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CENTURY 21
University®



ACTION + CO

TAKING ACTION IS THE MOST
FUNDAMENTAL COMPONENT
OF BUILDING A SUCCESSFUL
REAL ESTATE BUSINESS.

ACTION

RELIES ON CONFIDENCE

CONFIDENCE

RELIES ON KNOWING HOW

CONFIDENCE

Agents and leaders at every stage have a common problem. The real estate profession can be chaotic, which means it's hard to gain momentum and hit your goals. Often, there's not enough time or energy to build those critical needed skills. It's frustrating.

At CENTURY 21 University®, we believe that you work hard and deserve a strong and successful career. The result? So we have created a place for you to discover focused learning, proven strategies, and an environment of consistent action that aligns with your goals to create a predictable and profitable business.

HERE'S HOW IT WORKS...

- 01 Browse thorough the courses/workshops available by areas of focus
- 02 Go to century21university.com
- 03 Select your course or workshop. There are virtual/live courses, on-demand courses, and videos from top professionals.
- 04 Build your skills and confidence so you can stop chasing transactions and achieve the lifestyle you dreamed of.

CENTURY 21
University®

CENTURY 21 University®

TRAINED AFFILIATED AGENTS REVEALED GREATER IMPROVEMENT OVER THEIR PERFORMANCE BEFORE TRAINING

9%

**MORE LISTINGS
TAKEN**

12%

**MORE CLOSED
UNITS**

17%

**HIGHER SALES
VOLUME**

Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 9,580 independent sales associates who had been affiliated with Century 21 Real Estate for at least a year prior to the study and who participated in CENTURY 21® training classes and activities between August 2017 and August 2019 (the "Sample Pool") and entered their activities into REScoreboard.com. All sales associates included in the study completed one or more training classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the Metrics generated by the Sample Pool during the 12 months prior to their taking any CENTURY 21 training and then measured the Metrics generated by the Sample Pool during the 12 months after the end date of each agent's training. Study completion date was September 2020. The research is subject to a sampling error rate of + or - 5%. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any CENTURY 21 affiliated sales associate will achieve the same or similar results. © 2020 Century 21 Real Estate LLC. All rights reserved. CENTURY 21®, CENTURY 21 University®, 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.

X•CELLERATE

**AFFILIATED AGENTS
WHO TOOK X•CELLERATE®**



**EXHIBITED GREATER
IMPROVEMENT VS.
AGENTS WHO DIDN'T:**

22%

**MORE
LISTINGS
TAKEN**

26%

**MORE
CLOSED
UNITS**

33%

**HIGHER
VOLUME
SALES**

Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 3,754 independent sales associates who had been affiliated with Century 21 Real Estate for at least a year prior to the study and who participated in CENTURY 21® "Listings" training classes and activities between August 2017 and August 2019 (the "Sample Pool") and entered their activities into REScoreboard.com. All sales associates included in the study completed one or more training classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the Metrics generated by the Sample Pool during the 12 months prior to their taking any CENTURY 21 training and then measured the Metrics generated during the 12 months after the end date of each agent's training. Study completion date was September 2020. The research is subject to a sampling error rate of + or - 5%. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any CENTURY 21 affiliated sales associate will achieve the same or similar results. © 2020 Century 21 Real Estate LLC. All rights reserved. CENTURY 21®, CENTURY 21 University®, 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.

CENTURY 21

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ICON

PROGRAM TYPE



ATTEND

Experience and engage with the knowledge in the room by attending courses with live instructors either in person or on a virtual platform.



VIDEO

Today's world is a video-based society; we are no different. Learn from recorded interviews with top agents and brokers or simple how-to at your fingertips, 24 hours a day, 7 days a week.



TOOLS

We offer several different ways to learn about leveraging CENTURY 21® tools and systems: self-paced, prerecorded, and our live "Let the Brand Work for YOU!" series.



SELF-PACED

Self-paced learning allows you to learn and explore at your own pace and in your own time.



YOU CAN TRAIN

CENTURY 21 University® provides all the information and resources you need to facilitate this within your own office through PowerPoint along with facilitator notes and everything your students need to succeed throughout this course.

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TOOLS

AGENT CORE COURSES

C E N
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AGENT

CENTURY 21

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X•CELLERATE (VIRTUAL & LIVE)

X•CELLERATE® provides real-world best practices, tools, and systems to help you succeed and thrive in real estate sales. You will enjoy an interactive and collaborative approach to learning designed to help build the fundamental skills and confidence needed to achieve immediate and sustainable production. Personalized goals, call time, and tracking using REScoreboard are critical components of the course. Prepare to discover the impact of regular daily prospecting on your productivity and income!

LENGTH:

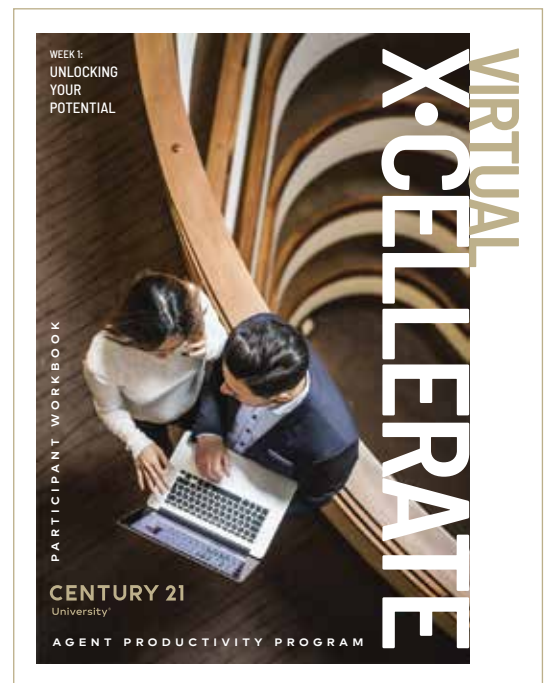
X•CELLERATE is a 90-minute session multiple days a week for four consecutive weeks.

AUDIENCE:

Any agent who would like increased productivity.*

FORMAT:

- Ideal for new agents and experienced agents wanting to refresh their skills and re-focus.
- Agents track progress utilizing REScoreboard.
- Advance registration required.



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: CENTURY21UNIVERSITY.COM

*Note: An agent is required to be fully licensed and legally able to prospect.

AGENT CORE COURSES

CATAPULT YOUR CONFIDENCE (VIRTUAL & LIVE)

Everybody experiences self-doubt. No one stays confident all the time. It's normal — unless it becomes debilitating. Learn to feel like the expert in any situation.

LENGTH:

CATAPULT YOUR CONFIDENCE is a 60-minute session.

AUDIENCE:

New and Experienced Agents



DEVELOP YOUR VALUE PROPOSITION (SELF-PACED)

Developing your value proposition is a continuous part of your real estate career; as your skill-set develops and changes, your value proposition will change and grow. This course will help you start to define what you and your experience bring to the real estate transaction and learn how to convey that value to your clients.

LENGTH:

DEVELOP YOUR VALUE PROPOSITION is a 30-minute self-paced course.

AUDIENCE:

New and Experienced Agents



AGENT CORE COURSES



LEADGEN21: SPHERE OF INFLUENCE (VIRTUAL & LIVE)

A fast-paced online workshop designed to help you increase your business through your sphere of influence. Discover top performers' best practices, including how to provide value and build top-of-mind status with each contact. You will complete a Goal Projector calculator that will help you discover the income and connections that match your goals for the next 12 months. You will learn how to create your own SOI Action Plan to help build immediate and future income.

LENGTH:
VIRTUAL LEADGEN21: SPHERE OF INFLUENCE is a 90-minute session.

AUDIENCE:
Agents, Team Leaders, Brokers, and Managers

WORKSHOP OFFERED:
Take your SOI to a deeper level with the **IMPACT YOUR SOI WORKSHOP**. More information can be found on page 36.



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: [CENTURY21UNIVERSITY.COM](https://www.century21university.com)

AGENT CORE COURSES



NEW TO THE BUSINESS RUNWAY (SELF-PACED & VIRTUAL)



This Runway is a true combination of different assets offered by CENTURY 21 University®: live virtual instruction, self-paced modules, video learning, and activity worksheets, all designed to aid you in building strong fundamentals. We provide you with clear steps of where to start and where to go next to build the confidence of success and engagement into your new career. **NEW TO THE BUSINESS RUNWAY** program will guide you through 21Online.com and activating your tools and resources with step-by-step directions and how-to recorded videos.

AUDIENCE:

New CENTURY 21® affiliated agents

FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: CENTURY21UNIVERSITY.COM

AGENT CORE COURSES



GO LIST!

DEEP DIVE INTO YOUR LISTING PRESENTATION (VIRTUAL & LIVE)

To launch and sustain a business that lasts, the best agents always focus their business on working with sellers. Listings are the surest way to build a big business with the lowest costs and the highest net. In this program, you'll focus on establishing a lucrative, long-term business through obtaining and selling listings. You'll leave having built-out a complete listing toolkit that will help you build customers for life.

LENGTH:

GO LIST! VIRTUAL: Four 90-minute sessions

GO LIST! LIVE: Three-hours plus three-weekly 90-minute sessions

AUDIENCE:

Any level of agent who would like to focus on building a listing business.*

WHAT YOU'LL DO:

- Explore attitudes of successful listing agents
- Set your transaction goals
- Develop a Pre-Listing Packet
- Differentiate yourself with Metrics that Matter
- Build a Listing Presentation
- Create your Listing Marketing Plan
- Develop a TouchPoint Calendar to establish clients for life



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: CENTURY21UNIVERSITY.COM

*Note: An agent is required to be fully licensed and legally able to prospect.

MARKET WATCH (RECORDED NEW MONTHLY)

In a rapidly evolving market, buyers and sellers are looking for the information they need to make confident decisions about their real estate needs. Position yourself as a local source of knowledge with the latest market stats and tips on translating national data to your community.

LENGTH:

MARKET WATCH is a 45-minute recording.

AUDIENCE:

All System Members



DELIVERING THE PROMISE OF FAIR HOUSING (SELF-PACED)

Every April, REALTORS® commemorates the passage of the Fair Housing Act of 1968 with events and education that shine a light on housing discrimination and segregation. Fair Housing Month signifies a recommitment to expanding equal access to housing.

Implicit bias is often a manifestation of muscle memory. A go-with-your-gut unconscious choice, act, or opinion with immeasurable consequences that can—and have—impacted generations.

Slow down, course correct, and take action.

Throughout the year, we must remain steadfast in our commitment to breaking down biases, holding ourselves accountable, and upholding the letter of the law. So, refresh your memory, and open your mind. There's always more to know, and we can all do better.

LENGTH:

DELIVERING THE PROMISE OF FAIR HOUSING is a 20-minute self-paced course.

AUDIENCE:

All System Members



AGENT CORE COURSES



WORKING WITH BUYERS

(VIRTUAL & LIVE)

Balancing their time between focusing on listings and providing superb service to buyers can be challenging for an agent. **WORKING WITH BUYERS** helps agents service their buyers more efficiently to scale up to a more profitable business. As counterintuitive as it may seem, strong buyer agents can increase their listings when they have the models and systems they need to streamline and simplify the process of working with buyers. You'll walk away with a portfolio of buyer tools you can put into use as soon as you leave class!

LENGTH:

WORKING WITH BUYERS LIVE: Three-hour mastery event

WORKING WITH BUYERS VIRTUAL: Four 90-minute sessions

AUDIENCE:

Any level of agent wanting to focus on the buyers*

WHAT YOU'LL DO:

- Develop a preconsultation interview to ensure you are working with the right buyers
- Master a buyer consultation that determines the buyer's desire, needs, and ability to pay
- Strategize time-saving techniques for finding and showing houses
- Study techniques for making offers and getting the transaction from contract-to-close
- Develop a TouchPoint Calendar to establish clients for life

*Note: An agent is required to be fully licensed and legally able to prospect.



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AGENT CORE COURSES



7 NEGOTIATION SKILLS THAT WILL CHANGE YOUR BUSINESS (VIRTUAL & LIVE)

Are negotiators born or made? Many people believe you either have it or you don't – but it is a skill you can study and master! You'll leave with 7 game-changing skills to negotiate with power and confidence, no matter how high the stakes or what personality types you are working with.

LENGTH:

7 NEGOTIATION SKILLS THAT WILL CHANGE YOUR BUSINESS is a 60-minute class.

AUDIENCE:

All System Members

FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: CENTURY21UNIVERSITY.COM

AGENT CORE COURSES



OWNING OBJECTIONS

(VIRTUAL & LIVE)

A random search on Google for “real estate objection handlers” will turn up nearly 160,000 hits—and yet agents struggle in the face of objections from sellers and buyers. It’s not because they can’t find the answers, but because they lack the skills and the structure to confidently face “rejection” and turn objections into opportunities.

LENGTH:

OWNING OBJECTIONS is a 90-minute class.

AUDIENCE:

Agents and Broker/Managers

WHAT YOU’LL DO:

- Identify the most common objections and how to handle them
- Strategize two approaches to respond to objections
- Practice handling the objections that “scare” you the most
- Access an Objection Handlers appendix



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: [CENTURY21UNIVERSITY.COM](https://www.century21university.com)

*Note: An agent is required to be fully licensed and legally able to prospect.

AGENT CORE COURSES

CENTURY 21

University®

BRILLIANT BASICS (VIRTUAL & LIVE)

Our mission is to defy the mediocrity that has become all too common in real estate today. While other real estate agents focus on simply facilitating a transaction, the CENTURY 21® brand believes in delivering an extraordinary experience. That is why a team of quality-service-obsessed, award-winning and top-producing CENTURY 21 affiliated agents developed these Brilliant Basics of client service. Now all C21® affiliated agents will be empowered with the skills and knowledge to transform their business. Mastering the **BRILLIANT BASICS** is the foundation for delivering extraordinary results in an ever-changing real estate industry.

LENGTH:

BRILLIANT BASICS is a one-hour overview with a three-day, 90-minute per session workshop.

AUDIENCE:

All System Members



PIPELINE TO GOLD MINE LEAD CONVERSION (VIRTUAL & LIVE)

When you think of leads, you may think of the infinite opportunities to generate new leads and drive them to your sphere. However, endless lead generation can breed a false sense of confidence. The reality is that 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. In this course, you'll discover strategies and techniques that will help you win the face-to-face race to get the business!

LENGTH:

PIPELINE TO GOLD MINE LEAD CONVERSION

is a 90-minute class.

AUDIENCE:

Agents and Recruiters

WHAT YOU'LL DO:

- Evaluate and prioritize your lead sources
- Discover techniques to lead with speed
- Explore how to group leads by urgency and trust
- Create follow-up plans based on urgency
- Use dialogues to get the appointment



AGENT CORE COURSES



AGENT BUSINESS PLANNING

FINANCIALS & EXPENSES (VIRTUAL & LIVE)

One of the most challenging problems for agents is the income roller coaster. These ups and downs can be avoided when agents set realistic goals and plan their daily, weekly, and monthly activities around achieving them. In **AGENT BUSINESS PLANNING**, agents learn how to make the leap from salesperson to entrepreneur. At the core of this program is the “My Business Planner,” a powerful tool that empowers agents to identify the critical numbers that will drive their business and move from a transaction-focused business to a goal-focused one.

LENGTH:

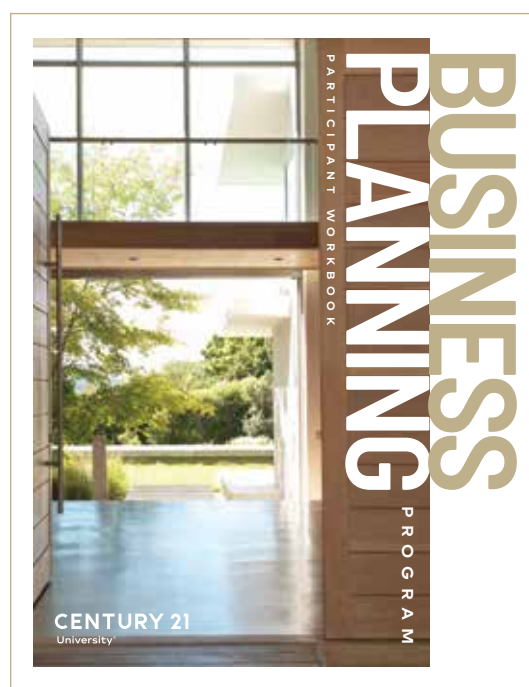
AGENT BUSINESS PLANNING is a three-hour mastery class plus an e-learning companion.

AUDIENCE:

All Agents

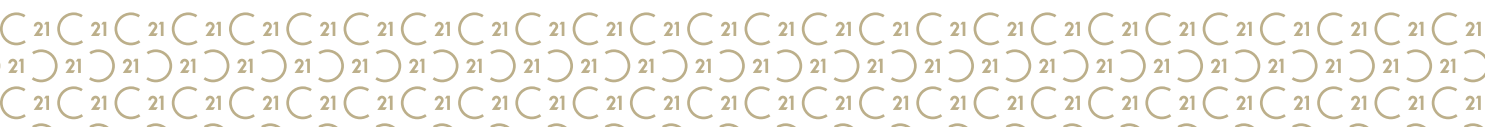
WHAT YOU’LL DO:

- Explore attitudes of a real estate business leader
- Calculate your expenses and build a budget
- Set 1, 3, and 5-year goals mapped to the activities that will get you there
- Build a Mission, Vision, and Value Proposition
- Allocate your time wisely by prioritizing your daily activities



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
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AGENT CORE COURSES





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DELIVERING EXTRAORDINARY EXPERIENCES FOR AGENTS (VIDEO SERIES)

In this series on the CENTURY 21® mission to defy mediocrity and deliver extraordinary experiences, you will hear from top agents on attitudes that lead to the extraordinary and specific actions they take to manifest those attitudes. These actions can be easily transitioned to your office too. Converging the following areas:

- **BEING EXTRAORDINARY**
- **EXTRAORDINARY SYSTEMS**
- **EXTRAORDINARY SERVICE**
- **EXTRAORDINARY FOLLOW-THROUGH**

TARGET YOUR AUDIENCE:
Agents at any level

AGENT CORE COURSES



C E N
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LISTINGS
FOCUSED

AGENT FOCUS



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: **CENTURY21UNIVERSITY.COM**

FINDING SELLERS = MORE LISTINGS (VIRTUAL WORKSHOP)

Regardless of the market, listings will always be king in the real estate business. But when they are harder to find, an agent's skills need to change. In this three-session workshop you will discover some new ideas and nuanced updates of some familiar ones.

LENGTH:

**FINDING SELLERS = MORE LISTINGS
VIRTUAL WORKSHOP** consists of three
90-minute-a-day sessions.

AUDIENCE:

All Agents

LISTINGS FOCUSED

*Note: An agent is required to be fully licensed and legally able to prospect.



FINDING SELLERS =MORE LISTINGS (VIRTUAL & LIVE OVERVIEW)

Inventory is currently low—and whether it shifts to a buyers' market or not, agents who build a listing-based business now will reap the benefits when the market recovers.

LENGTH:

FINDING SELLERS = MORE LISTINGS OVERVIEW is a 60-minute course.

AUDIENCE:

All Agents

WHAT YOU WILL DO:

- Learn the language of listings
- Explore ways to find *now* business
- Build trust and rapport virtually to capture the listing



LISTINGS ALCHEMY TURNING ONE LISTING INTO 4 TRANSACTIONS (VIRTUAL & LIVE)

Maximize your precious time by turning every single listing into multiple transactions. By leveraging easy techniques like identifying buyers, targeting your Open House invitations, and circle prospecting around the property, you can make more money from your listings and have more time to enjoy it!

LENGTH:

LISTINGS ALCHEMY is a 60-minute course.

AUDIENCE:

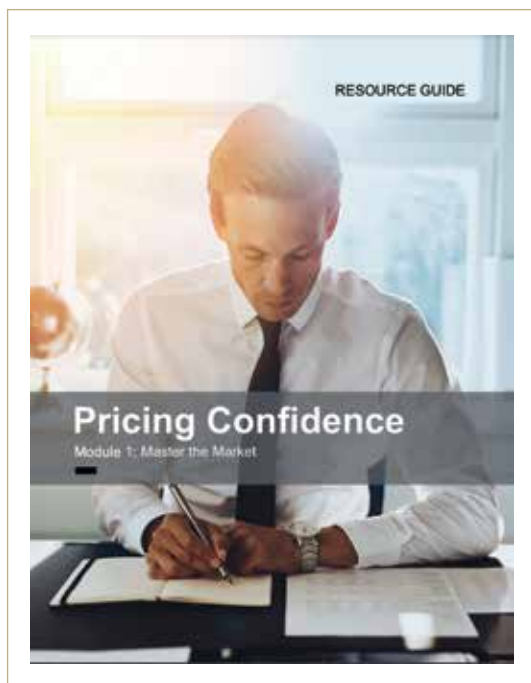
All Agents



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LISTINGS FOCUSED





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PRICING CONFIDENCE (VIRTUAL & LIVE)

PRICING CONFIDENCE will provide insights and best practices to help increase your proficiency and confidence in the three key disciplines of accurate pricing. Register for the series, which includes all three modules—or register for your choice of individual modules.

Module 1: Master the Market: This module will help you build credibility as a pricing resource.

Module 2: Build the CMA: This module will help you leverage available pricing tools for the greatest efficiency and impact.

Module 3: Guide the Seller: This module will help you lead and manage seller expectations about pricing throughout the listing process.

SCHEDULE YOUR CALENDAR:

PRICING CONFIDENCE consists of three separate 90-minute sessions.

TARGET YOUR AUDIENCE:

Agents at any level

LISTINGS FOCUSED



LEADGEN21: EXPIREDS (VIRTUAL & LIVE)

Top-producing agents know that you have to roll up your sleeves and put in the work to get Expireds' business. This course will help you systematize daily outreach and follow-up. You will learn best practices for leveraging appointments and discover strategies and techniques that will help you win expired listing owners' confidence and take more listings.

LENGTH:

LEADGEN21: EXPIREDS is a 90-minute mastery class with hands-on practice and group learning.

AUDIENCE:

All agents ready for a strong business

CONTENTS:

- PowerPoint
- Broker Overview
- Train-the-Trainer Class



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: **CENTURY21UNIVERSITY.COM**

*Note: An agent is required to be fully licensed and legally able to prospect.

LISTINGS FOCUSED



LEADGEN21: FARMING (VIRTUAL & LIVE)

This workshop will share best practices to help you choose, plan, and develop your own productive target market that can be an ongoing source of listings and income. You will explore outreach options that effectively position you as a valued resource as you build recognition and preference. Learn to leverage tools and launch a campaign that can produce rapid results.

LENGTH:

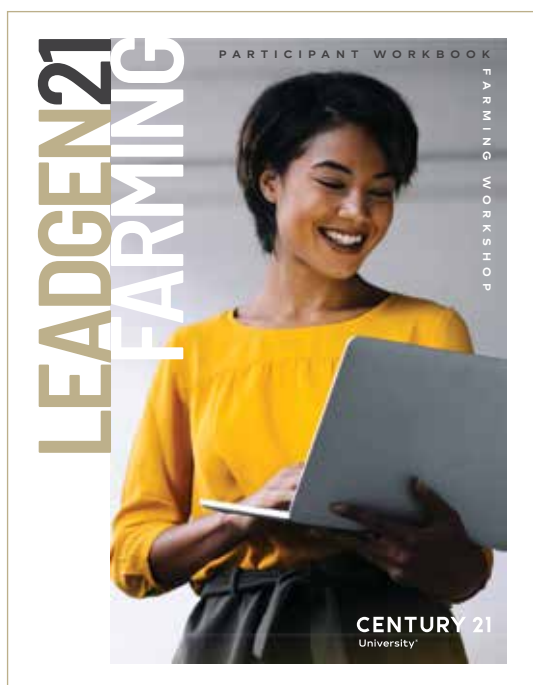
LEADGEN21: FARMING is a 90-minute mastery class with hands-on practice and group learning.

AUDIENCE:

All agents ready for a strong business

CONTENTS:

- Facilitator Guide
- PowerPoint
- Broker Overview
- Train-the-Trainer Class



FOR MORE INFORMATION, DATES
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LISTINGS FOCUSED

*Note: An agent is required to be fully licensed and legally able to prospect.



LEADGEN21: OPEN HOUSES (VIRTUAL & LIVE)

With the right strategy, traditional and virtual open houses can be a significant source of buyer leads, listings, and referrals. In this workshop, you will discover best practices that can help you drive traffic to your event and convert open house contacts into leads and closed business.

LENGTH:

LEADGEN21: OPEN HOUSES is a 90-minute mastery class with hands-on practice and group learning.

AUDIENCE:

All agents ready for a strong business

CONTENTS:

- Facilitator Guide
- PowerPoint
- Broker Overview
- Train-the-Trainer Class



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LISTINGS FOCUSED



LISTING PRESENTATION STARTER KIT (SELF-PACED)

Learn how to build a listing presentation that supports the value you bring to the transaction and helps overcome the known objections such as pricing, list price, and much more.

LENGTH:

LISTING PRESENTATION STARTER KIT is a 15-minute self-paced course.

AUDIENCE:

New Agents



PRE-LISTING PACKET (SELF-PACED)

Explore the importance and benefits of setting the stage with a seller.

LENGTH:

PRE-LISTING PACKET is a 15-minute self-paced course.

AUDIENCE:

New Agents



THE LANGUAGE OF LISTINGS (VIDEO)



Leveraging your SOI, social media, and circle prospecting and teaching you the art of listing attraction.

LENGTH:

THE LANGUAGE OF LISTINGS is a 6-minute recording.

AUDIENCE:

All Agents

LISTINGS FOCUSED



C E N
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BUYER
FOCUSED

AGENT FOCUS



BUYERS ARE NOT LIARS!

PROVEN TECHNIQUES TO CLOSE BUYERS FAST! (VIRTUAL & LIVE)

Stop hauling your buyers around while hoping they are going to buy! The key to saving time with buyers is a deep understanding of their DNA - Desire, Need, and Ability (to pay). Learn to set up the ultimate buyer consultation that will get them into their dream house faster.

LENGTH:

BUYERS ARE NOT LIARS! is a 60-minute class.

AUDIENCE:

New Agents

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BUYER FOCUSED



LEADGEN21 OPEN HOUSES (VIRTUAL & LIVE)

With the right strategy, traditional and virtual open houses can be a significant source of buyer leads, listings, and referrals. In this workshop, you will discover best practices that can help you drive traffic to your event and convert open house contacts into leads and closed business.

LENGTH:

LEAD GEN 21: OPEN HOUSES is a 90-minute mastery class with hands-on practice and group learning.

AUDIENCE:

All agents ready for a strong business.

CONTENTS:

- Facilitator Guide
- PowerPoint
- Broker Overview
- Train-the-Trainer Class



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BUYER FOCUSED



THE BUYER CONSULTATION (VIDEO)

Listen to a role play with a buyer and an agent during the first consultation.

LENGTH:

THE BUYER CONSULTATION is an 8-minute recording.

AUDIENCE:

New Agents



THE BUYER PRESENTATION (VIDEO)

Learn by seeing how top agents present the key factors of a real estate transaction and the importance of a buyer's representation agreement.

LENGTH:

THE BUYER PRESENTATION is an 8-minute recording.

AUDIENCE:

New Agents



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BUYER FOCUSED



WORKING WITH BUYERS

(VIRTUAL & LIVE)

Balancing their time between focusing on listings and providing superb service to buyers can be a challenge for any agent. **WORKING WITH BUYERS** helps agents service their buyers more efficiently, so they can scale up to a more profitable business. The program allows the agent to develop: a preconsultation interview that ensures they are working with the right buyers; a buyer consultation that determines the buyer's desire, needs, and ability to pay; and methodologies for finding and showing houses, contract to close, and getting referrals. The benefit is agents who have balanced their business—which means a more productive agent base for you.

LENGTH:

WORKING WITH BUYERS is a three-hour mastery class. **Virtual WORKING WITH BUYERS** is four 90-minute sessions.

AUDIENCE:

Any level of agent who would like to improve their buyer business.*

CONTENTS:

- Facilitator Guide
- PowerPoint
- Broker Overview
- Trainer Overview
- 5 Checklists



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*Note: An agent is required to be fully licensed and legally able to prospect.

BUYER FOCUSED

**BUSINESS
FOCUSED**

C E N
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**AGENT
FOCUS**

SOCIAL MEDIA STRATEGIES WORKSHOP (VIRTUAL)

The health of your business is tied to the growth of your network and social media is a tool that allows that growth. Using this tool for maximum impact requires a strategy. In this three-session workshop, we help you develop a social media strategy. Note: this workshop does not teach you how to use individual types of platforms.

LENGTH:

SOCIAL MEDIA STRATEGIES WORKSHOP is three 90-minute sessions.

AUDIENCE:

All Agents



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: **CENTURY21UNIVERSITY.COM**

BUSINESS FOCUSED



BUILDING THE BUSINESS YOU DESERVE

(VIRTUAL WORKSHOP)

As this year flies by CENTURY 21 University® is focusing on 2021 and beyond and aiding you in building a business that can withstand anything the world places in your way. The real estate market is always changing. Having a solid business plan with the supporting strategies and action items in place will allow your business to withstand anything the future has to offer.

How you work it is up to you!

LENGTH:

YOU HAVE TWO OPTIONS.

01 Attend a 60-minute overview session and work the plan on your own, following a guided template.

AND/OR

02 Go deep and attend four 90-minute session workshop to ensure focused action.

AUDIENCE:

All Agents



BUILDING THE BUSINESS YOU DESERVE

(VIRTUAL & LIVE OVERVIEW)

Overview class of the **BUILDING THE BUSINESS YOU DESERVE** multi-day workshop

LENGTH:

BUILDING THE BUSINESS YOU DESERVE OVERVIEW is a 60-minute overview class of a multi-day workshop.

AUDIENCE:

All Agents



BUSINESS FOCUSED



ELEVATE 21

(WEBINAR SERIES)

Don't miss this opportunity to join in on the nationwide conversation that will elevate your business by focusing on the skills and activities that drive *results for you* —leads, listings, and more!

LENGTH:

ELEVATE 21 is a 90-minute mastermind course.

AUDIENCE:

All Agents



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BUSINESS FOCUSED



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DEVELOPING YOUR ONLINE PRESENCE (VIRTUAL & LIVE)

DEVELOPING YOUR ONLINE PRESENCE is part of our Letting the Brand Work YOU Series that highlights ways to leverage the CENTURY 21 tools to attract more clients and build a stronger Sphere of Influence.

LENGTH:

DEVELOPING YOUR ONLINE PRESENCE is a 60-minute class.

AUDIENCE:

All Agents

WHAT YOU WILL DO:

- Enhance virtual marketing tactics to attract buyers and potential leads
- Amplify your online presence to expand your network and position yourself for success
- Take necessary precautions to let only the most serious buyers view the home

BUSINESS FOCUSED



MIND OVER MARKET (VIRTUAL)

Greg Harrelson, owner of CENTURY 21 The Harrelson Group, alongside Bryon Ellington, CENTURY 21® Chief Operating Officer—will be hosting weekly “**MIND OVER MARKET**” coaching sessions for all CENTURY 21 agents. Each 45-minute session will offer tips and best practices on critical topics, including driving buyer urgency, pricing to sell, keeping your mindset on your goals, and more.

LENGTH:

MIND OVER MARKET is a 45-minute session.

AUDIENCE:

All Agents via Workplace powered by Facebook



PERSUASIVE SELLING IN TODAY'S ENVIRONMENT (VIRTUAL & LIVE)

As the business changes, discovering new skills will become imperative. Maybe one of the most important skills is mastery of persuasion. Discover the five-step process in this class.

LENGTH:

PERSUASIVE SELLING IN TODAY'S ENVIRONMENT is a 60-minute class.

AUDIENCE:

All Agents



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BUSINESS FOCUSED





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PRIORITY MANAGEMENT SYSTEMS (VIRTUAL & LIVE)

Shift your focus from time management to priority management as a more realistic and effective method of daily organization so you can stay focused on activities that lead to results.

LENGTH:

PRIORITY MANAGEMENT SYSTEMS is a 60-minute class.

AUDIENCE:

All Agents

WHAT YOU WILL DO:

- Determine your business goals for the new now
- Fill your pipeline with leads
- Prioritize for your Best. Day. Ever.

BUSINESS FOCUSED



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REPEAT + REFERRAL
FOCUSED

AGENT FOCUS





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SOCIAL MEDIA STRATEGIES (VIRTUAL WORKSHOP)

The health of your business is tied to the growth of your network. Social media is a tool that enables that growth. Using this tool for maximum impact requires a strategy. In this three-session workshop, we help you develop a social media strategy. Note: this workshop does not teach you how to use individual types of platforms.

LENGTH:

SOCIAL MEDIA STRATEGIES WORKSHOP
consists of three 90-minute sessions.

AUDIENCE:

All Agents

REPEAT & REFERRAL FOCUSED



SOCIAL MEDIA STRATEGIES (VIRTUAL & LIVE OVERVIEW)

The world in lock-down spends more time online than ever before. Now is the time for agents to build their online presence and visibility to grow their networks for now and future business.

LENGTH:
SOCIAL MEDIA STRATEGIES is a 60-minute class.

AUDIENCE:
All Agents

WHAT YOU WILL DO:

- Define success
- Build your customer base
- Create great content
- Determine distribution
- Get the business



IMPACT YOUR SOI (VIRTUAL WORKSHOP)

Developing a plan for consistent, value-driven contact with your sphere of influence is critical. Your SOI is the most significant lead-generation source for every agent and estimated to be more profitable than any other form of prospecting. That is why we are providing this four-day workshop, where we will take a deep dive on building, maintaining, and staying connected with your SOI to drive future and current business.

LENGTH:
IMPACT YOUR SOI WORKSHOP consists of four 90-minute sessions.

AUDIENCE:
All Agents



FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
GO TO: **CENTURY21UNIVERSITY.COM**

REPEAT & REFERRAL FOCUSED



PRIORITY MANAGEMENT SYSTEMS (VIRTUAL & LIVE)

Shift your focus from time management to priority management as a more realistic and effective method of daily organization to stay focused on the activities that lead to results.

LENGTH:

PRIORITY MANAGEMENT SYSTEMS is a 60-minute class.

AUDIENCE:

All Agents

WHAT YOU WILL DO:

- Determine your business goals for the new now
- Fill your pipeline with leads
- Prioritize for your Best. Day. Ever.



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CLIENT FOR LIFE (SELF-PACED)

To build a successful repeat and referral business the number one key focus is creating a client for life process of communication.

LENGTH:

CLIENT FOR LIFE is a 15-minute self-paced session.

AUDIENCE:

All Agents



REPEAT & REFERRAL FOCUSED



FINDING SELLERS =MORE LISTINGS (VIRTUAL & LIVE)

Inventory is currently low—and whether it shifts to a buyers' market or not, agents who build a listings-based business now will reap the benefits when the market recovers.

LENGTH:

FINDING SELLERS = MORE LISTINGS is a 60-minute class.

AUDIENCE:

All Agents

WHAT YOU WILL DO:

- Learn the language of listings
- Explore ways to find *now* business
- Build trust and rapport virtually to capture the listing

WORKSHOP OFFERED:

More information on the **FINDING SELLERS = MORE LISTINGS WORKSHOP** can be found on page 15.



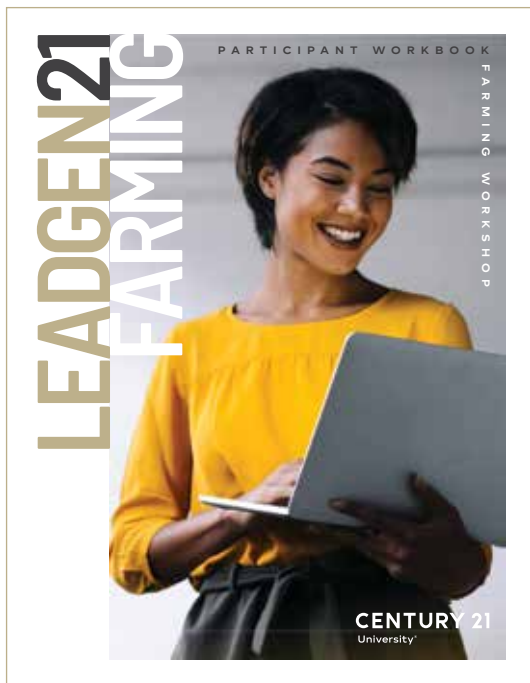
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REPEAT & REFERRAL FOCUSED



LEADGEN21: FARMING (VIRTUAL WORKSHOP)

This session outlines the essential elements of building a successful business by gaining actual market share.



- STEP 1** Identify the markets in which you want to expand your business
- STEP 2** Discover ways to attract buyers and sellers
- STEP 3** Become the agent of choice in these markets
- STEP 4** Put it all into play

LENGTH:

MARKET SHARE THAT MATTERS consists of four 90-minute sessions.

*Note: An agent is required to be fully licensed and legally able to prospect.

FOR MORE INFORMATION, DATES
+ TO REGISTER FOR LIVE CLASSES
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REPEAT & REFERRAL FOCUSED



PIPELINE TO GOLD MINE LEAD CONVERSION

(VIRTUAL & LIVE)

When you think of leads, you may think of the infinite opportunities to generate new leads and drive them to your sphere. However, endless lead generation can breed a false sense of confidence. The reality is that 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. In this course, you'll discover strategies and techniques that will help you win the face-to-face race to get the business!

LENGTH:

PIPELINE TO GOLD MINE LEAD CONVERSION is a 90-minute class.

AUDIENCE:

Agents and Recruiters

WHAT YOU'LL DO:

- Evaluate and prioritize your lead sources
- Discover techniques to lead with speed
- Explore how to group leads by urgency and trust
- Create follow-up plans based on urgency
- Use dialogues to get the appointment



PROSPECTING 101

(VIRTUAL & LIVE)

Which prospecting methods should I use? How much prospecting is necessary per day? What's the difference between prospecting and marketing? These are frequent questions of many agents. In this class we will demystify prospecting by breaking it down and providing the fundamentals.

LENGTH:

PROSPECTING 101 is a 60-minute class.



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REALATIONSHIP BUILDER CAMPAIGNS (SELF-PACED)

The first order of business in real estate is finding the sellers, buyers, and renters to work with. This can lead to a hectic and unorganized scramble to keep track of contacts and communicate with them regularly in the early days. That's when agents have this epiphany, "I'm never losing another lead that should be mine!" and they choose a database. In this course, you will explore how often to keep in touch and what items of value you can offer to stay top-of-mind.

LENGTH:

REALATIONSHIP BUILDER CAMPAIGNS is a 20-minute self-paced session.

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DUAL CAREER AGENT COURSES

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BRILLIANT BASICS
OVERVIEW & WORKSHOP



BUILDING THE BUSINESS YOU DESERVE
OVERVIEW & WORKSHOP



CATAPULT YOUR CONFIDENCE



CREATING HABITS



LEADGEN21: FARMING
OVERVIEW & WORKSHOP



FINDING SELLERS = MORE LISTINGS
OVERVIEW & WORKSHOP



HOTSHEET



HOW TO LOOK AND SOUND BEST ON A WEB CAM

DUAL CAREER AGENT COURSES





LIGHTS, CAMERA, STAGING:
LAYOUTS & PHOTOGRAPHY TIPS THAT SELL HOMES



LISTING PRESENTATION STARTER KIT



MY BEST DAY EVER



MY SPHERE OF INFLUENCE



PRIORITY MANAGEMENT SYSTEMS



PROSPECTING 101



REASONS YOU SHOULD ATTEND X•CELLERATE®



SOCIAL MEDIA STRATEGIES
OVERVIEW & WORKSHOP



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PRE-LICENSING COURSES

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BUILDING THE BUSINESS YOU DESERVE
OVERVIEW & WORKSHOP



CATAPULT YOUR CONFIDENCE



CREATING HABITS



DELIVERING THE PROMISE OF FAIR HOUSING



DEVELOP YOUR VALUE PROPOSITION



HOW TO LOOK AND SOUND BEST ON A WEB CAM



LEADGEN21: SPHERE OF INFLUENCE OVERVIEW



IMPACT YOUR SOI WORKSHOP



LIGHTS, CAMERA, STAGING:
LAYOUTS & PHOTOGRAPHY TIPS THAT SELL HOMES

PRE-LICENSING COURSES



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LEADGEN21: FARMING
OVERVIEW & WORKSHOP



LEADGEN21: SPHERE OF INFLUENCE OVERVIEW



IMPACT YOUR SOI WORKSHOP



MARKET WATCH
RECORDED NEW MONTHLY



MY SPHERE OF INFLUENCE



OWNING OBJECTIONS



PRIORITY MANAGEMENT SYSTEMS



PROSPECTING 101



SOCIAL MEDIA STRATEGIES
OVERVIEW & WORKSHOP



LEADGEN21: OPEN HOUSES



THE LANGUAGE OF LISTINGS

PRE-LICENSING COURSES



COMMERCIAL FOCUSED

The Commercial Investment Network Designation (CIN)

All CENTURY 21® offices interested in obtaining commercial designation for their offices and agents must apply. Please note that only Responsible Brokers/Admins from each office can apply for their office and agents. Benefits of the Commercial Investment Network designation can be found using the Commercial Network Designation link found on 21Online.com.

Offices and agents currently working in the commercial real estate arena or interested in commercial real estate as a way to generate more business should consider the CENTURY 21 Commercial Network Designation program.

ADVANCED COMMERCIAL ADVISOR (ACA)

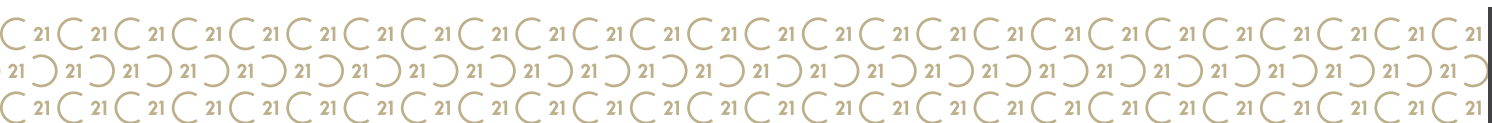
The Accredited Commercial Advisor (ACA) course provides commercial agents with 42 hours of training on a variety of commercial topics designed to help agents develop their skills, knowledge, and business acumen.

*Note: An agent is required to be fully licensed and legally able to prospect.



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COMMERCIAL FOCUSED





CENTURY 21

FINE HOMES & ESTATES®

CENTURY 21 FINE HOMES & ESTATES® HAS PARTNERED WITH THE INSTITUTE FOR LUXURY HOME MARKETING® TO HELP ASPIRING LUXURY REAL ESTATE PROFESSIONALS **#ELEVATE** THEIR BUSINESS.

INTERESTED IN ELEVATING YOUR EDUCATION TO A HIGHER LEVEL?

The CENTURY 21® brand provides agents access to special pricing for both online and in-person training opportunities with the INSTITUTE FOR LUXURY HOME MARKETING®.

Agents who complete the training will become a member of the Institute and can also apply for the CERTIFIED LUXURY HOME MARKETING SPECIALIST™ designation.



INTERESTED IN BEGINNING THE PROCESS OF UNDERSTANDING THE HIGH-END MARKETPLACE? PLEASE VIEW OUR SEVEN PRERECORDED SESSIONS:



BUILD YOUR LUXURY MINDSET

Your success in the upper tier starts by shifting to a luxury mindset. Learn the myths and realities about luxury real estate and new approaches to help you build your high-end business.



BUILD YOUR LUXURY BRAND

Create personal branding that reflects the type of business you want and learn how to craft your brand to attract affluent customers.



BUILD YOUR SPHERE OF INFLUENCE

Learn the tools and tactics to build your sphere of influence, increase your price point, and cultivate relationships with the right people.



PREPARING FOR A HIGH-END LISTING APPOINTMENT

Discover top techniques on how to prepare for a luxury listing appointment. Make sure to ask the right questions, both before and after the meeting, to ensure a smooth appointment and save time.



MANAGING MULTIPLE LAYERS IN A HIGH-END TRANSACTION

The higher the price point, the more likely you are to encounter multiple layers of people involved in the transaction. Learn who the other players might be and how to work with them.



MARKETING YOUR LUXURY LISTINGS

Learn key tactics to market high-end properties and appeal to the right buyers. Discover the marketing tools available to you through C21.



STRATEGIES FOR SUCCESS

Learn how to build upon your success by creating a plan and accountability to ensure you stay on track with your goals.



CENTURY 21

University®

INTERESTED IN TEACHING ANY OF
THESE COURSES TO YOUR AGENTS OR
LEADERSHIP? PLEASE EMAIL US AT:

learning@century21.net



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21ONLINE.COM
TOOLS

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CENTURY 21

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XPRESSDOCS® DIRECT MARKETING

Present your office and properties with style.



This powerful suite of tools puts a wide range of promotional products at your fingertips, from business cards to promotional materials with CENTURY 21 Company Name (DBA) logos. Use the Xpressdocs selection of CENTURY 21 marketing materials to create customized collateral that make your properties stand out.

CENTURY 21 PREFERRED CLIENT CLUBSM (PCC)

Stay in touch with prospects and past clients effortlessly.



Experience the benefits of the CENTURY 21 Preferred Client ClubSM to follow up with past clients and build their loyalty. It is our premier program that supports you in your customer relationship marketing efforts. This program automatically sends high quality communications 7 times per year over a 2-year, 5-year or 7-year period on your behalf. Enroll clients in this exclusive program to stay in touch with them over the long term without sacrificing your time. All mailings are personalized with your contact information and photo. You can add or renew clients easily through 21Online.com.

CENTURY 21 UNIQUE PROPERTY SITES

Increase online listing exposure and generate more leads.



CENTURY 21 Unique Property Sites are professionally designed individual property websites automatically created for each residential listing on century21.com and for each commercial listing on century21commercial.com. These sites are dedicated to selling that particular property, and with unique domain names like 123MainSt.C21.com, it can make it easier for consumers to find them and connect with the listing sales associate.

21ONLINE.COM





TOOLKIT CMA™

CENTURY 21 System members have access to ToolkitCMA.



ToolkitCMA is a cloud-based software that provides real estate professionals a way to quickly and easily create listing proposals, marketing presentations with photo CMAs, and property flyers for all listing and selling occasions. The software is easy to use and automatically merges comparable property and picture content from your MLS into presentations, property flyers, and buyer tour documents.



CENTURY 21 AWARDS

Showcase your accomplishments and build customer confidence.



Offices, teams, and individuals can earn recognition based on performance, including CENTURY 21 National Awards, Masters Awards, and CENTURION® Awards. Find criteria, forms, and other award-related materials in the Awards area of 21Online.com. Award winners can add distinguishing award logos to their marketing materials to showcase their professional credibility.



CENTURY 21 UNIVERSITY MOBILE APP

Promote your listings easily on social media to get measurable business results.



Highly successful agents know that tracking their activities is critical to building their business. That's why CENTURY 21 University has an app for that. You can track your goals, activities and sign up for mastery... all at your fingertips, search CENTURY 21 University in the Apple App Store or Google Play to download.

21ONLINE.COM



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learning@century21.net

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