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MASTERS FORMULA

AGENT CERTIFICATION PROGRAM

richardrobbins.com

Become a Masters Formula[®] Certified Agent today.

Learn to build a fun, predictable and highly profitable business that will outperform in any market conditions.

Featuring the most indepth real estate sales and business intelligence, Masters Formula[®] is designed to not only increase your production and effectiveness, but also specifically target **three crucial challenges** facing all Canadian agents today.

1. LEADS

Inconsistent lead generation and poor conversions.

2. VALUE

An inability to effectively communicate your value to consumers.

3. CHANGE

Learn to navigate change, noise and online clutter to focus on the right things, rather than everything.

“Success is not just knowing what to do, it’s doing what we already know.”

RICHARD ROBBINS

Program Overview

Masters Formula[®] Agent Certification is a 10 session program that combines in-class training with your broker, online learning with Masters Formula portal and group accountability for maximum results.

AGENTS WILL WALK AWAY WITH:

- A step-by-step plan for generating an abundance of high quality leads
- Improved sales and presentation skills for today’s new landscape
- Clarity and a laser sharp focus on goals that inspire and motivate you to take action
- A complete business and marketing plan tailored to your goals



Detailed Course Outline

COURSE
1

**RRI's 5 Non-Negotiables
for Real Estate Success**
*Building a Business that Serves the
Life of Your Dreams*

COURSE
2

**Marketing & Lead Generating Systems for
People You Know**
RRI's Lifetime Referral System 3.0

COURSE
3

**A System for Generating a 15-20% Return
on Your Database**
Designing Your Personal LRS Touch System

COURSE
4

**Marketing & Lead Generating Systems
for People You Don't Know | Part I**
*The Most Effective Low Cost Ways to Generate
New Business*

COURSE
5

**Marketing & Lead Generating Systems
for People You Don't Know | Part II**
*The Most Effective Low Cost Ways to Generate
New Business*

COURSE
6

**Strategic Influence, Lead Follow-Up
and Conversion Strategies**
*Mastering the Art of Influence to Convert
More Leads to Appointments/Contracts*

COURSE
7

Buyer & Seller Success Systems
*From Pre-Appointment Processes to Preparation
& the Consult (Includes buyer consult role play)*

COURSE
8

Listing Workshop
*Three Stages of a No-Fail Listing Presentation
(Includes all objection handlers)*

COURSE
9

**Mastering the Single Most Important
Metric in Real Estate**
*Learning to Embrace the Power of Planning
& Tracking, Simplified*

COURSE
10

**The Client Experience & the Secret
to Taking Consistent Action**
*Setting Yourself Miles Apart from the Competition
& Mastering the Art of Taking Massive Action*

WHAT YOUR CERTIFICATION INCLUDES:

- ✓ 10 Interactive, Engaging Modules
- ✓ 165 + Page Workbook Resource
- ✓ Online Portal Access for 12 Weeks
- ✓ Dozens of downloadable business tools, trackers, worksheets and marketing templates!
- ✓ RRI's world-class client service team

Ask your broker for details on how to get certified, or call an RRI Advisor anytime at **1.800.298.9587.**

