

# PROFESSIONAL DEVELOPMENT

February 2026 | 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](https://C21University.com)

## FEBRUARY 02

MoxiWebsites® 101 | **11:00 AM (ET)**  
Getting Started with AI | **1:00 PM (ET)**

## FEBRUARY 02-27

XCELLERATE (Mondays, Wednesdays & Fridays)  
| **2:00 PM (ET)**

## FEBRUARY 04

Prompt Like a Pro | **1:00 PM (ET)**

## FEBRUARY 04-25

Go List! (Wednesdays) | **2:00 PM (ET)**

## FEBRUARY 06

Power Up in THREE21 | **11:00 AM (ET)**  
Build Your AI Stack | **1:00 PM (ET)**

## FEBRUARY 09

AI Prompting Workshop | **3:00 PM (ET)**

## FEBRUARY 11-20

EXPAND (Wednesdays & Fridays) | **4:00 PM (ET)**

## FEBRUARY 12

Action Lab: Target Marketing with the C21 Plan  
MoxiWebsites® Tool | **1:00 PM (ET)**  
Owning Your Value | **2:00 PM (ET)**

## FEBRUARY 17

Business Planning | **11:00 AM (ET)**  
CENTURY 21® CLASS OF THE MONTH  
Social Media | **1:00 PM (ET)**

## FEBRUARY 18

Pipeline to Goldmine | **11:00 AM (ET)**

## FEBRUARY 20

Winning with Buyers 201 | **11:00 AM (ET)**

## FEBRUARY 24

MoxiWebsites® 201 | **2:00 PM (ET)**

## FEBRUARY 25- APRIL 8

Mindset Coaching | **12:30 PM (ET)**

## Featured Classes

### February 4-25- 2:00 PM (ET)

#### 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!

### February 17- 11:00 AM (ET)

#### CENTURY 21® CLASS OF THE MONTH- Social Media

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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### **FEBRUARY 19- MARCH 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: Target Marketing with the C21 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. 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.

**AI Prompting Workshop**

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.

**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.

**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.

**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!

### **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.

### **MoxiWebsites® 101**

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 setup 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.

### **MoxiWebsites® 201**

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.

### **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.

### **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.

### **Winning with Buyers 201: 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.

### **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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