



PROFESSIONAL DEVELOPMENT

July 2026 | Class Schedule

C21 University®

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

JUNE 29 - JULY 2

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

JULY 1

[MoxiPresent®: Building a Buyer Tour](#) | [2:00 PM \(ET\)](#)

JUNE 11 - JULY 9

[Mindset Coaching](#) | [12:00 PM \(ET\)](#)

JULY 6

[Prompt Like a Pro](#) | [11:00 AM \(ET\)](#)
[AI Prompting Lab](#) | [12:00 PM \(ET\)](#)

JULY 7 - JULY 28

[Go List!](#) | [11:00 AM \(ET\)](#) [\(Tuesdays\)](#)

JULY 7 - JULY 30

[XCELLERATE®](#) | [11:00 AM \(ET\)](#) [\(Tuesdays,](#)
[Wednesdays, Thursdays\)](#)

JULY 8

[Introduction to RISE](#) | [2:00 PM \(ET\)](#)

JULY 9

[Mindset Coaching](#) | [12:00 PM \(ET\)](#)
[MoxiPresent® 201: Customizing Presentations](#) |
[4:00 PM \(ET\)](#)

JULY 10

[Power Up in Three21: Elevate Your Game with the](#)
[Century 21® Brand Curated Tech Stack](#) | [11:00 AM](#)
[\(ET\)](#)

Featured Classes

[GO LIST!](#)

[JULY 7 - JULY 28 | 11:00 AM \(ET\)](#)

When establishing and maintaining a long-lasting business, agents seek income streams that offer the highest return on investment. Securing listings is one of the most reliable methods to build sustainable business. In Go List!, you can focus on establishing a long-term business through obtaining and selling listings. You can leave with a complete listing toolkit that will help you build clients for life by developing a Listing Presentation, creating your Listing Marketing Plan, and outlining a Touch Point Calendar. Access game-changing resources that include live facilitator-led optional sessions, the CENTURY 21® script library, learning videos, interactive tutorials, and so much more! Building a listings business that lasts with Go List! today!

[Power Up in Three21: Elevate Your Game with the Century 21® Brand Curated Tech Stack](#)

[JULY 10 | 11:00 AM \(ET\)](#)

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.

[BUILD YOUR AI STACK](#)

[JULY 20 | 12:00 PM \(ET\)](#)

Winning in real estate isn't about using more AI—it's about using the right AI for the job. In this workshop, you'll start to build your personal "AI 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 AI stack and how to put them to work right away to save time, scale smarter, and stay ahead of the competition.

All classes are subject to change. To view the most up to date schedule visit the Learning Calendar at [C21University.com](https://www.c21university.com)

JULY 15

[Moxilmpress® Introduction](#) | 2:00 PM (ET)
[Open Houses That Work: Attract, Engage, Convert](#) | 4:00 PM (ET)

JULY 16

[Introduction to RISE](#) | 11:00 AM (ET)

JULY 20

[Getting Started with AI](#) | 11:00 AM (ET)
[Build Your AI Stack](#) | 12:00 PM (ET)
[5 Steps to Buyer Consultations That Convert](#) | 2:00 PM (ET)

JULY 21

[Lead Gen 21 - Farming](#) | 3:00 PM (ET)

JULY 22

[Lead Gen 21 - SOI](#) | 2:00 PM (ET)
[RISE Emails and Campaigns](#) | 2:00 PM (ET)

JULY 23

[Open Houses That Work: Attract, Engage, Convert](#) | 11:00 AM (ET)

JULY 27

[Pricing Confidence: Master the Market](#) | 11:00 AM (ET)
[Class of the Month: List Once, Launch Three Times: The future of Selling Homes](#) | 1:00 PM (ET)
[MoxiEngage® 201: Email Marketing](#) | 3:00 PM (ET)

JULY 27- JULY 30

[Expand](#) | 3:00 PM (ET) (Monday through Thursday)

JULY 29

[Pricing Confidence: Build the Competitive Market Analysis \(CMA\)](#) | 4:00 PM (ET)

- Special Feature Class -

[Class of the Month: List Once, Launch Three Times: The Future of Selling Homes with Mike Miedler \(C21 President & CEO\), Wendy Young \(C21 VP of Professional Development\), Tori Kiechinger \(C21 VP of Marketing\)](#)
[JULY 27 | 1:00 PM \(ET\)](#)

List Once, Launch Three Times: The Future of Selling Homes: The way homes are marketed has changed — and the agents who understand it are winning more listings and closing at higher prices. What if your sellers could test price, build demand, and enter the MLS already winning? Join us for July's Class of the Month as we pull back the curtain on CENTURY 21's powerful new 3-Phased Marketing Strategy, now supercharged by our exclusive partnership with Redfin and Rocket. You'll hear directly from CEO Mike Meidler on why this shift matters, watch live role plays on how to present it to sellers and handle objections, and get hands-on with the new Redfin tool and updated listing presentation. Whether you're trying to win more listing appointments or deliver better results for your sellers, this is the class you can't afford to miss.

5 Steps to Buyer Consultations That Convert

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

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.

Build Your AI Stack

Winning in real estate isn't about using more AI—it's about using the right AI for the job. In this workshop, you'll start to build your personal "AI 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 AI 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®.

XCELLERATE®

Unlock your potential to help build a steady and sustainable business while networking with agents across the CENTURY 21® 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 XCELLERATE®! 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 XCELLERATE® journey by registering today!

Getting Started with AI

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 give three specific tasks to AI this week and reclaim hours for high-value client activities.

Introduction to RISE

Get an overview of how the RISE platform brings MoxiWorks® tools into a more streamlined experience. This session highlights how automation and AI features can help support daily business activities and reduce manual effort.

Lead Gen: 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 Lead Gen 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 "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!

Mindset Coaching

The toughest real estate market on earth is the five inches between your ears. 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.

MoxiImpress® Introduction

Get an introduction to how the MoxiImpress® marketing platform can help support property marketing efforts. This session explores how templates and built-in tools can assist with producing listing marketing materials more efficiently..

MoxiEngage® 201: Email Marketing

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: Building a Buyer Tour

This session introduces Buyer Tours and explores how the MoxiPresent® tool can help support buyer interactions. Learn how to organize property details, map routes, and collect client feedback to support buyer conversations.

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.

Pricing Confidence: Build the CMA

In a market of online pricing estimates, agents often need to guide their sellers to a market-defined price, rather than one from an algorithm on a website. Hone your skills in creating solid and accurate pricing estimates for your comparable market analyses with CENTURY 21®'s Pricing Confidence. Leverage optional facilitator-led sessions to build your credibility as a pricing resource by learning to monitor current market conditions, recognize emerging market trends, use available pricing tools, and identify the best comps. Boost your pricing power with Pricing Confidence today!

Pricing Confidence: Master the Market

In a market of online pricing estimates, agents often need to guide their sellers to a market-defined price, rather than one from an algorithm on a website. Hone your skills in creating solid and accurate pricing estimates for your comparable market analyses with CENTURY 21®'s Pricing Confidence. Leverage optional facilitator-led sessions to build your credibility as a pricing resource by learning to monitor current market conditions, recognize emerging market trends, use available pricing tools, and identify the best comps. Boost your pricing power with Pricing Confidence today!

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.

RISE Emails and Campaigns

This session explores how the RISE email and campaign tools can help support outreach and communication workflows. Learn how to organize messaging, apply templates, and manage campaigns to support consistent communication.

XCELLERATE®

Unlock your potential to help build a steady and sustainable business while networking with agents across the CENTURY 21® 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 XCELLERATE®! 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!

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