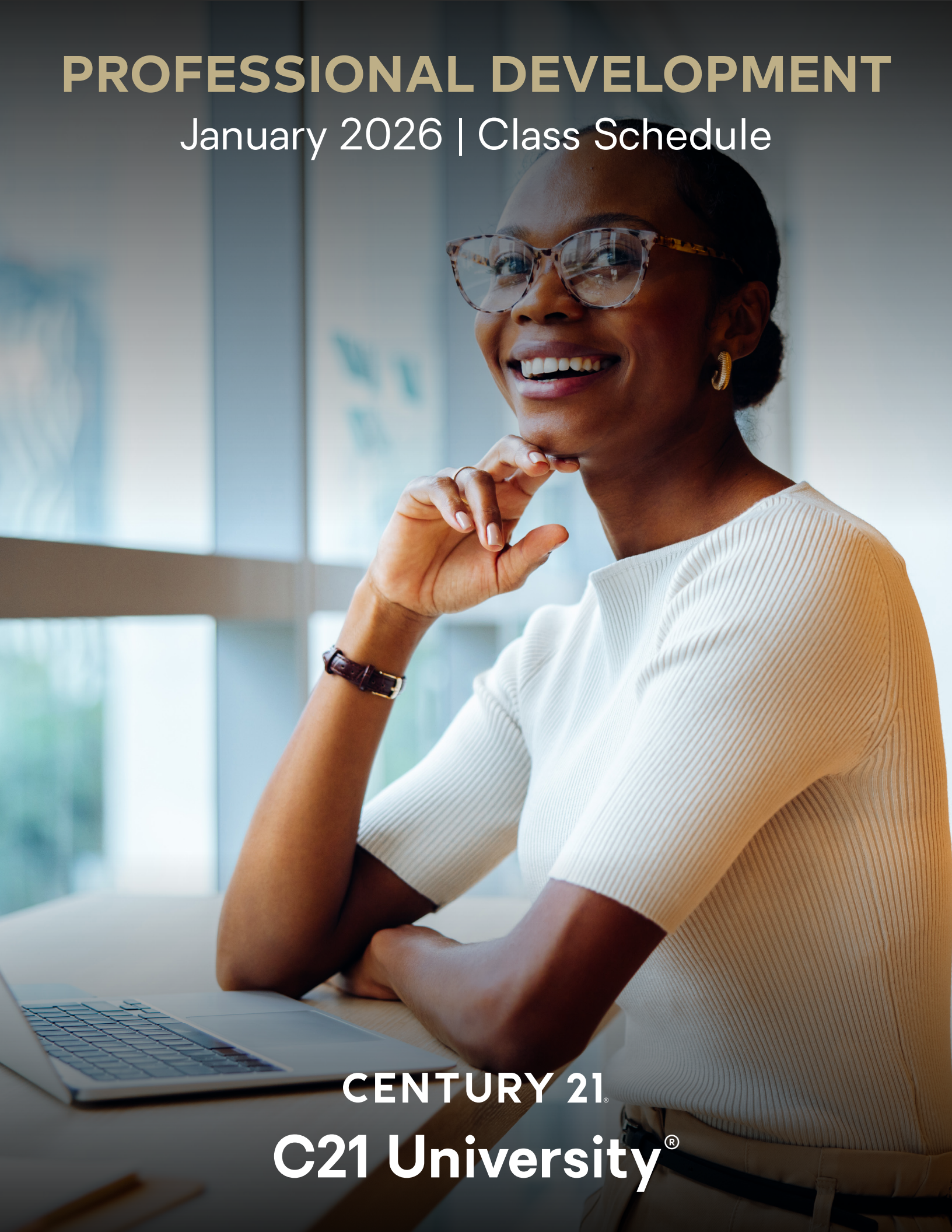


# PROFESSIONAL DEVELOPMENT

January 2026 | Class Schedule



CENTURY 21<sup>®</sup>  
C21 University<sup>®</sup>

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

### **JANUARY 05-30**

XCELLERATE (Mondays, Wednesdays & Fridays)  
| **11:00 AM (ET)**

### **JANUARY 06**

Action Lab: Creating a Marketing Plan  
Using the C21 MoxiEngage® Tool | **11:00 AM (ET)**

### **JANUARY 08**

Business Planning | **11:00 AM (ET)**

### **JANUARY 09**

Power Up in THREE21 | **11:00 AM (ET)**  
Action Lab: Supporting Your Business Goals with the  
C21 MoxiEngage® Tool | **1:00 PM (ET)**

### **JANUARY 13-22**

EXPAND (Tuesdays & Thursdays) | **11:00 AM (ET)**

### **JANUARY 13**

Getting Started with AI | **2:00 PM (ET)**  
Pipeline to Goldmine | **2:00 PM (ET)**

### **JANUARY 14**

Lead Gen SOI 1 | **1:00 PM (ET)**

### **JANUARY 15**

Prompt Like a Pro | **12:00 PM (ET)**

### **JANUARY 16**

Action Lab: Getting Started with the C21 MoxiWorks®  
Product Suite | **1:00 PM (ET)**

### **JANUARY 20**

CENTURY 21® CLASS OF THE MONTH  
Farming and AI | **1:00 PM (ET)**  
Build Your AI Stack | **2:00 PM (ET)**

## Featured Classes

### January 09- 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.

### January 20- 1:00 PM (ET)

#### CENTURY 21® CLASS OF THE MONTH- Farming and AI

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.

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

### **JANUARY 21**

Action Lab: Building Your Listing Presentation with the C21 MoxiPresent® Tool | **1:00 PM (ET)**

### **JANUARY 22**

Owning Your Value | **11:00 AM (ET)**

Create a Seller Email Campaign | **2:00 PM (ET)**

### **JANUARY 26**

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

### **JANUARY 27-29**

Pricing Confidence | **11:00 AM (ET)**

### **JANUARY 27**

Create a Customized Seller Conversion Plan |

**12:00 AM (ET)**

Price Positioning (and Repositioning) in Today's Market | **2:00 PM (ET)**

### **JANUARY 29**

Create a Scroll Stopping Property Video Script |

**12:00 PM (ET)**

Lead Gen Farming | **2:00 PM (ET)**

## **Featured Classes**

**January 20- 2:00 PM (ET)**

### **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

**January 29- 12:00 PM (ET)**

### **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.



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### **JANUARY 14**

#### **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)**

### **JANUARY 22, JANUARY 29 & FEBRUARY 5**

#### **Coaching Culture**

Successful leaders use proven coaching skills to seize coachable moments anytime, anywhere. This program, consisting of three 90-minute modules, focuses on foundational skills, values, and behaviors that inspire motivation and commitment to action. Designed for leaders aiming to develop their coaching skills, you'll learn to distinguish between managing and coaching, apply coaching skills in everyday conversations, and implement the values and behaviors that foster a coaching culture.

**2:00 PM (ET)**



### **Action Lab: Building Your Listing Presentation with the C21 MoxiPresent® Tool**

Are you ready to take your listing presentations to the next level? Join us for an exciting and interactive virtual workshop, Action Lab: Building Your Listing Presentation with the MoxiPresent® Tool where we will dive into the powerful MoxiPresent CMA 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.

### **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.

### **Action Lab: Getting Started with the C21 MoxiWorks® Product Suite**

Are you new to the MoxiWorks® product suite? Or maybe you're unsure of how to get started? This Action Lab is perfect for you. In this virtual education lab exercise, you will learn how to get started with the MoxiWorks product suite and how it can help you run your business more efficiently.

### **Action Lab: Supporting Your Business Goals with the C21 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.

### **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.

### **Business Planning**

Without strategic planning many agents find themselves riding the income roller coaster year after year. These ups and downs can be avoided by setting realistic goals and planning daily, weekly, and monthly activities around achieving them. Let a CENTURY 21® facilitator guide you through optional activities like calculating expenses, building a budget, setting long-term goals, and prioritizing daily activities to achieve them. Leave with an actionable plan that can help move your business from transaction-focused to goal-focused.

### **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. 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 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.

### **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!

### **Lead Gen 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!

### **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.

### **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.

### **Pipeline to Goldmine**

The number of people who will buy or sell property in your market is finite, and if you don't have systems in place to get their business, another agent will. Discover strategies and techniques that can help you win the race to face-to-face and get the business with Pipeline to Goldmine. Facilitator-led optional sessions and a participant workbook can help you evaluate and prioritize your lead sources, explore how to group leads by urgency and trust, create follow up plans based on urgency, and modify example scripts to get the appointment. Learn to convert leads into happy clients with Pipeline to Goldmine!

### **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**

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.

### **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.

### **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!



# CENTURY 21<sup>®</sup>

## C21 University<sup>®</sup>

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