



PROFESSIONAL DEVELOPMENT

June 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 1

[Prompt Like a Pro](#) | **11:00 AM (ET)**

[AI Prompting Lab](#) | **12:00 PM (ET)**

JUNE 2 -25

[XCELLERATE®](#) | **2:00 PM (ET)** (Tuesdays, Wednesdays and Thursdays)

JUNE 3

[MoxiWebsites®: Building Your Website](#) | **2:00 PM (ET)**

JUNE 5

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

JUNE 8

[Lead Gen 21 - SOI](#) | **2:00 PM (ET)**

JUNE 9

[Introduction to RISE](#) | **1:00 PM (ET)**

JUNE 10

[RISE Presentations: Building a CMA](#) | **2:00 PM (ET)**

JUNE 11- JULY 9

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

JUNE 15

[Getting Started with AI](#) | **1:00 PM (ET)**

[Build Your AI Stack](#) | **2:00 PM (ET)**

JUNE 16

[How to Turn Conversations into Next Steps](#) | **12:00 PM (ET)**

[Class of Month - Permission to Pivot: A Mid Year Check-in](#) | **1:00 PM (ET)**

Featured Classes

XCELLERATE®

JUNE 3 - 2:00 PM (ET)

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.

Always ensure that the content generated by the AI system is accurate, reliable, and appropriate for your intended audience and purpose.

HOW TO TURN CONVERSATIONS INTO NEXT STEPS

JUNE 16 - 12:00 PM (ET)

Talk real estate in a way that feels natural—and still moves the conversation forward. In this live workshop, you'll practice using FORD to reconnect and build rapport, then shift into DART when real estate interest surfaces so you can uncover motivation, timing, and intent without sounding pushy. Leave with clear, low-pressure language to land a real next step—coffee, a follow-up call, or an intro—instead of letting good conversations stall.

CLASS OF MONTH - PERMISSION TO PIVOT: A MID YEAR CHECK-IN

JUNE 16 | 1:00 PM (ET)

Navigate the line between not activating a plan consistently enough to get the desired result, to sometimes holding on too long to a plan that isn't working. Use a mid-year check in to evaluate and give yourself the permission to pivot

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)

JUNE 17

[Owning Your Value](#) | **12:00 PM (ET)**

[MoxiEngage®: Working with Your Contacts](#) | **2:00 PM (ET)**

JUNE 22

[How to Lead the Compensation Conversation](#) | **3:00 PM (ET)**

JUNE 23

[RISE Emails and Campaigns](#) | **1:00 PM (ET)**

JUNE 24

[RISE Contacts and AI](#) | **2:00 PM (ET)**

JUNE 30

[MoxiEngage® 101: Maximize Your SOI](#) | **12:00 PM (ET)**

Featured Classes

[MINDSET COACHING](#)

[JUNE 11 | 12:00 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.

[HOW-TO LEAD THE COMPENSATION CONVERSATIONS](#)

[JUNE 22 | 3:00 PM \(ET\)](#)

Compensation conversations don't have to feel like a negotiation you're always losing. In this live skills lab, you'll practice responding to real seller objections — like "another agent will do it for less" — using the Acknowledge, Anchor, Ask framework to stay calm, clear, and professional under pressure. Through partner role-play and group debrief, you'll build the muscle memory to lead these conversations instead of avoiding them.

[RISE CONTACTS AND AI](#)

[JUNE 24 | 2:00 PM \(ET\)](#)

Learn how the RISE Contacts tool can help support contact management through automation and AI assistance. This session explores ways to organize follow-ups, personalize outreach, and manage your database more efficiently.

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.

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.

How to Communicate Value with Confidence

Articulate your value in a way that resonates—and actually answers the question clients are asking. In this live workshop, you'll practice using FBI (Feature → Benefit → Impact) to translate what you do into what clients care about, so you can respond to "Why should I work with you?" without fumbling or sounding like every other agent. Leave with a clear, client-centered value statement you can use in your next buyer consultation—instead of hoping you'll find the right words in the moment.

How to Lead the Compensation Conversation

Compensation conversations don't have to feel like a negotiation you're always losing. In this live skills lab, you'll practice responding to real seller objections — like "another agent will do it for less" — using the Acknowledge, Anchor, Ask framework to stay calm, clear, and professional under pressure. Through partner role-play and group debrief, you'll build the muscle memory to lead these conversations instead of avoiding them.

How to Turn Conversations into Next Steps

Talk real estate in a way that feels natural—and still moves the conversation forward. In this live workshop, you'll practice using FORD to reconnect and build rapport, then shift into DART when real estate interest surfaces so you can uncover motivation, timing, and intent without sounding pushy. Leave with clear, low-pressure language to land a real next step—coffee, a follow-up call, or an intro—instead of letting good conversations stall.

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.

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.

MoxiEngage®: Working with Your Contacts

Your database plays a key role in long-term success. This session shows how the MoxiEngage® CRM tool can help support organizing contacts, tracking relationships, and managing follow-up activities to stay connected with clients over time.

MoxiWebsites®: Building Your Website

Learn how the MoxiWebsites® tool can help support the setup of a professional, branded website. This session reviews creating core pages, adding content, and organizing your site to support your online presence and business goals.

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 Contacts and AI

Learn how the RISE Contacts tool can help support contact management through automation and AI assistance. This session explores ways to organize follow-ups, personalize outreach, and manage your database more efficiently.

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.

RISE Presentations: Building a CMA

Explore how the RISE Presentations tool can help support your CMA workflow. This session focuses on organizing market data and using AI-assisted features to support clear and structured pricing conversations.

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[®]

C21 University[®]

MoxiWorks and its related marks and logos are owned by MoxiWorks, LLC and used with permission. Any services or products provided by MoxiWorks, LLC are not provided by, affiliated with, or related to Century 21 Real Estate LLC, or its affiliated companies. Affiliated brokers are responsible for paying all MLS fees, which vary by MLS system.

© 2026 Century 21 Real Estate LLC. All rights reserved. CENTURY 21[®], C21[®] and the CENTURY 21 Logo are registered service marks owned by Century 21 Real Estate LLC. Century 21 Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. All materials, programs, or meetings that are not for purposes of compliance with brand standards are optional and not required for your use as an independent contractor sales associate or broker affiliated with the CENTURY 21 brand. They are suggested best practices that you may use at your discretion. Nothing herein is intended to create an employment relationship. 258NEO_C21_8/25