



PROFESSIONAL DEVELOPMENT

October 2026 | Class Schedule

CENTURY 21
University®

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

OCTOBER 1 - 22

- [Go List! | 12:00 PM \(ET\) \(Thursdays\)](#)

OCTOBER 1

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

OCTOBER 2

- [Power Up in THREE21: Elevate Your Game with the CENTURY 21® Brand Curated Tech Stack | 11:00 AM \(ET\)](#)

OCTOBER 5 - 26

- [EXPAND | 12:00 PM \(ET\) \(Mondays\)](#)

OCTOBER 5

- [5 Steps to Buyer Consultations That Convert | 2:00 PM \(ET\)](#)
- [How-to Write a Task Focused Business Plan | 3:30 PM \(ET\)](#)

OCTOBER 6 - 29

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

OCTOBER 6

- [Action Lab: Activating Your CENTURY 21® Agent Website | 2:00 PM \(ET\)](#)

OCTOBER 7

- [Prompt Like a Pro | 1:00 PM \(ET\)](#)
- [RISE to the Occasion: Transitioning to RISE | 2:00 PM \(ET\)](#)

OCTOBER 8

- [Action Lab: Supporting Buyers with the CENTURY 21® MoxiPresent® Tool | 2:00 PM \(ET\)](#)

OCTOBER 12

- [How-to Complete a SWOT Analysis | 3:30 PM \(ET\)](#)

OCTOBER 13

- [Owning Objections | 2:00 PM \(ET\)](#)

OCTOBER 14

- [AI In Action: SEO + AEO: Improving your Online Visibility | 1:00 PM \(ET\)](#)
- [RISE to the Occasion: RISE Deals | 2:00 PM \(ET\)](#)

Featured Classes

[GO LIST!](#)

[OCTOBER 1-22 | 12:00 PM \(ET\)](#)

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!

[5 STEPS TO BUYER CONSULTATIONS THAT CONVERT](#)

[OCTOBER 5 | 2:00 PM \(ET\)](#)

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 IN ACTION: SEO + AEO: IMPROVING YOUR ONLINE VISIBILITY](#)

[OCTOBER 14 | 1:00 PM \(ET\)](#)

This session will help participants understand how artificial intelligence is transforming the way people discover information online and how to optimize content for both traditional search engines and AI-powered answer engines. Attendees will learn the fundamentals of Search Engine Optimization (SEO) and Answer Engine Optimization (AEO), including practical strategies for improving website visibility, increasing discoverability, and ensuring content appears in search results, AI-generated responses, and conversational search experiences

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

OCTOBER 15

- [Action Lab: Building Your Listing Presentation with the CENTURY 21[®] MoxiPresent[®] Tool | 3:00 PM \(ET\)](#)

OCTOBER 19

- [Owning Your Value | 2:00 PM \(ET\)](#)
- [How-to Write SMART Goals | 3:30 PM \(ET\)](#)

OCTOBER 20

- [Action Lab: Target Marketing with the CENTURY 21[®] MoxiWebsites[®] Tool | 1:00 PM \(ET\)](#)

OCTOBER 21

- [Action Lab: Position Yourself as an Area Specialists Using the CENTURY 21[®] MoxiWebsites[®] Tool | 12:00 PM \(ET\)](#)

OCTOBER 27

- [Class of the Month: X|21 Rewind: Counting Down our Top 10 Moments | 1:00 PM \(ET\)](#)

OCTOBER 28

- [AI In Action: How to Turn Market Data into Opportunities | 1:00 PM \(ET\)](#)
- [Mindset Coaching | 1:00 PM \(ET\)](#)
- [RISE to the Occasion: The Media Library | 2:00 PM \(ET\)](#)

Featured Classes

[CLASS OF THE MONTH: X|21 REWIND: COUNTING DOWN OUR TOP 10 MOMENTS](#)

[OCTOBER 27 | 1:00 PM \(ET\)](#)

Adam and Cassie are recapping the best of Xchange 21, hosted by the BBAA. Tune in as they count down their top 10 moments from the conference, from standout sessions to hallway conversations, and pull out the ideas, tools, and inspiration you can put to work in your own business.

[MINDSET COACHING](#)

[OCTOBER 28 | 1:00 PM \(ET\)](#)

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.

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.

Action Lab: Activating Your CENTURY 21® Agent Website

This course will walk you through the steps to activate your agent website using the MoxiWebsites® tool. The agenda includes dedicated time for you to try out each feature and activity with the instructor there to answer your questions and provide guidance. You will walk away with actionable insights and practical skills you can implement immediately. Don't miss out on this opportunity to elevate your digital marketing! Reserve your spot today and get ready to transform your online presence with the MoxiWebsites® tool.

Action Lab: Building Your Listing Presentation with the CENTURY 21® MoxiPresent® Tool

This course will share examples of how to create listing presentations that leave a lasting impression on your clients. The agenda includes hands-on time to try out each feature and activity with our instructors there to answer your questions and provide guidance. You will walk away with actionable insights and practical skills you can implement immediately. Don't miss out on this opportunity to elevate your listing game! Reserve your spot today and get ready to transform your presentations with the MoxiPresent® tool.

Action Lab: Position Yourself as an Area Specialist Using the CENTURY 21® 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. By the end of this course, you will have a stronger understanding of the custom features offered in the MoxiWebsites® tool and how to leverage them to attract interest for your real estate business. This course is designed for agents who have completed preliminary set up of the MoxiWebsites® tool and are looking to take their usage to the next level. Space is limited, so register today and get ready to take your online presence to new heights!

Action Lab: Supporting Buyers with the CENTURY 21® MoxiPresent® Tool

During this interactive workshop, you can learn how to create captivating buyer presentations using the MoxiPresent® tool. Whether it's showcasing properties, providing preliminary market information, or creating mobile-friendly buyer tour presentations, we've got you covered. Our experienced instructors will guide you step-by-step, ensuring you gain practical experience during class time. Space is limited, so register today and get ready to take your Buyer services to new heights!

Action Lab: Target Marketing with MoxiWebsites®

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. This isn't your typical lecture-style class. Get ready to roll up your sleeves! During the workshop, you will have dedicated time to try out each activity on your own. Your instructors will be there to guide you, answer questions, and provide personalized assistance. Space is limited, don't miss out on this opportunity to master the MoxiWebsites® tool and elevate your real estate game. Reserve your spot today!

AI In Action: SEO + AEO: Improving your Online Visibility

This session will help participants understand how artificial intelligence is transforming the way people discover information online and how to optimize content for both traditional search engines and AI-powered answer engines. Attendees will learn the fundamentals of Search Engine Optimization (SEO) and Answer Engine Optimization (AEO), including practical strategies for improving website visibility, increasing discoverability, and ensuring content appears in search results, AI-generated responses, and conversational search experiences.

AI in Action: How to Turn Market Data into Opportunities

"How's the market?" It's one of the most common questions agents get, and one of the biggest missed opportunities. Most agents either avoid answering it, overcomplicate it, or share generic information that doesn't create value. In this lab, you'll learn a simple, repeatable system you can run anytime the market changes, you see a headline, or a client asks a question. Using a 3-step AI workflow, you'll learn how to: Identify one relevant, timely market insight. Translate data into client-friendly insights and Turn that insight into a piece of value you can post, send, or use in conversation. Leave with a system you can run weekly to stay top-of-mind, build trust and authority, and create consistent, natural client conversations.

Class of the month: X|21 Rewind: Counting Down Our Top 10 Moments

Adam and Cassie are recapping the best of Xchange 21, hosted by the BBAA. Tune in as they count down their top 10 moments from the conference, from standout sessions to hallway conversations, and pull out the ideas, tools, and inspiration you can put to work in your own business.

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®.

Go List!

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!

How-to Complete a SWOT Analysis

See your business with fresh eyes and act with purpose. In this fastpaced session, you'll pinpoint what truly sets you apart, uncover hidden gaps that slow momentum, and spot opportunities. Walk out with a plan to leverage and smart next steps you can put into play immediately—because clarity helps fuel growth.

How-to Write a Task Focused Business Plan

Align your SMART goals, core tasks, and self-accountability checkpoints into a concise business plan you can reference daily. Leave with a clean, taskdriven roadmap that fits your market, your capacity, and your business goals—because an effective plan is the one you'll actually use.

How-to Write SMART Goals

Turn ambition into traction. Learn an established SMART framework to sharpen goals that help drive business—without fluff. You'll practice turning vague aspirations into measurable commitments you can actually track, so every hour invested moves you closer to the business you want.

Lead Gen 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 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.

Owning Objections

Are you ready to confidently transform objections into opportunities that showcase your professionalism and build trust with potential clients? Join us for Owning Objections! This optional facilitator-led session provides resources and best practices to identify the most common objections, strategize your approach for a flawless response, practice handling the objections that "scare" you the most, and access to an Objection Handlers appendix.

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 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. Dive deep into your value with Owning Your Value today!

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.

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 to the Occasion

Hosted by Mike Gow of MoxiWorks®, this series walks through the core components of RISE, from getting started to using its built in AI tools, so you can put the full platform to work for your business.

RISE to the Occasion- Transitioning to RISE

You're ready to make the transition to RISE. What does MoxiWorks® do for you and what do you have to do yourself? This session will provide tips, best practices, and practical advice so you can move to RISE quickly and easily.

RISE to the Occasion- RISE Deals

What if you could enter and track a buyer or seller transaction from start to finish, pairing it with a contact from your list? RISE Deals makes that happen. Enter the deal, track it through its various stages, and watch RISE keep track of your commission for the year.

RISE to the Occasion - The Media Library

Want to place custom pages into your RISE presentations or your emails? Then the Media Library is your place to start! We'll show you how to enter images, PDFs, and Canva designs into the Media Library, use AI tools for easy identification, and have a growing library to add to your presentations and emails.

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!

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