 101 prior to attending this class.

MoxiWebsites® 202: Maximize the Potential of the MoxiWebsites Tool with SEO

MoxiWebsites® 202: Maximize the Potential of the MoxiWebsites Tool with SEO is an advanced course that shows users how to easily customize the customer experience with Search Engine Optimization (SEO) and turn their digital footprint into a lead generation machine! Learn what SEO is and why it's important. You'll also learn how to implement SEO strategies to promote your website across the web and on social media while tracking your results. Note: it is highly recommended that users take MoxiWebsites® 101 and 201 prior to attending this class.

MoxiWorks® Toolkit

Maximize the MoxiWorks® Product Suite Throughout the Sales Cycle is a virtual instructor led course that provides an introductory overview of all tools within the MoxiWorks® product suite, discussing features within each tool that may help agents generate leads, market to their sphere of influence, share new listings, customize presentations and manage transactions during the escrow period.

Owning Your Value

With so many 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 CENTURY 21 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.

Power Up in THREE21: Elevate Your Game with the Century 21® Brand Curated Tech Stack

Unlock the full potential of the tech and learning ecosystem offered by the CENTURY 21 brand in this jam-packed session built around three simple values: Empowerment, Growth and Joy. Whether you're new to the network or looking to sharpen your edge, you'll explore how these tools – including the MoxiWorks® Product Suite, Boost, powered by Lone Wolf, RealSatisfied and THE GOLDEN RULER® – are designed to help you elevate your business, market smarter and deliver exceptional service. We'll walk through the CENTURY 21 Productivity Hub, spotlight key resources and show you where to find learning that meets you where you are. Leave with actionable takeaways and the confidence to put your tools to work – the CENTURY 21 way.

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.

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