



RR

# RICHARD ROBBINS INTERNATIONAL

“ The greatest secret to success  
is not just knowing what to do,  
it’s doing what we know. ”

- Richard Robbins





## SO, WHAT IS RRI?

Glad you asked —Richard Robbins International Inc. (or “RRI” for short) is a world leader in recognizing unrealized potential in good real estate professionals and turning them into industry trailblazers.

We’ve been providing revolutionary sales and business training solutions to not just real estate agents and brokers but also team leaders at all levels, since 1998.

Plus, a countless number of clients enjoy access to our training programs via three primary channels – products (both online and offline), events, and customized coaching.

“

**You’ll achieve more than what you set out to with RRI.**

**Darin Germyn**  
Surrey, BC

*Top 2% of Fraser Valley REALTORS®  
2015-Present*



# BUSINESS COACHING

## HOW BUSINESS COACHING WORKS

We all do great things when we're inspired, whether it's building a house or closing a big sale. Everyone knows this. But staying inspired—now, that's something else.

That's why RRI's coaching philosophy starts with sparking your inspiration. And it's also why RRI's business coaching has helped over 7,000 real estate professionals achieve untold success.

What's more—they're all having fun while doing it.

## THE NUMBERS

**7,000+**

RRI Coaching Graduates

**\$414,779**

RRI Coaching Member Average  
Yearly Income\*

**\$1,095,408**

RRI Team Coaching Average  
Yearly Income\*

\*Based on 2017 results for coaching  
members who were active in coaching  
for 12 months or more.





## THE RRI DIFFERENCE

When it comes to making the most of Canada's fast-changing real estate markets, there's no shortage of ways to learn.

So what makes us the best?

**We don't just teach, we transform.**

*The result?*

Our clients go on to lead the lives of champions.

“

I've worked with RRI for many years ...fantastic support and guidance throughout all aspects of real estate.

**John Jennings**  
West Vancouver, BC

*MLS Medallion Club Life Member  
Royal LePage Sussex-John Jennings*



“I now have a business that I can sell or partner with the next generation.

“I started coaching with Richard Robbins International 12 years ago. At that time, I was earning approximately \$150,000 per year and was working endless hours. ... This changed when I attended an RRI seminar and joined coaching. My career has grown from a single person operation to a team where every member receives coaching. I now have a business that I can sell or partner with the next generation.

My only regret is that I didn't know to start coaching earlier in my career!

**Carol Lome**  
Toronto, ON

Chairman's Award | Gairdner Award | Diamond Award  
1<sup>st</sup> in Units Sold and 2<sup>nd</sup> in Dollar Volume for 2017  
Johnston & Daniel, a Division of Royal LePage R.E.S. Ltd., Brokerage.  
Top 1% on TREB for Total Dollar Value of Listings Sold on MLS



“As real estate professionals, while we are surrounded by people all the time, ultimately we are in it alone. So having a coach has helped me have a solid business and kept me accountable and on track.

Since joining coaching in 2013, not only am I enjoying more income and a balanced life through systems and efficiencies, I have also found incredible value in the RRI Membership. I believe you are the average of the five people you spend the most time with and RRI allows me to spend time with top producing agents. It's crucial to helping me build a strong business and a beautiful life.

**Steven Ho**  
Mississauga, ON





# Agent Coaching

## INCLUDES:

- ✓ Bi-weekly one-on-one calls (30 minutes)
- ✓ Bi-weekly “Live” Group Training/Q & A with Richard Robbins
- ✓ 2 Masters Academy VIP Passes Per Year
- ✓ Masters Formula Online Training/Resource Portal
- ✓ Exclusive RRI Member Community Facebook and Special Events

## YOUR RRI COACH WILL HELP YOU:

- Develop your unique value proposition designed to help you attract more listings
- Create systems for your seller, buyer, listing and marketing campaigns to run smooth and seamless
- Build a business plan that focuses on the activities that generate more income, in less time
- Track key business metrics that analyze your results in real time allowing you to clearly identify efficiencies and/or missed opportunities
- Teach you how to navigate changing markets and unexpected circumstances
- Build your skill level at every sales step to generate and convert more leads to appointments, and appointments to transactions
- Identify and implement lead generation techniques that suit your personality and business style
- Understand your finances to create a profitable and sustainable business that serves the life you want to live



# Team Coaching

## INCLUDES:

- ✓ Bi-weekly one-on-one calls (60 minutes or as determined by Coach/Team Leader)
- ✓ Bi-weekly “Live” Group Training/Q & A with Richard Robbins for Entire Team
- ✓ 2 Masters Academy VIP Passes Per Year
- ✓ Masters Formula Online Training/Resource Access for 5 Team Members
- ✓ Exclusive RRI Member Community Facebook and Special Events

## YOUR RRI TEAM COACH WILL HELP YOU:

- Navigate all aspects of Agent Coaching as required
- Create a team value proposition designed to attract quality agents
- Create/implement systems required for a high-performance team
- Train your administrator (admin team) on systems, prioritization and organization
- Implement a customized hiring process to ensure the right fit
- Understand team finances and the best reporting methods to identify true profit
- Design compensation models designed to increase team profitability
- Create a structure for highly effective team meetings that promote full engagement
- Track 20+ key metrics to analyze efficiencies and identify areas for improvement
- Develop team leader's leadership skills in order to inspire the team
- Harness the power of team dynamics and personalities to increase productivity
- Design customized lead generating and conversion scripts
- Build the skill levels of all sales members on the team

**Register Today. Special Event Savings.**  
**1.800.298.9587**

Let's build the business you've always wanted, together.



World-Class Real Estate  
Learning Academy