

PROFESSIONAL DEVELOPMENT

November 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](#)

NOVEMBER 03

Lead Gen 21- SOI | **1:00 PM (ET)**
Price Positioning (and Repositioning)
in Today's Market | **2:00 PM (ET)**

NOVEMBER 04

Action Lab: Supporting Your Business Goals with
the C21 MoxiEngage® Tool | **2:00 PM (ET)**

NOVEMBER 05

Lead Gen 21- Farming | **2:00 PM (ET)**
MoxiEngage® 101: Maximize Your SOI
3:00 PM (ET)

NOVEMBER 07

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

NOVEMBER 06

MoxiPresent® 201: Customizing Presentations
11:00 AM (ET)

NOVEMBER 10

MoxiWebsites® 101: Setting Up Your Website
11:00 AM (ET)

NOVEMBER 10-13

EXPAND | **5:00 PM (ET)**
Monday-Thursday

NOVEMBER 11

Owning Your Value | **11:00 PM (ET)**
Getting Started with A.I. | **2:00 PM (ET)**
Open Houses That Work: Attract,
Engage, Convert | **3:00 PM (ET)**

NOVEMBER 13

Prompt Like a Pro | **4:00 PM (ET)**

NOVEMBER 12

Action Lab: Target Marketing with the
MoxiWebsites® Tool | **3:00 PM (ET)**
MoxiImpress® for Agents | **3:30 PM (ET)**

NOVEMBER 18

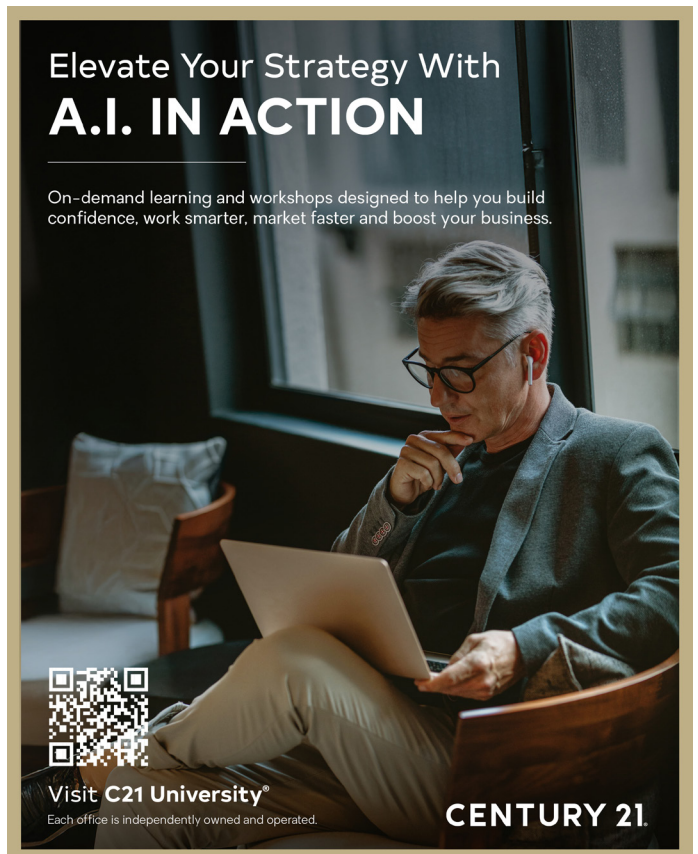
CENTURY 21® CLASS OF THE MONTH
Owning Objections & Golden Ruler® | **1:00 PM (ET)**

NOVEMBER 24

Lead Gen 21: Expires | **11:00 AM (ET)**

NOVEMBER 25

Build Your A.I. Stack | **1:00 PM (ET)**



Elevate Your Strategy With
A.I. IN ACTION

On-demand learning and workshops designed to help you build confidence, work smarter, market faster and boost your business.

Visit **C21 University®**
Each office is independently owned and operated.

CENTURY 21.

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NOVEMBER 25- DECEMBER 16

Mindset Coaching

Success in real estate requires a focused mindset, strategic planning, and self-accountability—all of which can be overwhelming to navigate on your own. The good news is you don't have to!

By joining Mindset Coaching you can build momentum, gain confidence, and join a supportive network of peers guided by a Certified Coach that can put you on the trajectory to reach your goals.

3:45 PM (ET) | Tuesdays



BUILD YOUR A.I. STACK

Winning in real estate isn't about using more A.I.—it's about using the right A.I. for the job. In this workshop, you'll start to build your personal "A.I. Dream Team" by matching tools to the tasks that matter most in your business. You'll see three powerful tools—Perplexity, Claude, and Canva—in action and learn how to use them for research, practice, and marketing. By the end, you'll know exactly which tools belong in your own A.I. stack and how to put them to work right away to save time, scale smarter, and stay ahead of the competition.

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.

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. Facilitator-led sessions will guide you through a EXPAND participant workbook full of activities, discussion questions, and real-world scenarios that set activities in motion and can prepare you for XCELLERATE®

GETTING STARTED WITH A.I.

AI is giving your competitors 5-10 extra hours every week while you're still writing listing descriptions by hand. This dynamic 30-minute session shows how AI tools like Microsoft Copilot can transform your real estate business from time-consuming to time-optimized. You'll see live demonstrations of AI creating listing descriptions and follow-up emails in seconds, learn practical prompting strategies, and discover the four-stage evolution from AI beginner to strategic partner. Walk away with a commitment to delegate three specific tasks to AI this week and reclaim hours for high-value client activities.

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 - EXPIREDS

Expired listings present a variety of challenges for agents – but also a great opportunity for building new contacts. In Lead Gen 21 - 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!

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 Owing 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.

OPEN HOUSES THAT WORK: ATTRACT, ENGAGE, CONVERT

Open Houses can be a valuable marketing opportunity to strategically position both the listing AND your business in the spotlight. Whether you are the listing agent or the Open House agent, you can leverage Open Houses to strengthen relationships with sellers, create new relationships with home buyers, AND build your book of business.

In this optional course, we'll follow the Open Houses path to discover best practices for marketing, prepping, hosting, and converting results that can help you make the most out of your Open Houses.

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.

PROMPT LIKE A PRO

Great marketing doesn't just happen—it's prompted. In this fast-paced session, you'll learn how to transform AI from a generic content generator into your personal marketing assistant. You'll discover the CRIT Formula—a simple, repeatable framework that turns scattered thoughts into polished newsletters, blog posts, and social media content that sounds authentically like you. Whether you're creating market updates, property descriptions, or engagement posts, you'll learn how to partner with AI strategically—not just use it randomly. You'll leave with clear formulas, live demonstrations, and a content multiplication strategy you can use immediately.

ACTION LAB: SUPPORTING YOUR BUSINESS WITH THE MOXIENGAGE® TOOL

Join Century 21 University® for a session of Action Lab focused on Supporting Your Business Goals with the MoxiEngage® Tool. This virtual education lab exercise will show you how to leverage the MoxiEngage® tool, a smart CRM that helps you track your goals, monitor your sales flow, and streamline your client tasks. By the end of this course, you will have a clear vision of how to use the MoxiEngage® tool, which can help you run your business on data and become a savvy business owner. This course is designed for agents who want to take their business to the next level. Space is limited, so register today and get ready to implement your business plan!

ACTION LAB: TARGET MARKETING WITH THE MOXIWEBSITES® TOOL

Are you looking to boost your online lead generation skills? Join this hands-on virtual learning opportunity, Action Lab: Target Marketing with the MoxiWebsites® Tool, where we dive into the customization options available in the MoxiWebsites tool and unlock its full potential. In this dynamic workshop, we will guide you through the ins and outs of leveraging custom search pages as a mechanism to target market to potential customers.

IMPRESSIVE MARKETING WITH MOXIIMPRESS®

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

MAXIMIZE THE MOXIWORKS PRODUCT SUITE THROUGHOUT THE SALES CYCLE

This virtual instructor-led course provides an introductory overview of all tools within the MoxiWorks® product suite, discussing features within each tool that can help agents generate leads, market to their sphere of influence, share new listings, customize presentations and manage transactions.

MOXIENGAGE® 101: MAXIMIZE YOUR SOI

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.

MOXIIMPRESS®: IMPRESSIVE MARKETING

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.

MOXIPRESENT® 201: CUSTOMIZING PRESENTATIONS

Note: it is highly recommended that users take MoxiPresent® 101 prior to attending this class. MoxiPresent® 201 is an advanced course that demonstrates how to create custom content and custom presentation templates to take your presentations to the next level.

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 set up 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.

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