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MASTERS FORMULA CERTIFICATION

Educate, engage and
transform your agents'
businesses at every level.

MASTERS FORMULA

THE FORMULA®

TRAINING (KNOWLEDGE)

+

ACCOUNTABILITY (ACTION)

= RESULTS



Create champions that outperform in any market.

ABOUT MASTERS FORMULA®

The most in-depth, cutting-edge real estate sales intelligence, **Masters Formula®** is designed to increase agent production and sales effectiveness, as well as target the **three biggest challenges** facing all agents today.

① Inconsistent Lead Generation

Learn to generate an abundance of high quality leads, and more importantly, how to convert them.

② Reactivity and Time

Learn to treat your business like a business, and move from being reactive to proactive, putting you in the driver seat of your business and your life.

③ Uncertainty and Complexity

Learn to confidently navigate changing conditions, sift through the bombardment of choice for your clients and yourself, and get to the heart of what will work for you.

Train to teach, lead to inspire.



BROKER-LEADER CERTIFICATION COURSE

For brokers, managers, trainers and team leaders at every level.

Masters Formula® Broker-Leader Certification course equips you with the confidence, skills and tools you need to become an inspiring, engaging and impactful leader.

Combining advanced level leadership learning with Richard Robbins, with step-by-step lesson plans and accountability tools, we've taken the guesswork out of how to host a powerful training.

The easy-to-use, online platform gives you the flexibility to release content at your discretion, track your agents' progress (homework), pull reports and view test scores to identify areas for improvement for future coaching.

The Broker-Leader Certification Includes:

- ✓ **Broker-Leader Certification Course**
- ✓ **Exclusive Trainer Manual**
 - Trainer workbook
 - 165 page program workbook
 - Detailed lesson plans, agendas
 - Resources, tools, marketing
- ✓ **Advanced Manager Access**
 - Access to all courses
 - Content access for 1 year
- ✓ **Dedicated RRI Concierge Service and Support**



AGENT CERTIFICATION PROGRAM

For agents at any production level.

Masters Formula® Agent Certification is a 10 Session Program that combines in-class participation, online learning and accountability for maximum results and effectiveness.

Agents walk away with:

- A step-by-step system for generating high quality leads tailored to their strengths
- Improved sales and presentation skills for today's new real estate world
- Clarity and a laser sharp focus on individual goals, both personal and professional
- A complete business and marketing plan for breakthrough growth
- The inspiration and motivation to take massive action toward their goals

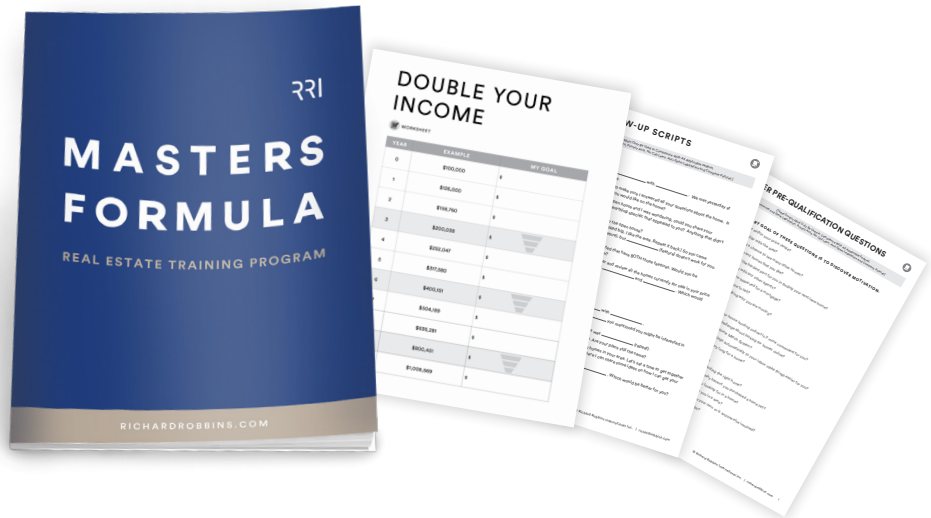
“*The greatest secret to success is not just knowing what to do... it's doing what we already know.* —Richard Robbins

The Agent Program Includes:

- ✓ **10 Session Training Course**
- ✓ **165+ Page Workbook**
- ✓ **Online Access for 12 weeks**
- ✓ **Downloadable Tools**
 - Business tools
 - Trackers
 - Worksheets
 - Marketing templates

Content Outline

AGENT PROGRAM



MODULE 1

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

MODULE 6

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

MODULE 2

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

MODULE 7

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

MODULE 3

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

MODULE 8

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

MODULE 4

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

MODULE 9

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

MODULE 5

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

MODULE 10

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

“...best online course that I have taken in real estate.”



“This was probably the best online (maybe even offline) course that I have taken in real estate. Richard is very thorough and one can tell that a lot of thought and effort was put into this program. I am almost finished watching all the videos again and reviewing the information. As Richard would say, repetition is the key to learning.”

- Lambros B. Demos

Royal LePage Realty Plus | Mississauga, ON

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Client Reviews

“Agents are loving the program.”



“I’ve been in the business 30 years and have seen a lot of training, but nothing compares to how much my agents and I have enjoyed Masters Formula®. Richard teaches agents how to run a business not just how to be an agent. He is such a fantastic instructor and I’ve been a fan of him and his company for a long time.”

- Noel Coppins

Co-Owner of RE/MAX Jazz, RE/MAX Broker/Owner of the Year for all of Canada in 2012

“The best way for agents to learn.”



Too many brokerages try to do training for their agents but don’t have a structured program. Masters Formula® allows us to have that structure and develop relationships with agents ourselves instead of a third party. The way it’s delivered, in 3-6 minute videos, is the best way for people to learn.

- Paul Baron

Broker of Record and Owner of CENTURY 21 Leading Edge Realty Inc., #1 CENTURY 21 firm in Canada in both production and units for the last six consecutive years

Learn the secrets and systems for building a thriving real estate sales business in today’s new world.

Call us today at 1.800.298.9587.



Trusted expertise.
Proven results.