



SALES ASSOCIATE ONBOARDING GUIDEBOOK

CENTURY 21.

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CENTURY 21

OUR MISSION

DEFY

MEDIOCRITY



DELIVER

EXTRAORDINARY

CENTURY 21

Each office is independently owned and operated.

GETTING STARTED

century21.com

Our Flagship Marketing Vehicle

Listing Detail Page

Sales Associate Bio Page

21Online.com

CENTURY 21® Tools and Systems Website

CENTURY 21 Brand StudioSM

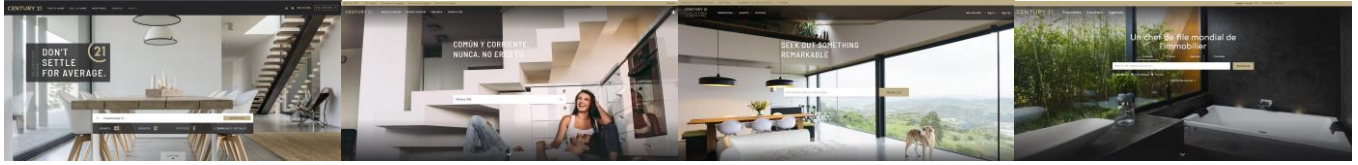
Company DBA Logos

CENTURY 21 Business BenefitsSM

Programs and Discounts from National Vendors

CENTURY 21® Workplace by Facebook[®]

YOUR LISTING'S PRESENCE ACROSS THE C21 DIGITAL PLATFORMS



Now that you are associated with the CENTURY 21® System, you have the strength of five different CENTURY 21 branded websites behind you. Each time your listing is entered into our dash office data system, your listing will automatically be populated to century21.com, century21espanol.com, c21global.com and if the property qualifies, century21.com/finehomes.

We feed your listing to many the major real estate aggregator websites who in turn feed your listing to their listing partners and then drive the consumer from those sites back to your Property Details Page

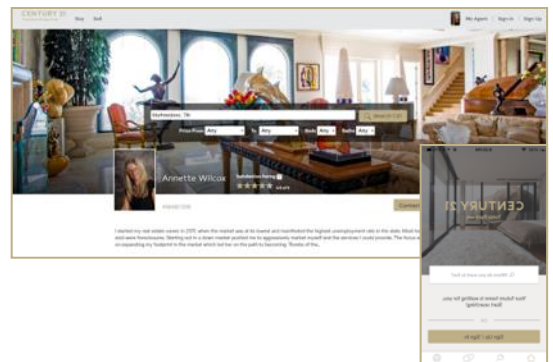
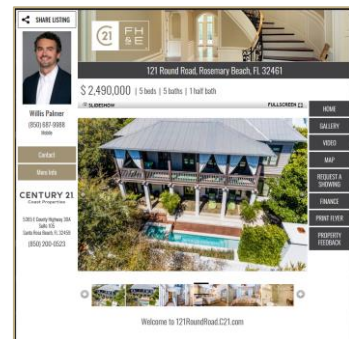
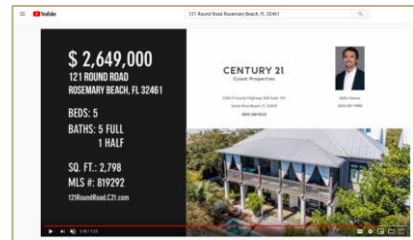
Your Personal Website and Mobile App

MoxiWebsites, by MoxiWorks, is a web content management system that gives control to agents (or teams) to create awe-inspiring websites without knowing a line of code. Integrated with your MLS (multiple MLSs if you need, too!), it pulls the most up-to-date listing information for you and your consumers. Custom search allows you to get down to the nitty-gritty details your consumers want.

Yeast SEO is plugged in to guide you to optimize every page of your site for great search results and MoxiWebsites are built to strive for AA-level compliance and adhere to Website Content Accessibility Guidelines as set forth by the W3C.

Also, you can showcase your expertise through search engine optimized blog posts, plug in to the podcast scene, organize content with categories and tags, and gain recognition as the real estate expert in your market.

Lastly, all templates and content have a responsive design that make it easy to navigate and enjoy on any size screen, from high-def televisions to the smallest of smart phones.



Sales Associate Bio Pages

On century21.com we present each Sales Associate on a Sales Associate Bio Page. Think of this as their online resume. This page is linked to each of their listings and to the Office Bio Page.

Consumers are tech savvy and most use the internet to find and research potential sales associates. It is important that the sales associate puts their best foot forward and have the right information about themselves available to them.

On the Sales Associate Bio Page there are areas that are auto populated with information from dash. They are:

A&B: Pulled from the Sales Associate Profile in dash. If this is not correct, it needs to be changed in dash by the dash Administrator.*

C. Based on the Areas Served Rule for the company.

D. National CENTURY 21® Awards. This section is populated by the CENTURY 21 Awards Staff.

CENTURY21 Real Estate > Wendy Wright

CENTURY 21 Arizona West

Back to Search Results

Contact Agent

AWARDS

2020 - DOUBLE CENTURION
 2019 - CENTURION
 2019 - CENTURION Honor Society
 2018 - CENTURION
 2017 - CENTURION
 2016 - CENTURION
 2016 - President's Producer
 2016 - Quality Service Pinnacle Producer

D

PROFESSIONAL DESIGNATIONS

Fine Homes and Estates Specialist

Wendy Wright of CENTURY 21 Arizona West

Add to Favorites

Print

2000 West Wickenburg Way
Wickenburg, AZ 85390
Phone: 928.684.0388
Mobile: 928.231.1232

A

More from Wendy Wright

Overall Rating: ★★★★★

[49 Ratings](#)
How is this calculated?

Locations Served:

Congress, AZ
 Goodyear, AZ
 Groom Creek, AZ
 Iron Springs, AZ
 Kirkland, AZ
 Peeples Valley, AZ
 Peeples Vly, AZ
 Prescott, AZ
 Sun City West, AZ
 Sun City, AZ
 Surprise, AZ
 Wickenburg, AZ
 Yarnell, AZ

C

Languages: English B

Personal Profile

I am your full-time Wickenburg Real Estate agent. I consider it a privilege to work with both buyers and sellers in the Wickenburg area. There has never been a better time to be a buyer than now! Interest rates are low, home prices have come down and the selection of active homes on the market is great. Let me help you make your dream of home

Your first name *

Your last name *

How should we contact you? *

☒ email
 ☐ phone
 ☐ both

Email *

Phone

Additional Comments

Yes, I would like more information. Please use and/or share my information with a CENTURY 21® affiliated agent to contact me about my real estate needs.

By clicking CONTACT AGENT, I agree that a CENTURY 21 agent may contact me by phone or text message including by automated means about real estate services, and that I can access real estate services without providing my phone number. I acknowledge that I have read and agree to the Terms of Use and Privacy Policy.

CONTACT AGENT

* Required Fields

* For your profile photo to appear correctly it needs to be between 1mb and 2mb in size and taken in a portrait orientation. You can quickly resize your photo in either Windows or Mac.

There are several areas that can be customized by the sales associate. They are:

A. A paragraph about them! Who they are, what they do, what they specialize in etc.

B. List of their designations: There are two types of designations: CENTURY 21 designations and Industry designations.

AWARDS

2020 - DOUBLE CENTURION

2019 - CENTURION

2019 - CENTURION Honor Society

2018 - CENTURION

2017 - CENTURION

2016 - CENTURION


2016 - President's Producer

2016 - Quality Service Pinnacle Producer

PROFESSIONAL DESIGNATIONS

Fine Homes and Estates Specialist

Wendy Wright of CENTURY 21 Arizona West



Add to Favorites

Print

2000 West Wickenburg Way
Wickenburg, AZ 85390
Phone: 928.684.0388
Mobile: 928.231.1232

More from Wendy Wright

Overall Rating: ★★★★★
[All Ratings](#) How is this calculated?

Locations Served:
Congress, AZ
Goodyear, AZ
Groom Creek, AZ
Iron Springs, AZ
Kirkland, AZ
Peoples Valley, AZ
Peoples Vly, AZ
Prescott, AZ
Sun City West, AZ
Sun City, AZ
Surprise, AZ
Wickenburg, AZ
Yarnell, AZ

Languages: English

Personal Profile

A

I am your full-time Wickenburg Real Estate agent. I consider it a privilege to work with both buyers and sellers in the Wickenburg area. There has never been a better time to be a buyer than now! Interest rates are low, home prices have come down and the selection of active homes on the market is great. Let me help you make your dream of home ownership become a reality. And if you are among those that are looking to retire or purchase a second home in our beautiful Wickenburg desert, I'd love to be your agent!

Sellers, the market is full of twist & turns. Go with a professional who knows the market and is willing to work hard to get you the most for your home. Let me be your full-time Realtor.

Contact Agent

Your first name *

Your last name *

How should we contact you? *

☒ email ☐ phone ☐ both

Email *

Phone

Additional Comments

Yes, I would like more information. Please use and/or share my information with a CENTURY 21® affiliated agent to contact me about my real estate needs. By clicking CONTACT AGENT, I agree that a CENTURY 21 agent may contact me by phone or text message including by automated means about real estate services, and that I can access real estate services without providing my phone number. I acknowledge that I have read and agree to the Terms of Use and Privacy Policy.

CONTACT AGENT

* Required Fields

Transactions that are closed in dash and have a valid client email address will auto-generate a survey to the client. The returned surveys are combined to generate an Overall Rating that is displayed on the Sales Associate page.

The survey also allows the Sales Associate's client to write a testimonial that, with their permission, can be displayed on the Sales Associate's Profile page.

Wendy Wright's Reviews

See all of Wendy Wright's reviews (95)

Overall Rating: ★★★★★ 49 Ratings

Terry Edwards, Co | Seller Rating

November 2021

Wendy was an excellent communicator, prompt and knowledgeable. She did a great job

Sandy Eubank, goodyear | Buyer Rating

September 2021

Very knowledgeable about the current market and the location. Professional and friendly. Never worked with a better agent!!!

There are three ways a consumer can find a sales associate on century21.com. They can type a name in the search bar on the homepage, they can click on the Sales Associate's picture in the top right of the listing page, and they can click on a profile on the Office Agent List.

Search bar: wendy wright

LOCATIONS: No locations match your search.

PROPERTIES: No property addresses or MLS numbers match your search.

OFFICES: No office names match your search.

AGENTS: Wendy Wright

Wendy Wright

CENTURY 21 Arizona West

2000 West Wickenburg Way
Wickenburg, AZ 85390
Phone: 928.684.0388
Mobile: 928.231.1232

Professional Designations:
Fine Homes and Estates Specialist

Wendy Wright

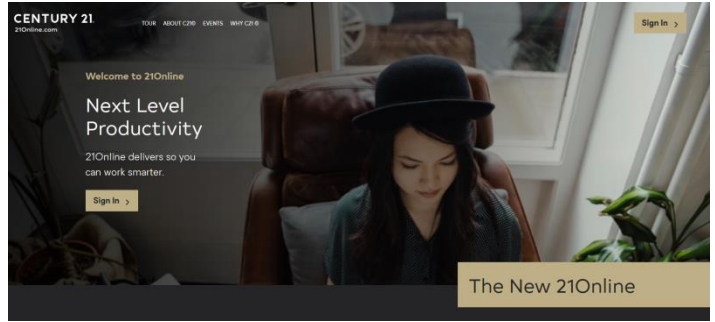
CENTURY 21 Arizona West

2000 West Wickenburg Way
Wickenburg, AZ 85390
Phone: 928.684.0388
Mobile: 928.231.1232

Professional Designations:
Fine Homes and Estates Specialist

21ONLINE.COM

21Online.com is the CENTURY 21® extranet site. It is your complete resource center! Here you will find the tools, materials, and information needed to help you succeed in your real estate endeavors. Let's get started!



Logging in for the first time

You will receive two emails from access@century21.com. The first email will be your username. Your username will be your firstname.lastname@century21.com. The second email will be your temporary password.

After you enter your username and temp password, you will be asked to create a new password. The new password requirements are:

- Minimum 10 characters
- One Capital Letter
- One Special Character
- One Number

You will also be asked to create a security question and answer for password retrieval.

Here are a few tips for logging onto 21Online.com for the first time:

- When **entering** the **temporary password** do not cut and paste the password from the email. Type the password in.
- If you did not receive a password email, you can request your dash Administrator to resend your password. Please check your junk mail files first. You can also click on "Forgot Password" and click on "Email me a Temporary Password". This will send you a new password.
- The **password email** will contain a link to 21Online.com. You can use this to go to 21Online.com for the first time, but **do not bookmark this link as a quick link** to 21Online.com. If you wish to set up a quick link or bookmark, organically type www.21online.com into the URL bar of your browser. Once you get to the sign in page of 21Online.com, save that link as your bookmark. If www.21online.com autofill's, continue to type over the autofill. You must type the whole URL.

Resetting your Password

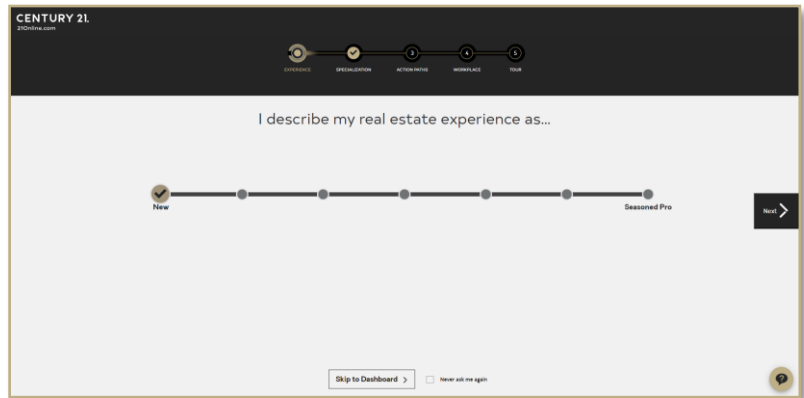
To reset your password, you can either click on the Forget Password link on the login page or you can contact your office dash administrator and they will send you a reset password link.

To reset your password, you will be sent an email with a temporary password. You will set the new password in the same way as you set the initial password up.

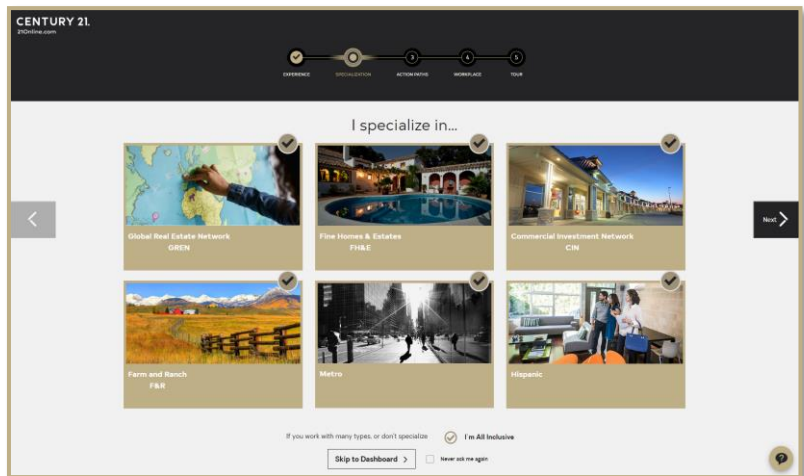
If you should have trouble or your dash administrator is not available, you can call the CENTURY 21 Help Desk at 1.877.221.2765 option 1.

GETTING STARTED ON 21ONLINE.COM

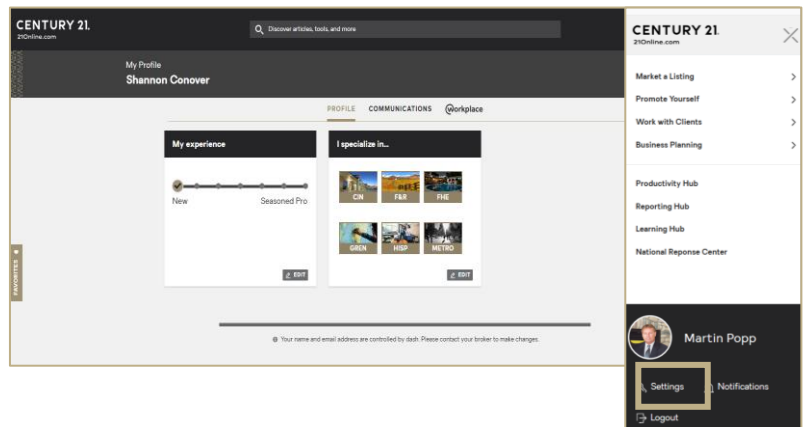
After logging on to 21Online.com you will be asked to answer a few questions that will allow us to personalize 21Online to help you be more productive and provide relevant recommendations that matter to you.



To complete the survey just follow the prompts. You can skip directly to the dashboard and complete the customization process later. You also have the option to completely skip this step.



You can change your parameters at anytime by clicking on Menu at the top right-hand corner of the 21Online Dashboard and then clicking on Settings. From your profile you can edit your information.



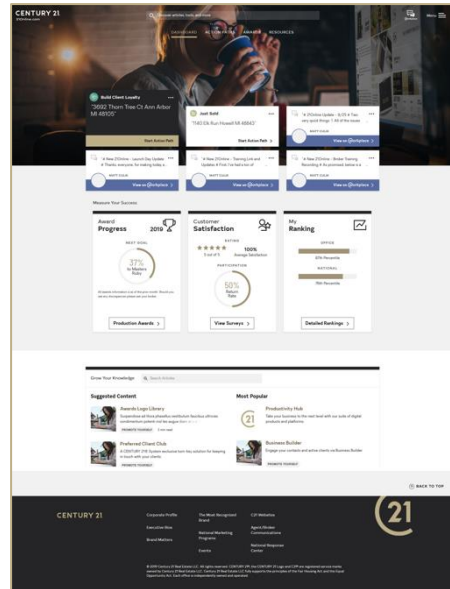
21ONLINE Dashboard

The Dashboard is designed to be:

- Customizable
- Informative
- Intuitive

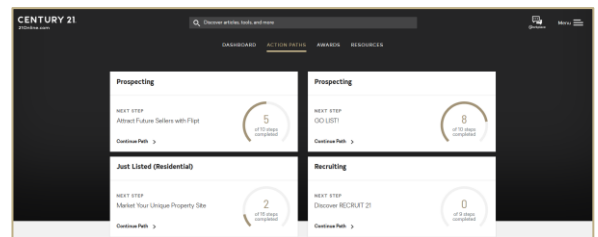
It knows who you are from the survey you completed and provides an experience that is specific to you.

The dashboard keeps you up to date on awards progress and provides CENTURY 21® news and CENTURY 21 curated news.



Action Paths

Action Paths are goal-based checklists that help you along a specific area of development. Examples would be a path to become a commercial sales associate or to sharpen your listing skills.



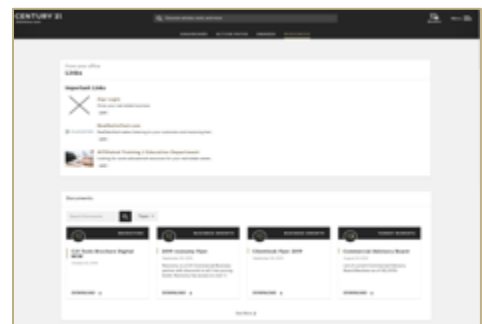
Awards

Track your progress for your production and quality service awards. You can also see how you compare to other agents in your office, company, region and across the nation.

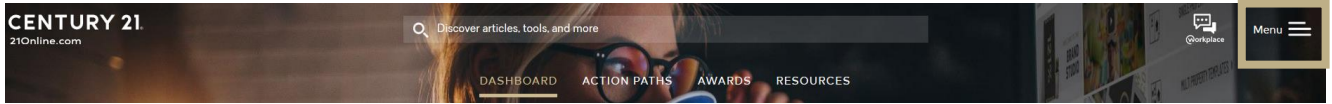


Resources

Here you will find helpful links and documents from both the CENTURY 21 System and your company.

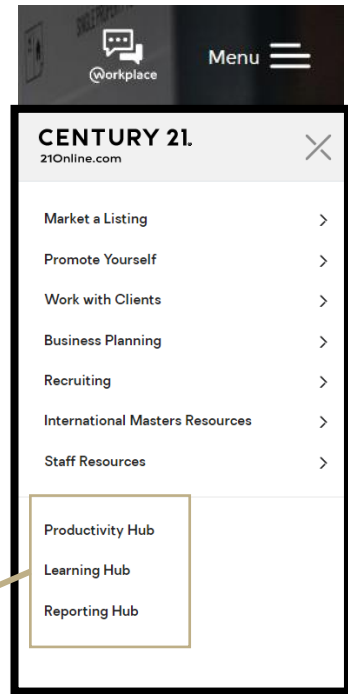


Navigating the Site



All 21Online content is accessible through the Menu icon located on the upper right-hand side of the site.

Under each topic, you will find a submenu that contains links to relevant information and tools.

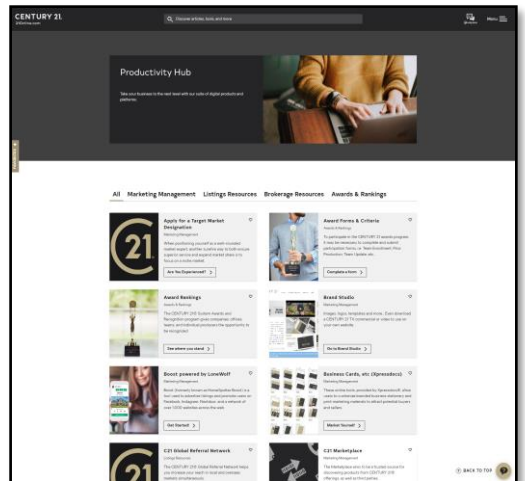


Productivity Hub, Reporting Hub, and Learning Hub

The Productivity Hub is where you will find the most used tools consolidated into one suite for easy access.

The Reporting Hub allows you to access web-based business intelligence and reporting tools to help keep you productive and informed.

The Learning Hub links you to the free and affordable learning options provided by the CENTURY 21 University®. These programs are focused on helping you defy mediocrity and deliver extraordinary experiences.



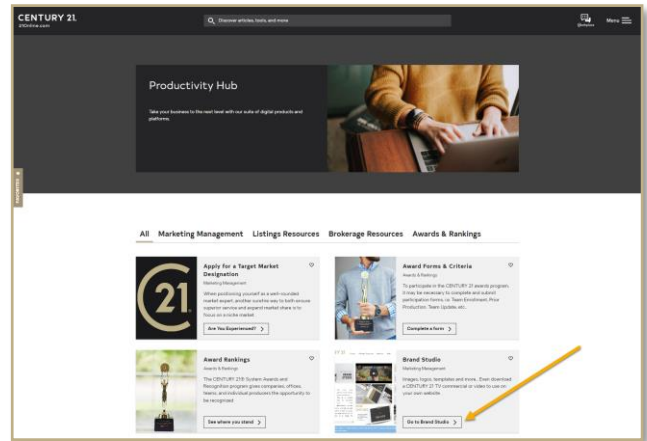
CENTURY 21 DBA LOGO LIBRARY

Your Company Logo

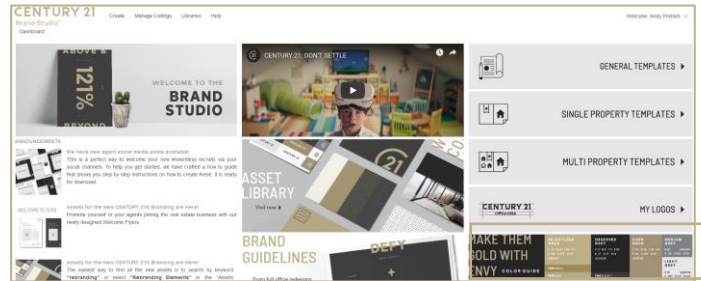
Now that you are associated with the CENTURY 21® System you will need a company logo to start using the power of the brand!

Your approved CENTURY 21 Company DBA Logos can be downloaded and managed within the CENTURY 21 Brand StudioSM*

The quickest way to find the Brand Studio is through the Productivity Hub. To access your Company DBA Logos, go to 21Online.com, click Menu the Productivity Hub, then click Go to Brand Studio.



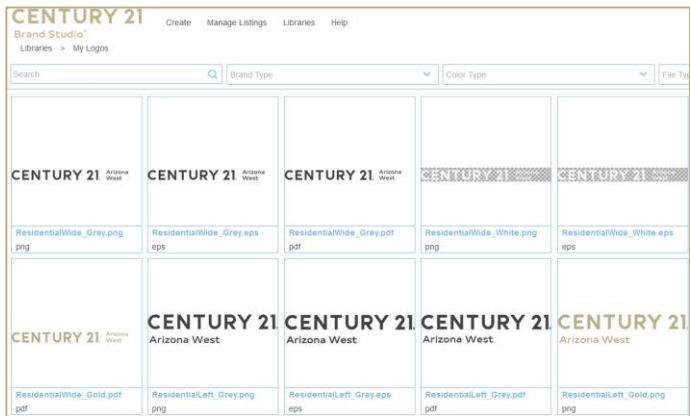
Once in the Brand Studio, on the right-hand side of the page, you will see a link to My Logos. Click on that link to access your DBA logos.



Your Company DBA Logos Library will now load in the window. This includes any additional 'designation' logos that you are permitted to use. Logos are available in a variety of color and file formats for different media and design purposes.

You also can email the logos directly from this page. This is handy when working with a printing company or vendor.

To refine your logo search for all files in a particular style, use the search filter function located above the logos.



***Note: Approved CENTURY 21 DBA Logos should be used for all your brand applications. Never use the CENTURY 21 Logo by itself without the DBA name.**

QUICK REFERENCE ON WHERE TO FIND COMPANY DBA LOGOS:

21ONLINE.COM > PRODUCTIVITY HUB > BRAND STUDIO > MY LOGOS

CENTURY 21 DISCOUNTS AND PERKS

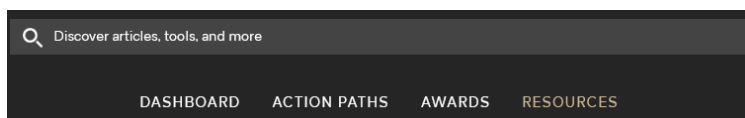
The discounts and perks program is a compilation of various products and services provided by nationally recognized companies offering cost savings, specialized tools, and high-quality service.

As a System Member, you need to have a solid understanding of the home sale lifecycle from neighborhood statistics to the best place to find mortgage rates. You are a matchmaker, and your job is about identifying the right choices for your clients. Whether you want to get a listing or recruit and retain – the Business Benefits program offers choices to help you best manage your business.



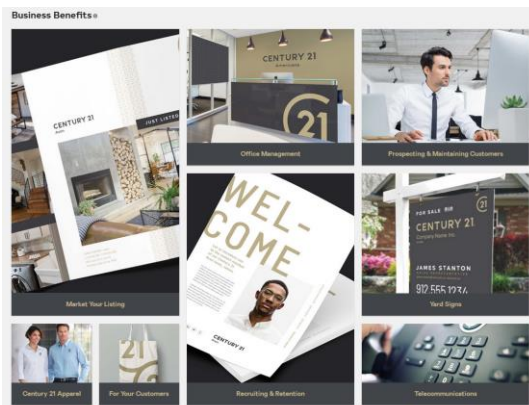
Where to Find

Click on the Resources tab on the Dashboard page on 21Online.

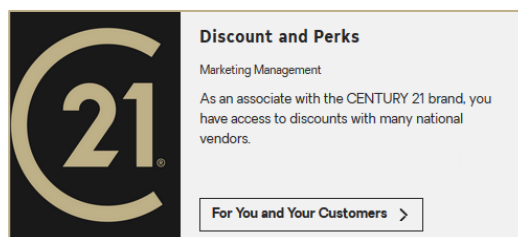


The vendors have been conveniently arranged into eight categories.

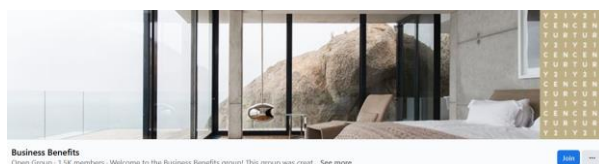
*Office Management also includes Agent specific discounts and perks.



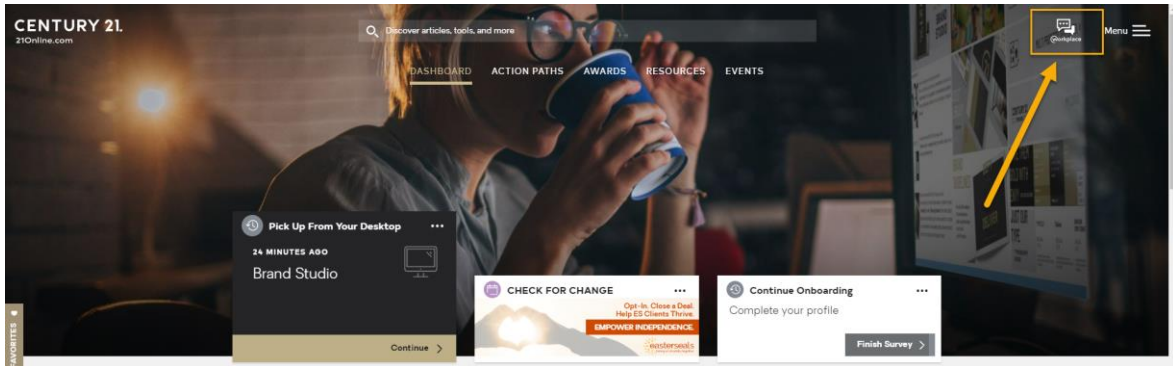
You can also access the Discounts and Perks section through the Productivity Hub. Click on the Discounts and Perks card.



FOR ALL THE LATEST UPDATES AND NEWS, VISIT THE CENTURY21 BUSINESS GROUP ON THE CENTURY 21 WORKPLACE

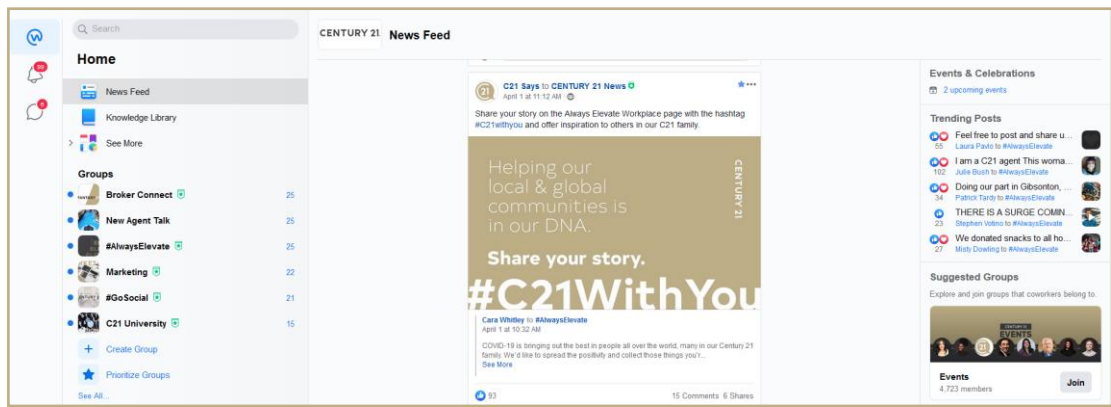


CENTURY 21 WORKPLACE



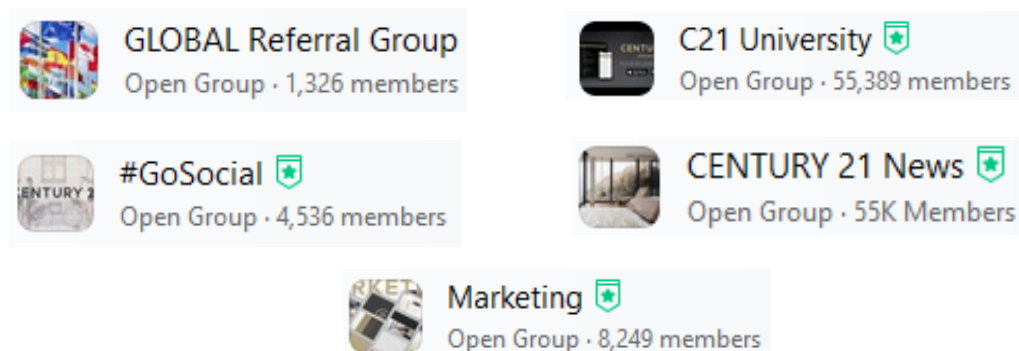
Century 21 Real Estate has partnered with Facebook® to launch Workplace by Facebook exclusively for the CENTURY 21® System.

The premise of Workplace is simple: this is a centralized hub for the entire CENTURY 21 network to connect, share best practices, learn and inspire each other to reach higher levels of productivity.



Workplace functions just like a Facebook account but is exclusive to CENTURY 21 System members. You will have your own personal profile; you can post on the timeline and join groups.

Here are just a few of the groups you can join:



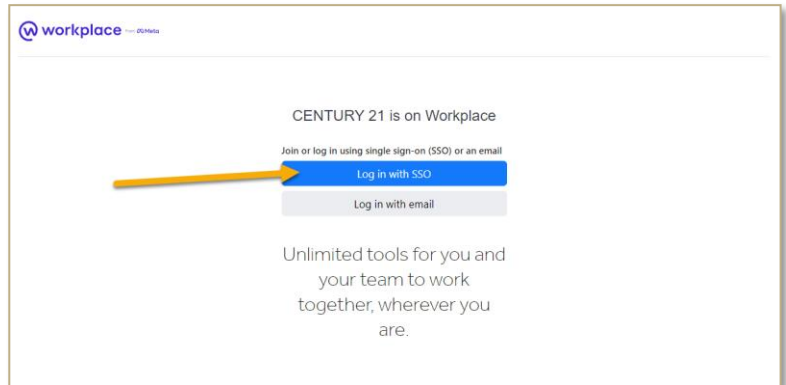
CENTURY 21 WORKPLACE

Activating workplace is simple and quick. You can activate the account from either your laptop or desktop and from your mobile device.

To activate and log in from your laptop or desktop follow these simple steps:

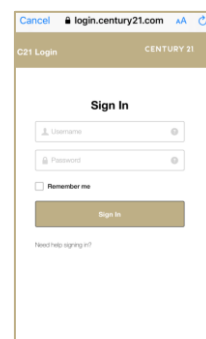
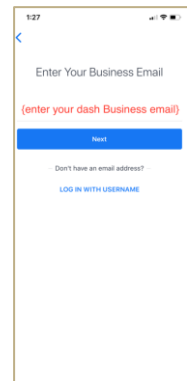
From your web browser

1. Log into 21Online.com
2. Click on the Workplace icon in the top right header, next to the navigation menu
3. Click the “Log In Using SSO” on the Workplace by Facebook screen
4. You will then be directed to the C21 brand Workplace account



To activate your account from your mobile device, follow these steps:

1. Download the Workplace app and Workplace Chat app from your device app store.
2. Open the Workplace app and click “Log In”
3. Enter your dash Business Email or enter your 21Online.com Workplace Email Override if you used this feature to change your Workplace email
4. If you entered the correct business email, you will be redirected to your 21Online.com login screen where you now need to enter your 21Online.com login ID and password. (see attached Mobile Login3) You will then be directed to the C21 brand Workplace account.



ACTIVITIES

ACTIVITY ONE

Log on to 21Online.com for the first time

ACTIVITY TWO

Download Company DBA Logo

ACTIVITY THREE

Explore CENTURY 21 Business Benefits

ACTIVITY FOUR

Access CENTURY 21 Workplace Account



MARKETING TOOLS

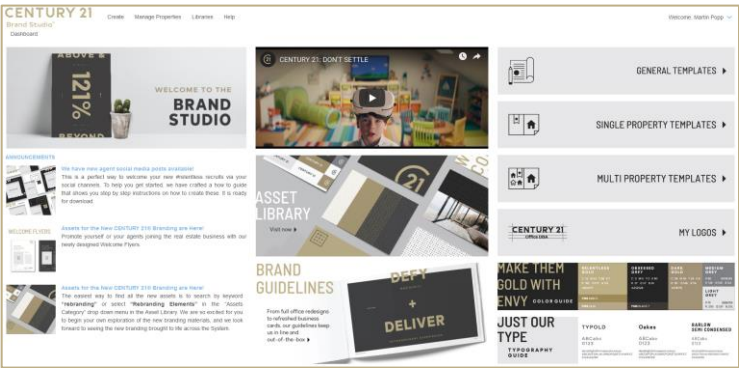
CENTURY 21 Brand Studio

Company DBA Logos, Branding Elements and
Property Flyers

MoxiWorks

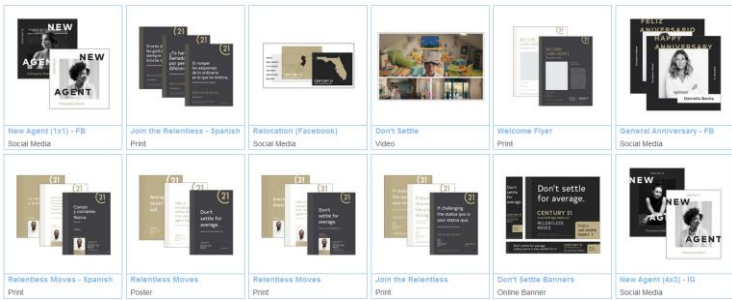
CENTURY 21 BRAND STUDIO

Brand Studio helps you create professionally designed, market-ready collateral to set you apart from the competition. Our unique suite of tools leverages the power of the CENTURY 21® Brand while saving you critical time and money. Providing you the ultimate flexibility, you can create materials across different media types such as print, online, outdoor, and video in a matter of minutes.



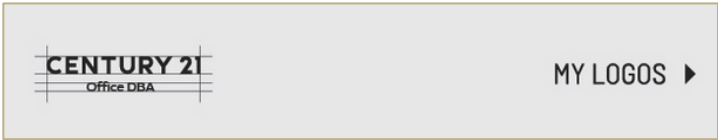
Create Templates

Brand Studio provides a quick and easy way for you to handle any of your advertising and promotional needs for listings, recruitment, self-promotion and much more. Create materials across the different media types, such as print, online, outdoor and video. In a matter of minutes, you can create compelling advertising materials utilizing the latest creative materials that are brand approved.



My Logos

My Logos is a place to access and download your full library of CENTURY 21 Company Name (DBA) logos in all colors, including obsessed grey, relentless gold, and white. We offer your logos in a variety of formats, so you can share your name across print and digital mediums.



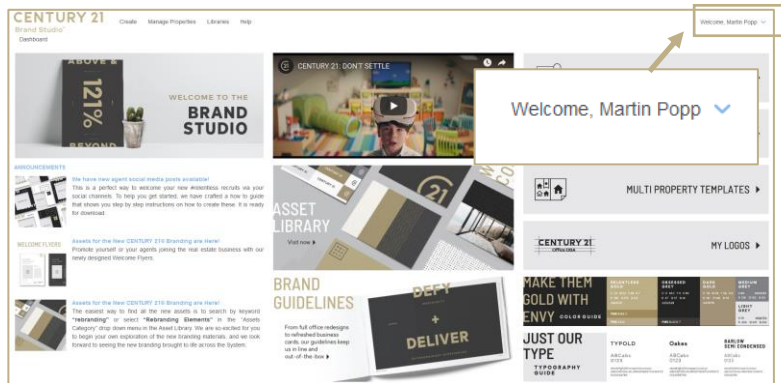
Asset Library

The Asset Library is your source for hand-selected images that exemplify the spirit of our brand. Images are captured from unique photoshoots, advertising campaigns, artists, and illustrators. Assets are available in different formats such as JPG, PNG, PDF and EPS – you can easily download and use in your local markets.



GETTING STARTED IN THE BRAND STUDIO

The first time you log into the Brand Studio you will need to review your profile information. You can find a link to your profile in the upper right-hand corner of the Brand Studio dashboard.

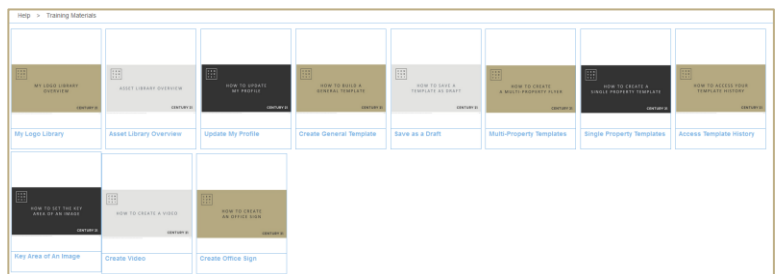


Some information will be automatically be imported from dash. In this profile you modify any of the information and you can also add your social media links. You can also update your headshot that will be included on templates in the Brand Studio.

HELP TAB

The Brand Studio Help tab can be found in the top left corner on the Brand Studio dashboard.

Here you can find a FAQ, Training Materials and Support information.



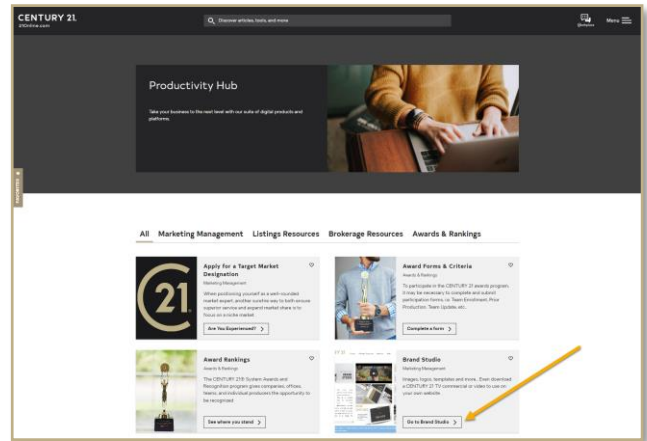
CENTURY 21 DBA LOGO LIBRARY

Your Company Logo

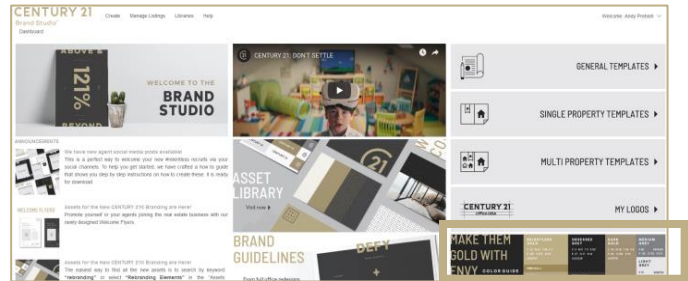
Now that you are associated with the CENTURY 21® System you will need a company logo to start using the power of the brand!

Your approved CENTURY 21 Company DBA Logos can be downloaded and managed within the CENTURY 21 Brand StudioSM*

The quickest way to find the Brand Studio is through the Productivity Hub. To access your Company DBA Logos, go to 21Online.com, click Menu the Productivity Hub, then click Go to Brand Studio.



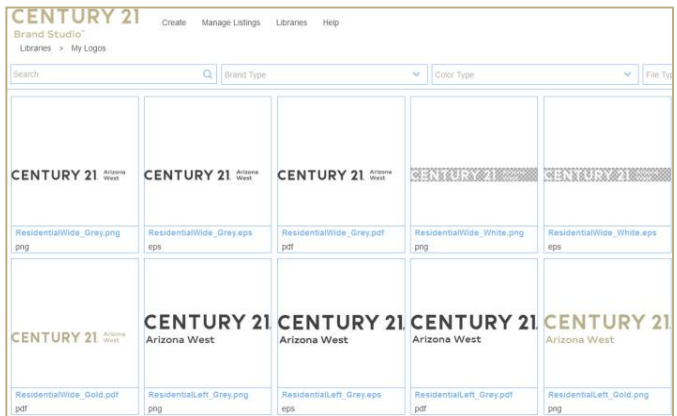
Once in the Brand Studio, on the right-hand side of the page, you will see a link to My Logos. Click on that link to access your DBA logos.



Your Company DBA Logos Library will now load in the window. This includes any additional 'designation' logos that you are permitted to use. Logos are available in a variety of color and file formats for different media and design purposes.

You also can email the logos directly from this page. This is handy when working with a printing company or vendor.

To refine your logo search for all files in a particular style, use the search filter function located above the logos.



***Note: Approved CENTURY 21 DBA Logos should be used for all your brand applications. Never use the CENTURY 21 Logo by itself without the DBA name.**

QUICK REFERENCE ON WHERE TO FIND COMPANY DBA LOGOS:

21ONLINE.COM > PRODUCTIVITY HUB > BRAND STUDIO > MY LOGOS

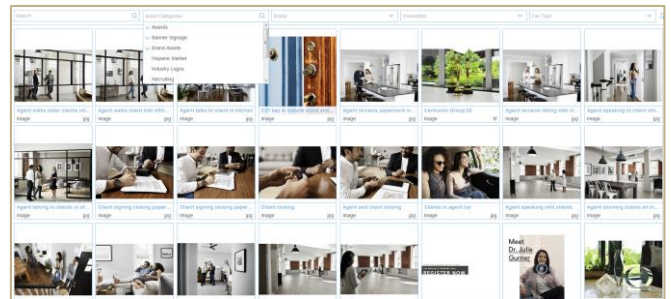
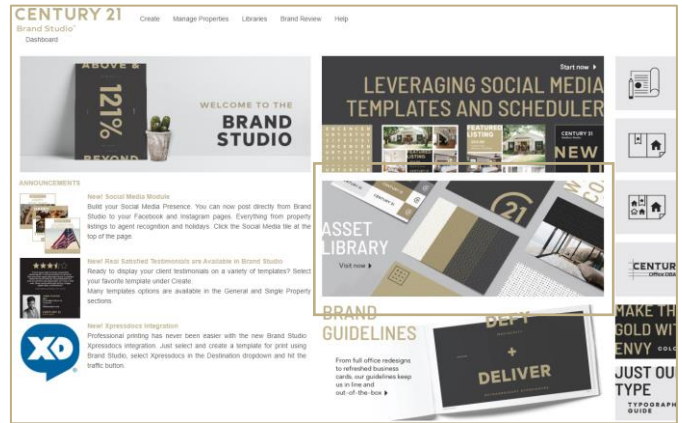
ASSET LIBRARY

The Asset Library is your source for hand-selected images that exemplify the spirit of our brand. Images are captured from unique photoshoots, advertising campaigns, artists, and illustrators.

To access the Asset Library click on either the Asset Library icon on the front page or the Libraries tab located at the top of the page.

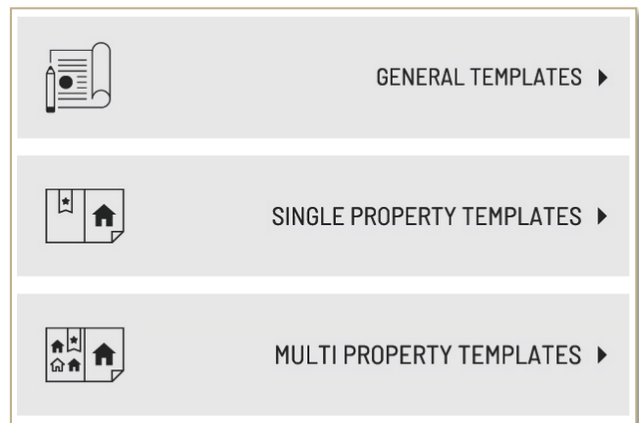
Once in the Asset Library you can narrow your search by using the Asset Categories drop down menu.

When you find the asset that you would like to use you can either download or share the asset from the download/share icons in the top right-hand corner



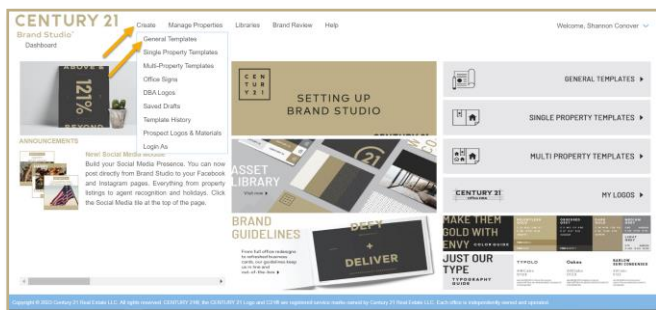
GENERAL & PROPERTY TEMPLATES

Create materials across the different media types, such as print, online, outdoor and video. In a matter of minutes, you can create compelling advertising materials utilizing the latest creative materials that are brand approved

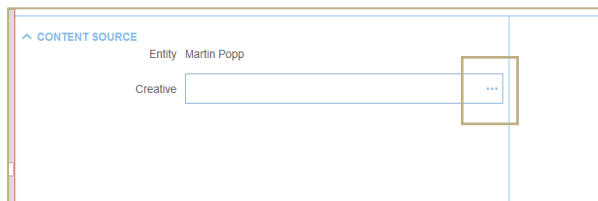


GENERAL & PROPERTY TEMPLATES

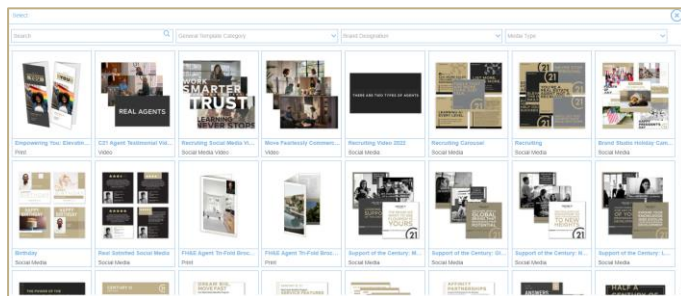
To create a marketing piece from the General Templates first click on either the General Template Icon or Create in the Navigation Bar.



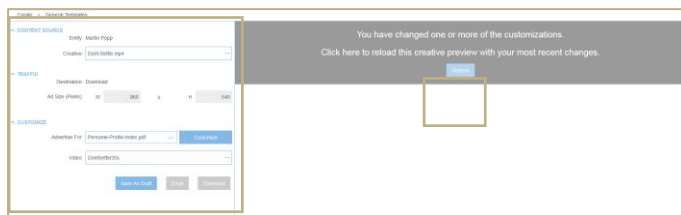
To choose a template, click on the drop-down menu (the three dots on the right-hand side of the Creative box).



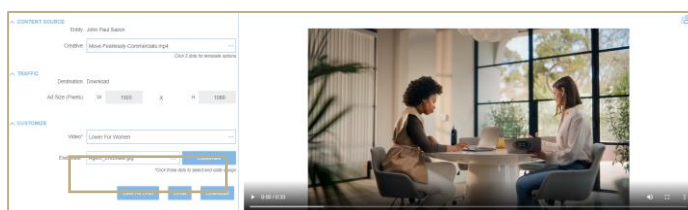
A pop up will appear and from there you will choose the template that you would like to create.



Depending on the type of template you have chosen, you are given several options to customize the piece. Once you are satisfied with the fields, click on Refresh in the gray area to the right.



Once the template is finished rendering you have the option to download or email to a third party. Also, at any time while you are creating the piece, you can save as a draft and come back later to complete the template. You can find Saved Drafts under the Create Tab at the top of the page.



Creating a property flyer is a similar process to creating a general template.

To start, choose either a single or multi property template.

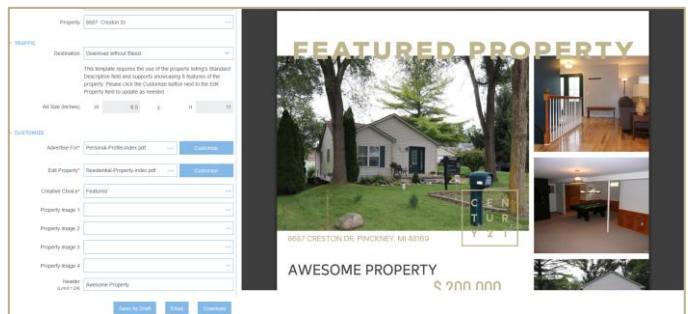
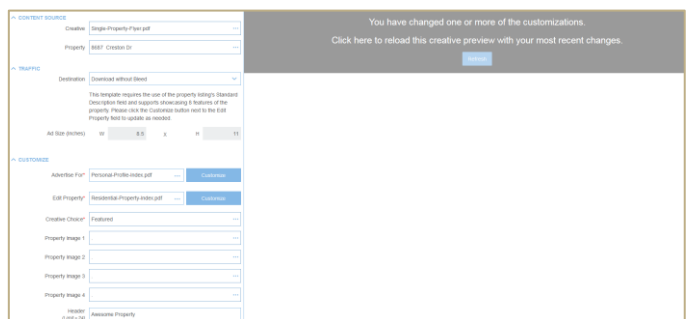
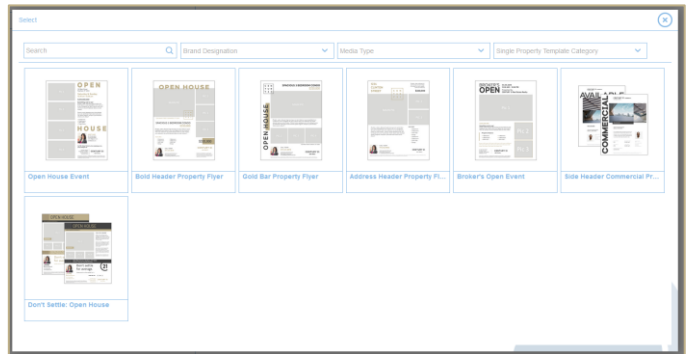
As with the general template you will click on the three dots next to Creative to bring up the template choices.

To complete the flyer, just follow the template through. One tip is that after you chose a property photo, it will not show on the left side, but will show when in the flyer when you click Refresh.

One the flyer is rendered you have the option to download it in a PDF format or you can email as a link.



Completed Flyer



You can find previously made assets in the Template History located under the Create tab.



CENTURY 21 + MoxiWorks

We are excited to share that the CENTURY 21 brand has taken the next giant step in its open ecosystem evolution by expanding our product offerings to include a dynamic set of tools from MoxiWorks. The integration of the impressive and highly sought-after MoxiWorks product suite within our C21 Productivity Hub technology platform will bring even more choice, flexibility, and freedom to you.

WHY MOXIWORKS?

MoxiWorks is among the most popular and powerful agent and consumer experience platforms in the real estate industry. We believe MoxiWorks' robust toolbox of product offerings will delight you as we ensure these offerings integrate effortlessly with the C21® brand's technology and data systems. The result? The ability to provide agents and brokers with a simple, integrated solution that helps them save time and focus on the more important things – providing an extraordinary experience for their clients and selling more homes!



MoxiPresent

The more-than-a-CMA
interactive presentation tool.



MoxiImpress

Agent marketing
made easy.



MoxiEngage

The CRM built specifically
for real estate agents.



MoxiWebsites

A place to grow your brand,
sphere, and business.

CENTURY 21 + MoxiWorks



MoxiEngage

MoxiEngage is a powerful CRM and business planner designed specifically for real estate professionals. Brokerages with MoxiEngage provide incomparable value to their offices, teams, and agents with the leading sphere-selling focused CRM built on the best practices of the greatest agents.



MoxiWebsites

MoxiWebsites, by MoxiWorks, is a web content management system that gives control to agents (or teams) to create awe-inspiring websites without knowing a line of code.



MoxiPresent

MoxiPresent gives you the power to take your audience on a journey: from selling guidance and pricing consultations, creating virtual open houses, sharing neighborhood insights — there's an endless creative opportunity! Deliver amazing presentations to prospects and clients all while barely lifting a finger.



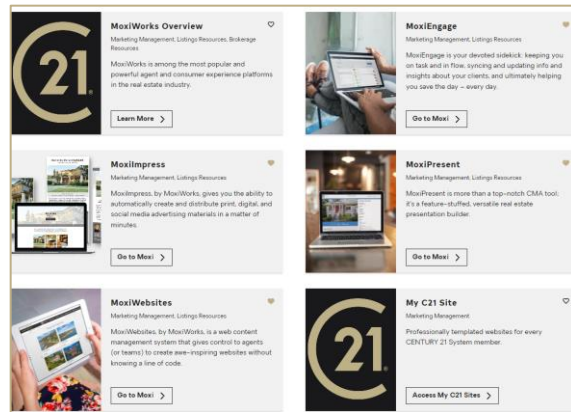
MoxiImpress

MoxiImpress, by MoxiWorks, gives you the ability to automatically create and distribute print, digital, and social media advertising materials in a matter of minutes.

Getting Started

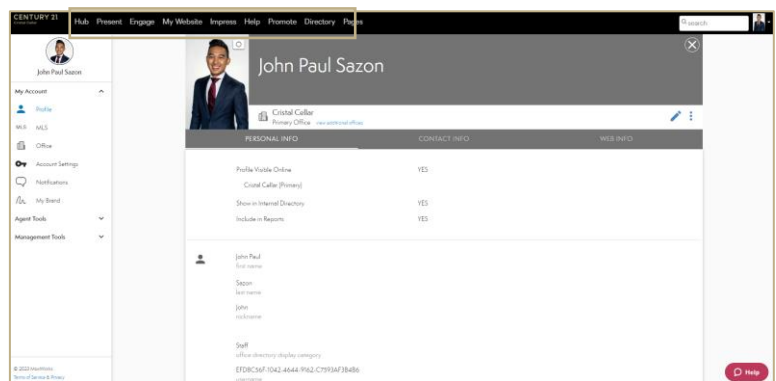
To access the MoxiWorks platform from 21Online.com, click on Productivity Hub in the Menu and scroll down to the MoxiWorks tiles.

Click on any of the tiles and you will be taken to the MoxiWorks Dashboard.



The information from the dashboard is fed from dash. If you need to correct any of your personal information that will need to be done in dash. Please send changes to your dash administrators.

From the dashboard, you can access each of the MoxiWorks Tools by clicking on its name on the navigation bar.



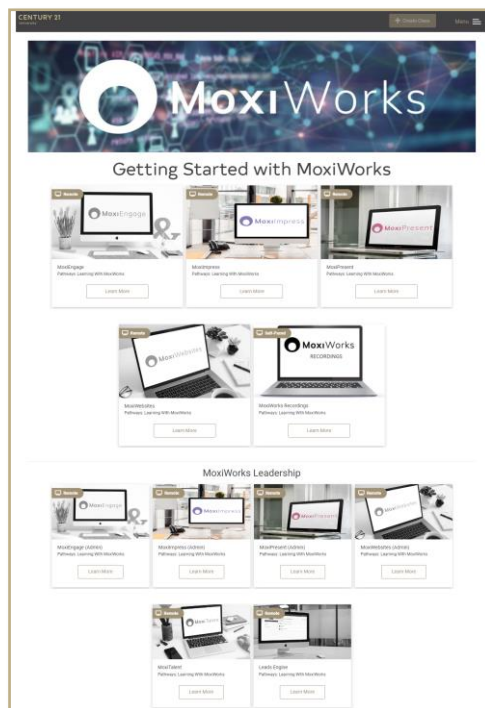
C21 University provides instructor-led and self-paced training that will help you learn everything you need to know how to use the MoxiWorks platform.

MoxiWorks Training

SupportMoxiWorks.com

<https://education.moxiworks.com/>

This website provides a deep dive into the complete MoxiWorks platform along with providing access to the MoxiWorks help desk.



ACTIVITIES

ACTIVITY FIVE

Customize and download the CENTURY 21 commercial and post it to social media

ACTIVITY SIX

Activate your MoxiWorks Platform



WORK WITH LISTINGS & SHARPENING YOUR SKILLS

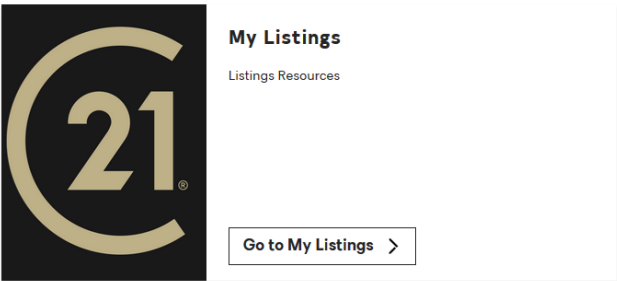
My Listings Widget

Create and Edit Property videos and the
Unique Property Site

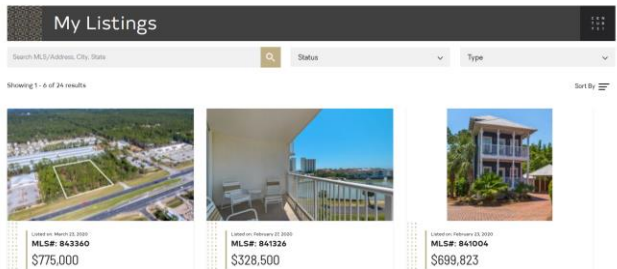
CENTURY 21 University®

LISTINGS WIDGET

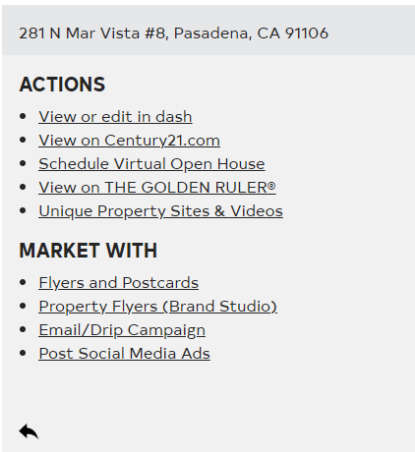
To access the My Listings tool, click on the My Listings Card in the Productivity Hub.



Upon entering the My Listing Module, you will see all your listing cards.



By clicking on the property card, the card will flip, and you will find links that will allow you to edit your listings or take actions to market your listings.

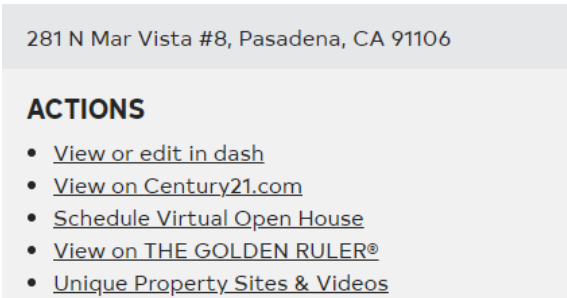


Actions

Under the Actions section you can:

- View or Edit your listing in dash*
- View the property detail page on c21.com
- Schedule a Virtual Open House
- View on the THE GOLDEN RULER

**To be able to edit your listing, your company must make the agent edit feature available.*



CENTURY 21 UNIVERSITY

Competence + Confidence = Results

A key component to long-term professional success and profitability in real estate is ongoing education and taking control of your business development. The C21 USM team is proud to offer award-winning learning to help you. We have made Training Magazine's Top Lists of organizations known for their exemplary learning solutions for several years.

Whether you are a Broker, Office Manager, Training Director, Experienced Sales Associate, or a New Sales Associate to the CENTURY 21[®] brand or real estate, there are programs dedicated to help you get started and grow your business.

Take time to familiarize yourself with all the CENTURY 21 University courses and resources available to you as a System member.

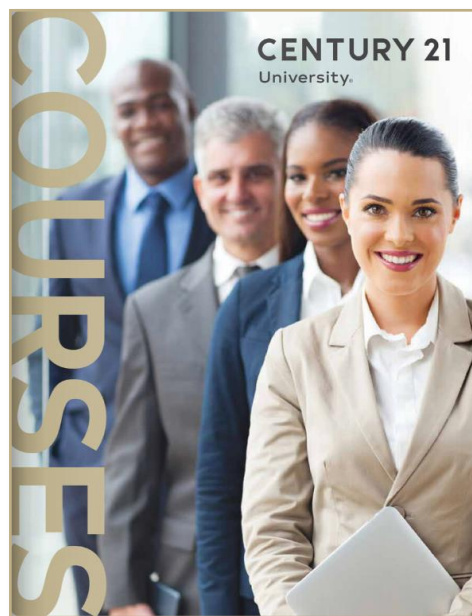
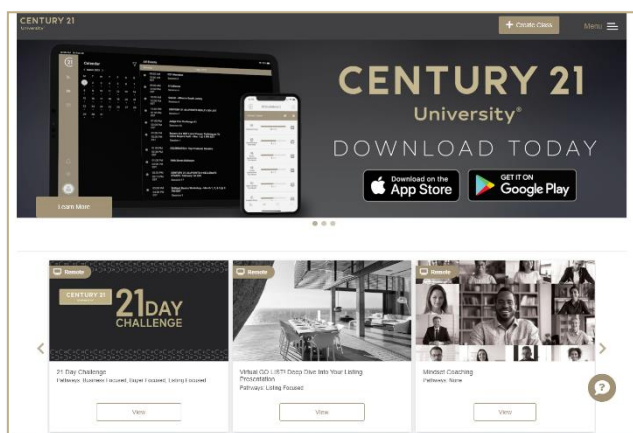
Not certain where to begin? Start with [21Online.com > Learning Hub > C21 University](#)

Here you will be greeted with a comprehensive review of all the programs C21 U offers, that includes videos, online courses, coaching, and more!

Your next step will be to visit the C21 University[®] calendar and build your learning plan around the programs and dates that accommodate your schedule. Once you register for any instructor-led class, you can find your link to join the session in My Transcript located in the menu of C21 U.

Types of Learning Available:

- Real Estate Skills
- CENTURY 21 System Tools
- Leadership Courses
- Coaching



[VIEW ALL AVAILABLE CLASSES | C21UNIVERSITY.COM](#)

ACTIVITIES

ACTIVITY SEVEN

Create a listing property flyer in Brand Studio

ACTIVITY EIGHT

Participate in a CENTURY 21 learning session through the CENTURY 21 University®

CLIENT LOYALTY REPORTING QUALITY SERVICE AWARDS

THE GOLDEN RULER

Quality Service Survey (QSS)

CENTURY 21 Preferred Client
Program

CENTURY 21® National Awards
and Rankings

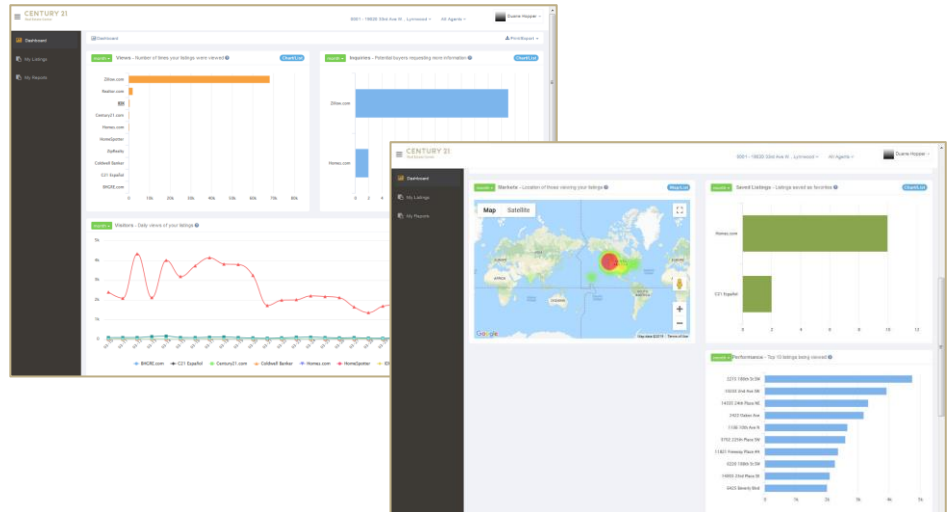
CENTURY 21 BUYER SERVICE®
PLEDGE & CENTURY 21 SELLER
SERVICE PLEDGE®

GOLDEN RULER

Your Listings Online: View and Leads Statistics

THE GOLDEN RULER®

is a measurement tool that provides reports on the number of consumer views and leads for your online property listings.

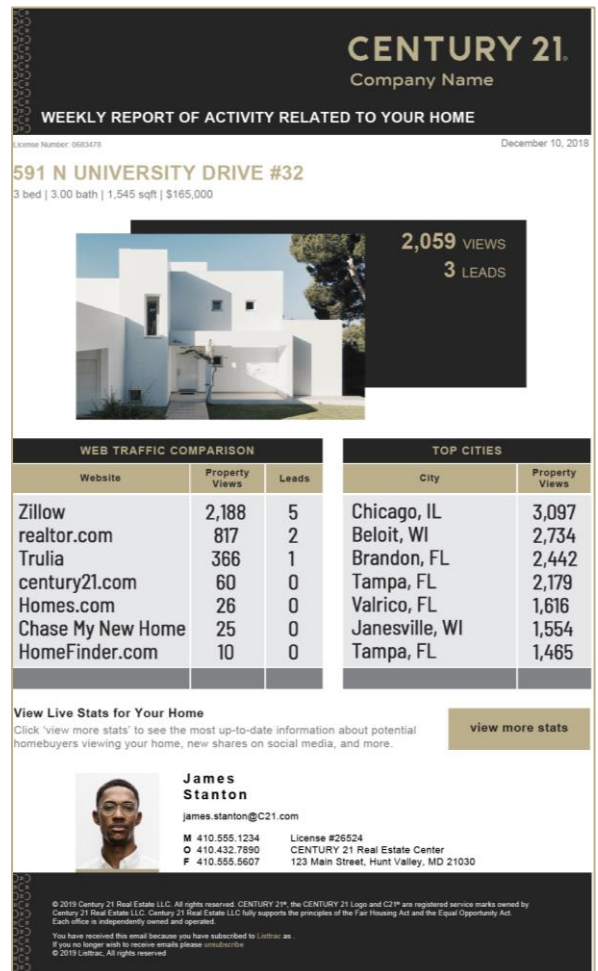


THE GOLDEN RULER allows you to see:

- Activity on your listings compared to similar listings
- Impact of price changes or other updates on listing views
- How often your listings are viewed, shared and saved
- How many email leads you receive

The GOLDEN RULER allows you to provide:

- Seller Reports that show the seller valuable information like number of views and leads their property is receiving from internet property searches on over 450 different websites. It also allows the seller to see geographically where their viewing traffic is coming from.



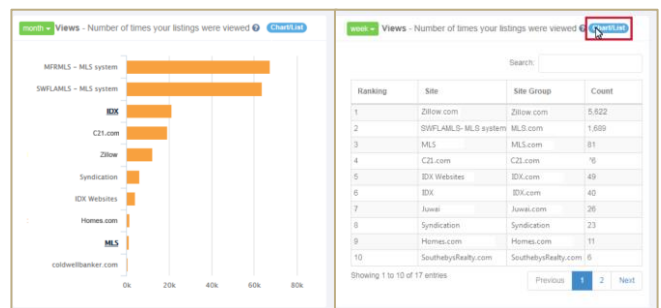
THE GOLDEN RULER Reports

When the Golden Ruler launches, you will be taken to the Dashboard page. Here is where you will find information of views and inquires for your listings. You will be able to see what internet sources the views and inquires are coming from along with city, state and country view/inquiry information.

On the dashboard, there are modules that will allow you to see:

Views – What websites your listings are being viewed on.

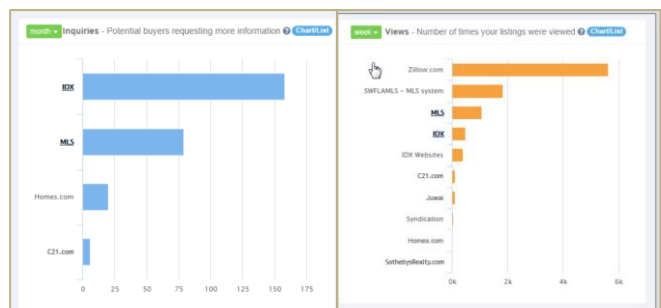
This information can be viewed as a chart or list. To toggle back and forth between chart and list view, click on Chart/List in the upper right-hand corner of the box.



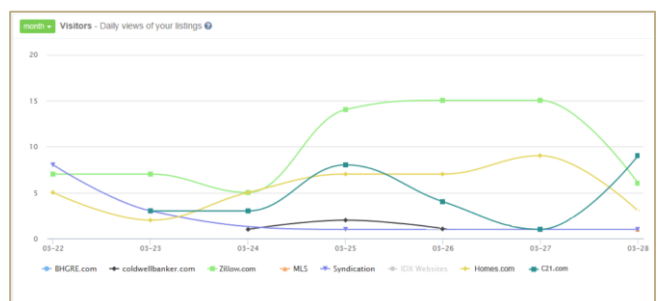
Chart

List

Inquires – Shows how often potential buyers are requesting information on your listings. 'Inquiries' is the number of times the inquiries went to the listing or co-listing agent. This report is available in Chart or List views by clicking on the Chart/List icon in the top right-hand corner of the box.

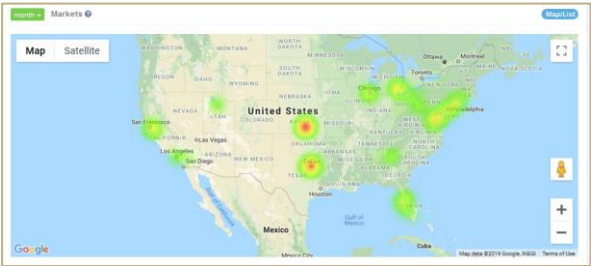


Visitors – Shows how your listing views trend over time. This is especially helpful when viewing metrics for individual listings in the "Listing Stats" section, as you can see if price changes – depicted by a vertical red line – had any impact on the number of views your listing received.

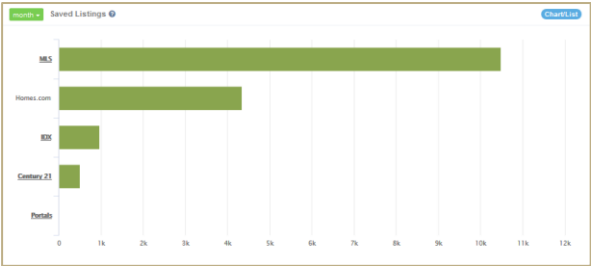


THE GOLDEN RULER Reports

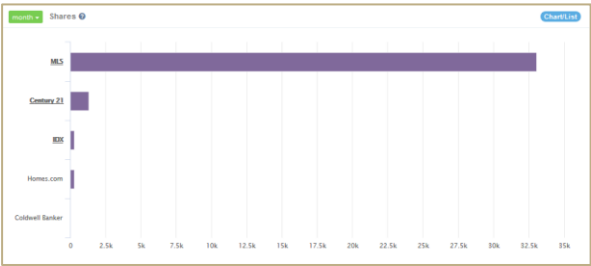
Markets – Provides a heat map showing the location of those who viewed your listings during a selected time period. A higher concentration of people viewing your listings in each area would be represented by red tones – you can zoom in/out for more detail of the views. This is available in a map or list format.



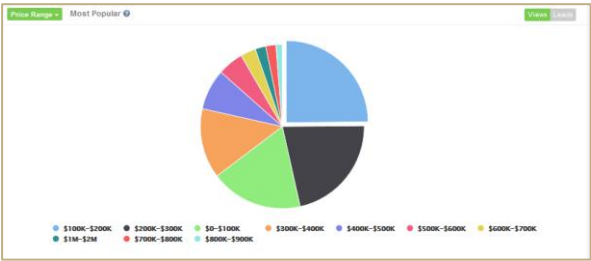
Saved Listings – Shows how many times your listings were saved as a favorite on different websites. This is available in a chart or list format.



Shares – This chart shows the total number of times your listings are being emailed or shared on social media on different sites. This is available in chart or list formats.



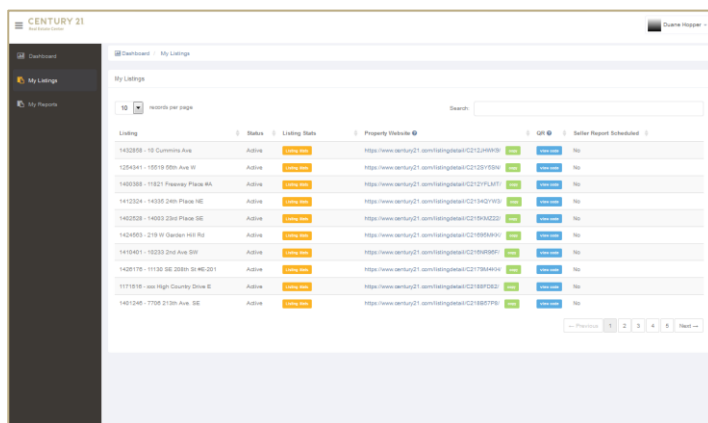
Most Popular – Identify which listings are receiving the highest number of views or leads in the last 30 days – you can view this metric based upon the price range of the listings, number of bedrooms or the property type.



THE GOLDEN RULER Listings Dashboard

Inside the Listings Dashboard you will be able to view listing stats for each individual property, view the property detail page on c21.com and create a QR code.

In addition, you will also be able to set up a seller's report from here.

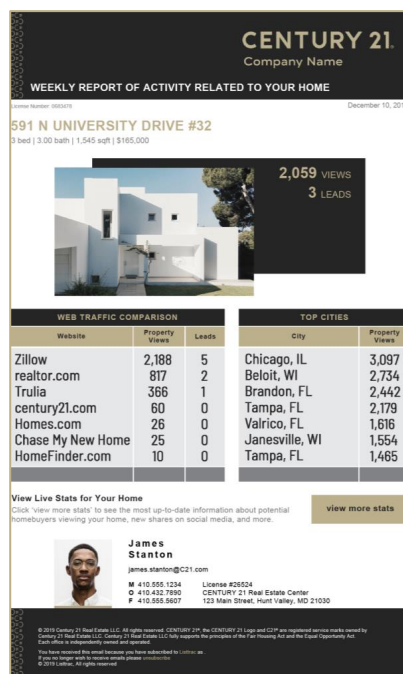


The reports are the same as you see on the main dashboard, but these are for the individual listing.



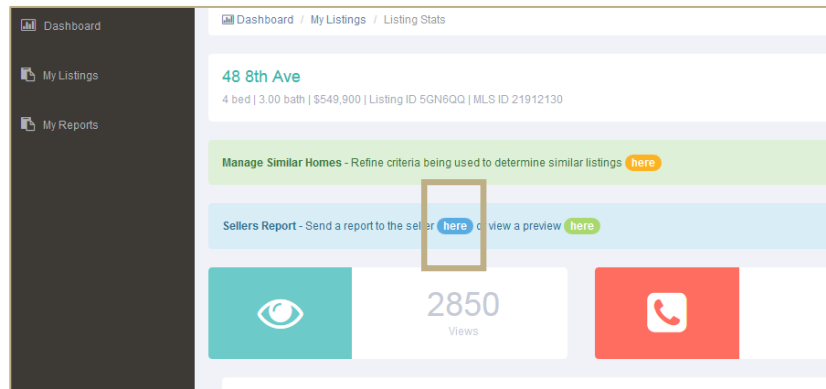
The seller's report is useful to send to your seller because it will keep them up to date on how many views and leads their listing is receiving. The report can be sent with or without leads and with comparable properties.

You can schedule the report to go out once a week, once a month or immediately.



THE GOLDEN RULER Sellers Report

To schedule a Sellers Report, click on the “here” link.



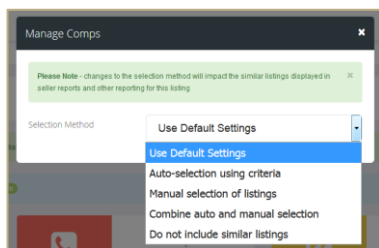
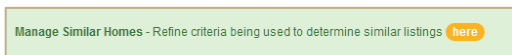
The Report Delivery form will pop up with the client's information already populated. You can override any of the information if you wish.

At the bottom of the form, you will be given three choices for inclusion of Lead Metrics.

The last step is to choose the Delivery Option and hit send.

The report will cancel itself out once the property is closed or deactivated in the dash system.

To include a comparable property on the report, click on “here” next to Manage Similar Homes.

A screenshot of a 'Report Delivery' form. It has a title bar with a close button. The form contains fields for 'First Name' (John), 'Last Name' (Doe), 'Email' (jdoe@hotmail.com), 'CC' (jdoe@hotmail.com), 'BCC' (jdoe@hotmail.com), and 'Reply To' (jdoe@hotmail.com). There are checkboxes for 'Override the default email address' and 'CC Agent'. The 'Subject' field contains 'Sales Activity on Your Home This Week'. The 'Body' field contains a pre-written email template. Below the body field is a note: 'The body of the email. You can specify the same replacement variables as the subject'. At the bottom, there are two sections: 'Include Lead Metrics' with three radio button options (selected: 'Include lead metrics ONLY when listing has one or more lead'), and 'Delivery Options' with four radio button options (selected: 'Off'). At the very bottom are 'Submit' and 'Cancel' buttons.

CENTURY 21 PREFERRED CLIENT CLUB

CENTURY 21 Preferred Client ClubSM (PCC)

- CENTURY 21[®] relationship marketing tool that was created to support System members in their ongoing repeat business and referral marketing efforts.
- Turn-key program that saves you time
- 2-year, 5-year or 7-year options
- Multiple touches each year mailed to client's home for a cost of about \$9/year per member
- Personalized with Sales Associate (or Office) contact information, including mobile and email contact information. If your photo is in dash, it will be included in the magazines and calendar.



How the program works

For an affordable one-time cost, your customers receive special communications from you throughout the year, including:

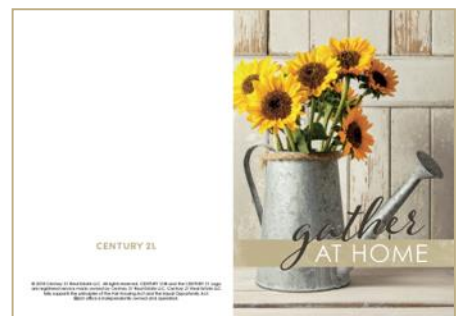
Three issues of At Home With CENTURY 21[®] magazine – each issue containing a friendly message from you.



Two seasonal greeting cards that you'll be able to hand sign or have your name and contact information imprinted and sent directly to your client.

Calendar sent in November/December and customized with your photo and contact information.

And each customer will receive these items for 2, 5 or 7 years – whichever you select.

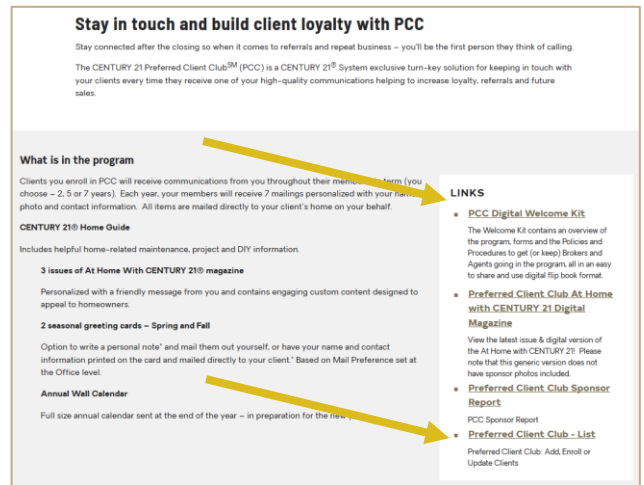
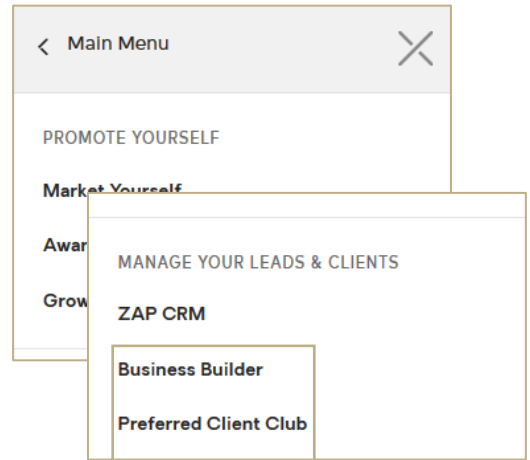


You can access complete information about the Preferred Client Club from the menu section of 21Online. Click on Promote Yourself > Preferred Client Club.

On this page you will find a detailed explanation of the program; what marketing pieces are included, subscription lengths and program price.

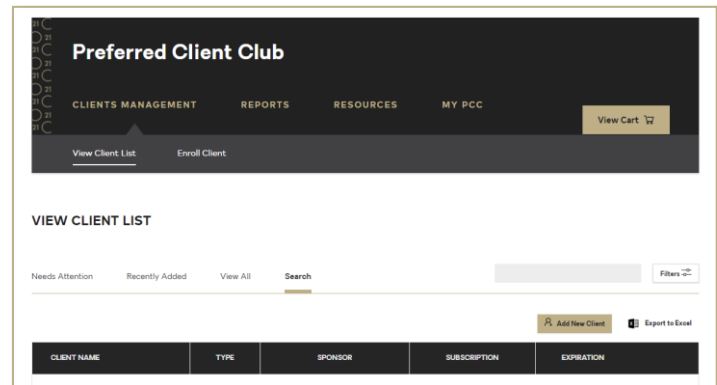
You will also find subscription forms, a digital welcome kit and a digital copy of the most recent @Home magazine.

To enroll clients or manage clients already in the program, click on the Preferred Client Club – List. That link is located under Links on the Preferred Client Club page.



Once in the tool, you can:

- Manage Clients
- Enroll New Members
- Update your photo that is included on the cover of the magazines and calendar



FOR MORE INFORMATION ABOUT THE PREFERRED CLIENT CLUB AND TO VIEW A DIGITAL COPY
21ONLINE.COM > WORKING WITH CLIENTS > PREFERRED CLIENT CLUB

CENTURY 21 BUYER & SELLER SERVICE PLEDGE

Commitment to Your Clients Needs

The Service Pledges shows your buyers that you are committed to them and their needs

BUYER SERVICE PLEDGE®

WHERE TO FIND THE BUYER SERVICE PLEDGE
21ONLINE.COM > WORK WITH CLIENTS > THE
BUYING PROCESS > BUYER SERVICE PLEDGE

Look under the Documents card

CENTURY 21.

SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.
- 21.

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

This CENTURY 21® Seller Service Pledge® Certificate applies only to an exclusive right to sell agreement of not less than ____ days. Please be advised that the nature of the agency relationship as contemplated by this Seller Service Pledge may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this Seller Service Pledge Certificate has been received on (date): _____

From CENTURY 21

By Seller(s): _____

Associate:

Current Address: _____

License #:

Current Phone: _____

Broker(s):

Email: _____

© 2018 Century 21 Real Estate LLC. All Rights Reserved. CENTURY 21® 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 office is independently owned and operated.

CENTURY 21.

BUYER SERVICE PLEDGE® CERTIFICATE*

As an independently owned and operated CENTURY 21® Office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you find a property. To fulfill this commitment, we agree to provide you with the following services:

1. Respect you, your needs and communicate in an honest and forthright manner.
2. Make the process of buying your next home as easy and as successful as possible.
3. Value and respect your time, being as efficient and effective as possible.
4. Understand your needs and respond quickly.
5. Use the full breadth of our collective experience, knowledge, tools and the most up-to-date training to best serve you.
6. Consult with you to determine your particular real estate wants and needs. This includes providing information as to the advantages and disadvantages of the choices available to you, in order to help you make informed decisions.
7. Maintain your confidentiality and represent your best interests throughout your buying process.
8. Provide you with the resources you need to help you determine your financial ability to purchase, explain alternative financing methods, and assist in arranging mortgage financing.
9. Provide a Customized Home Search Plan for locating the right property for you, at the right price and terms, in an acceptable time frame.
10. Use available methods to locate the property that will best meet your goals and your needs. This may include properties listed with our office, the Multiple Listing Service, real estate websites, or listings offered through other real estate companies.
11. Utilize the vast and powerful resources of the CENTURY 21 System to get you the results you deserve, including leveraging our network of more than 8000 offices worldwide.
12. Provide the resources of century21.com, which makes thousands of listings available for you to easily review homes that are right for you.
13. Show properties that meet your specifications, in accordance with Fair Housing Regulations and ethical real estate practices.
14. Comply with all legal obligations to disclose material facts known about the property that is likely to affect your ability to obtain the right price and terms.
15. Use our knowledge and expertise to promote the most valuable purchase on your behalf. Assist you in evaluating the market value of properties that are of interest to you, and suggest negotiating strategies to help you obtain the most advantageous price and terms.
16. As your champion, advise and assist you in completing your purchase agreement, and present your offer in a light most favorable to you.
17. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
18. Upon acceptance of an offer between you and the seller, monitor all pre-settlement (escrow) activities throughout the closing process as permitted by law or local practice.
19. Consult and communicate with you on a regular basis throughout your entire real estate purchase process.
20. Recommend a home warranty to protect you and the appliances in the home.
- 21.

We appreciate your allowing us to help you find the right property for your needs. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

Please be advised that the nature of the agency relationship as contemplated by this CENTURY 21® BUYER SERVICE PLEDGE® Certificate may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Buyer Service Pledge Certificate, the buyer (as a sole and exclusive remedy) may terminate the exclusive Buyer representation agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of reason for termination and an opportunity to cure the default during the notice period.

A Copy of this BUYER SERVICE PLEDGE Certificate has been received on (date): _____

From CENTURY 21

By Buyer(s): _____

Associate:

Current Address: _____

License #:

Current Phone: _____

Broker(s):

Email: _____

*For use in conjunction with written Exclusive Buyer representation agreement ONLY

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SELLER SERVICE PLEDGE®

WHERE TO FIND THE SELLER SERVICE PLEDGE

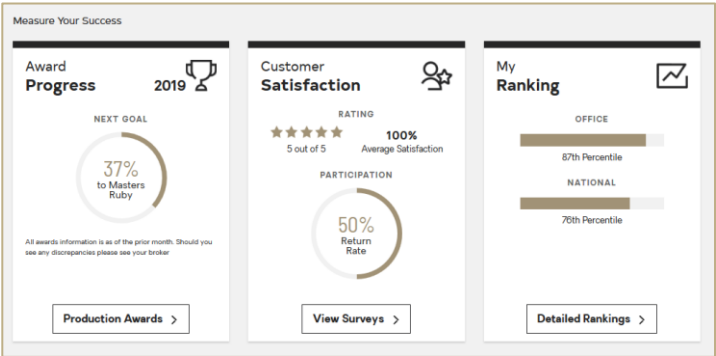
21ONLINE.COM > WORK WITH CLIENTS >
INCREASE BUSINESS AS A SELLER'S AGENT

Look under the Documents card.

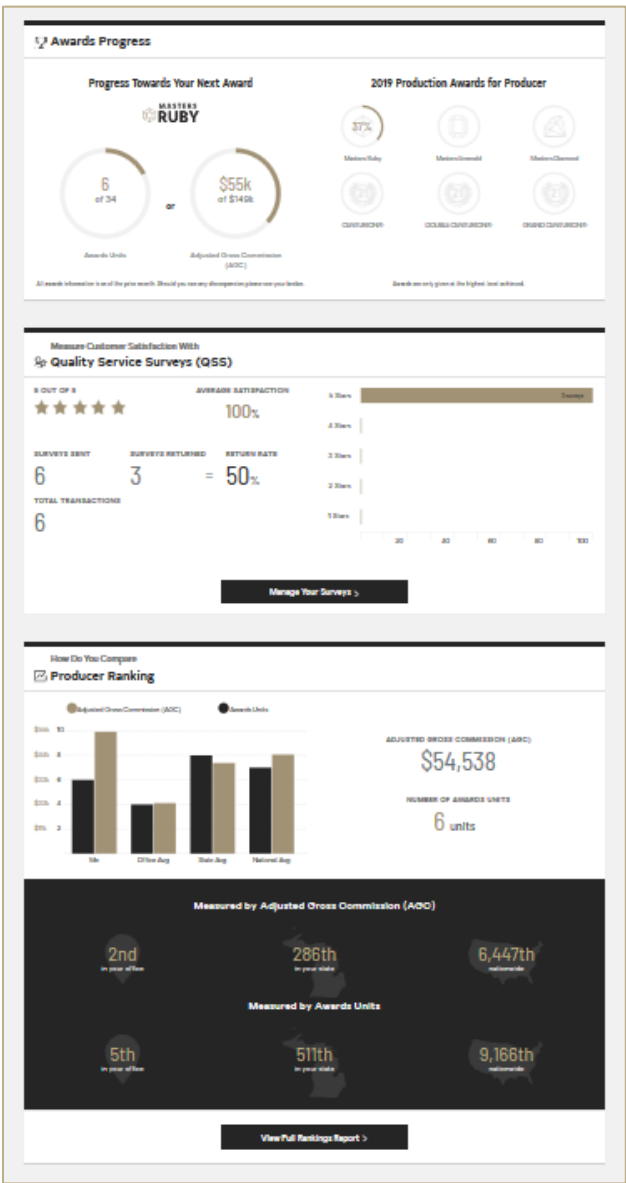
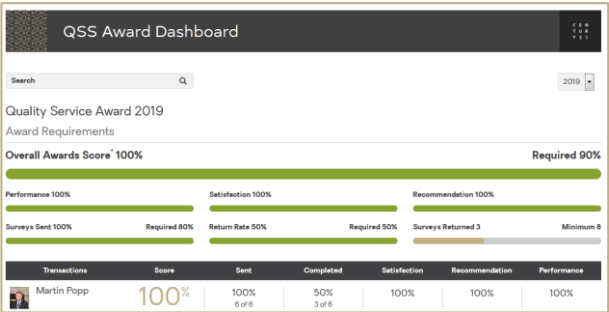
MEASURE YOUR SUCCESS

From the 21Online dashboard you can now track:

- Award Progress
- Customer Satisfaction
- Ranking



By clicking on the links provided in the My Success section of the 21Online dashboard, you can see more detailed information for all three categories.



CENTURY 21 QUALITY SERVICE SURVEY

RealSatisfied/Quality Service

A satisfied client is a great way to ensure a strong book of future business. A satisfied client willing to go on record about his or her experience is a fabulous tool for consolidating your position and gaining referral business! A dissatisfied client, willing to express the reasons for his or her dissatisfaction is an equally powerful tool and can be used to make targeted improvements that can ultimately increase your business.

The CENTURY 21® Quality Service Survey (QSS) allows you to do just that! Century 21 Real Estate LLC has teamed with RealSatisfied™ to provide an enhanced customer feedback program. This partnership provides:

- A comprehensive satisfaction survey, reflective of the transaction process from start to finish
- Customer testimonial syndication and publishing capabilities to century21.com, realtor.com, Facebook, Twitter and your personal websites
- The ability to benchmark results to the industry, highlighting service successes and to help uncover areas for improvement
- Complaint escalation process for quicker responses to critical consumer feedback

Agent Dashboard

RealSatisfied

Chrysa Hazelen
Real Estate Agent
The Chrysa Team
License: 00000000

Satisfaction 5.0 **Performance 5.0** **Recommendation 5.0**

About
Chrysa is a real estate professional in the real estate industry in 2019 and has been commended by both colleagues and clients. She is a top performer and is the best place to find Chrysa in on top of her team. Her goal is to meet your expectations and provide the best results.

Customer Reviews (2 total)

John W. | Seller
Satisfaction 5.0 Performance 5.0 Recommendation 5.0
Chrysa just made everything smooth for me & my sister.

Awards
Outstanding Service

Brokerage
Berkshire Realty
123 Main Street
Boston, MA 02100
(617) 555-1234

Areas Served
Areas: Cambridge, MA, Milton, MA, Boston, MA
Zip Codes: 02100, MA, 02101, MA, 02102, MA

Languages
French, Spanish, English

Certifications
GREEN Organization
Certified Residential Specialist

Specialties
Executive Properties, Townhouse, Land, Single Family

Are You Looking to Buy or Sell?
First Name, Last Name, Email Address, Phone, Message, Submit

Testimonial Syndication

Find a Local Agent **CENTURY 21 AFFILIATED** **MCNELL OFFICE**

My Client Testimonials

Martin Papp was outstanding could not have had a better home buying experience, everything was stress free and done in a very timely manner. - Brandon Fry, Brandon Fry

We were referred to Martin through a coworker of mine who had a great experience buying her first home with him a few years ago. Marty was kind, patient, and knowledgeable. We never felt rushed to make a decision, and he made himself available to us when needed. He was always willing to answer our questions and offer advice. We could not have asked for a better agent during our search for our first home, and he helped make the buying process smooth and fast. Thank you, Marty! - Christine Newander, Newander

I had been working with another agent prior to reaching out to Martin-- I was not impressed. I was talking to some friends about how things were going and that's when I received the name and if of Marty Papp. From the initial get-go, Marty setup a solid inquiry on the MLS and eventually got numerous open houses lined up and ultimately helped me every step of the way to getting to financing. - Lee Haselman, Haselman

Comprehensive Satisfaction Survey

Your Purchase : Satisfaction

Question	Answer	Level
Inspection/Open Houses	Excellent	5.0
Local Knowledge of area, communities and properties	Excellent	5.0
Negotiating the price and terms of the purchase	Excellent	5.0
The exchange of contracts and closing	Excellent	5.0
The handling of deposit money/misuse	Excellent	5.0
Attention to detail	Excellent	5.0

The Agent : Performance Ratings

Question	Answer	Level
Proble	Excellent	5.0
Understanding	Excellent	5.0
Friendly	Excellent	5.0
Patent	Excellent	5.0
Knowledgeable	Excellent	5.0
Helpful	Excellent	5.0
Trustworthy	Excellent	5.0
Professional	Excellent	5.0
Timely communications	Excellent	5.0
Clear communications	Excellent	5.0

CUSTOMER SATISFACTION AND LOYALTY

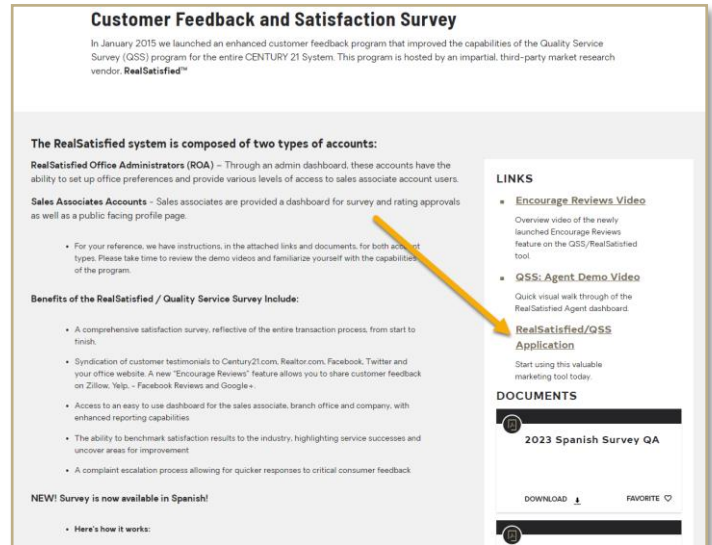
How a survey is sent:

Transactions that are closed in dash and have a valid client email address will auto-generate a survey to the client. If an email address is missing from the transaction data in dash, the sales associate will be sent an email from RealSatisfied requesting the missing information.

How to Access the RealSatisfied Dashboard

When logged into 21Online.com, click on Working with Clients > RealSatisfied/Quality Service

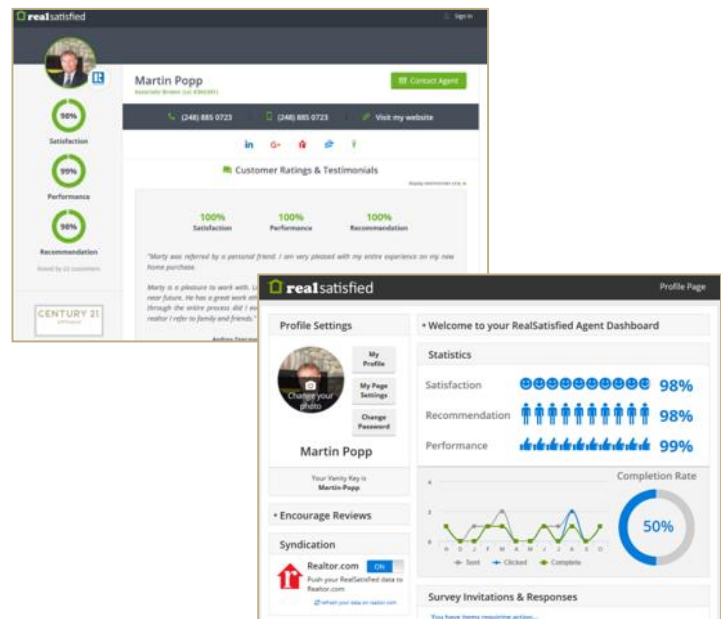
That will open a page about RealSatisfied to learn more and access promo flyers. To access the tool, look to the right of the page under Links. Click RealSatisfied/QSS Application to access the program.



This will open the Dashboard. Here you can edit Profile Details, Profile Page Settings, enable Syndication and send Survey Invitations.

To learn about using the Agent Dashboard click on Welcome to your RealSatisfied Agent Dashboard. This will open up the video tutorial link.

To view your RealSatisfied Agent Profile page click on the Profile Page tab located in top right-hand corner.



NATIONAL AWARDS AND RECOGNITION

CENTURY 21 Award Programs

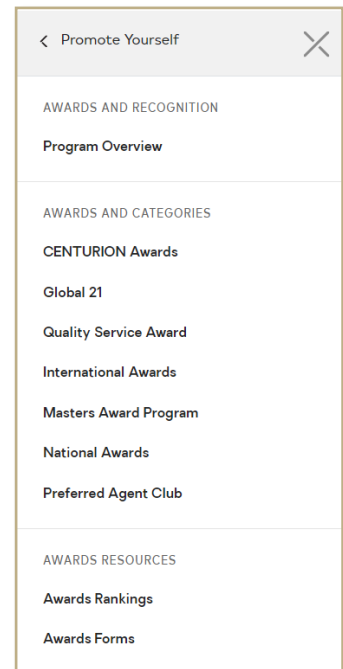
Good work deserves great rewards. The CENTURY 21® System Awards and Recognition Program gives companies, offices, teams, and individual producers the same outstanding opportunity to be recognized and honored for their achievements. The first step toward earning one of these distinguished performance-based awards is to learn about their related criteria and unique privileges.



More information on Awards can be found on 21Online under the Main Menu > Promote Yourself > Awards and Recognition

A sampling of the awards:

- Masters
- CENTURION®
- CENTURION Honor Society
- Quality Service
- Quality Service Pinnacle
- President's Award
- Dick Loughlin International Hall of Fame
- Top U.S. Individual & Team
- #1 Individual Producer – World
- Preferred Agent Club



For all the latest updates and news, visit the **#CENTURY 21 News** group on Workplace.



2023 PRODUCTION AWARDS LEVELS

Producers:

Masters:

Masters Ruby.....	\$165000 AGC or 34 Award Units
Masters Emerald.....	\$215,000 AGC or 46 Award Units
Masters Diamond.....	\$265,000 AGC or 59 Award Units

CENTURION

CENTURION®.....	\$320,000 AGC or 71 Award Units
DOUBLE CENTURION®.....	\$640,000 AGC or 142 Award Units
GRAND CENTURION®.....	\$1,335,000 AGC or 213 Award Units

Teams:

Masters Team.....	\$330,000 AGC or 72 Award Units
CENTURION Team.....	\$445,000 AGC or 108 Award Units
DOUBLE CENTURION Team.....	\$890,000 AGC or 216 Award Units
GRAND CENTURION Team.....	\$1,335,000 AGC or 324 Award Units

Offices:

Gold Medallion.....	\$1,925,000 AGC or 335 Award Units
CENTURION Office.....	\$2,830,000 AGC or 490 Award Units
DOUBLE CENTURION Office.....	\$5,660,000 AGC or 980 Award Units
GRAND CENTURION Office.....	\$8,490,000 AGC or 1470 Award Units

ACTIVITIES

ACTIVITY NINE

Send out a Golden Ruler Report

ACTIVITY TEN

Update Profile Information in the
RealSatisfied Tool

ACTIVITY ELEVEN

View the digital version of the @Home
Magazine

CENTURY 21[®] RESOURCES

HELP DESK INFORMATION

CENTURY 21 HELP DESK INFORMATION

CENTURY 21 Helpdesk: 877.221.2765 Option 1
or c21support@century21.com

CENTURY 21 Intranet Site: www.21online.com

Your Username: first.lastname@century21.com

Password Reset:

- Forgot Password Link on 21Online.com Login Page
- Reset Password Link in dash Admin's dash account

Xpressdocs Telephone:

877.977.3627 or email info@xpressdocs.com

Brand Studio Support

877.221.2765 or c21support@century21.com

MoxiWorks Support:

<https://education.moxiworks.com/>

Preferred Client Club Support:

800.876.1791 or email pcc@xpressdocs.com

Awards related questions:

C21awards@century21.com

www.century21awards.com

RealSatisfied Support:

<https://support.realsatisfied.com/>



HOUSE HABIT NO. 5

DREAM BIG

MOVE FAST

Real Estate is independently owned and operated

