

RR

# TEAM LEADERSHIP ACADEMY

Next Level Growth for Canada's Top Teams

**MAY 15 & 16, 2019**

Hotel X Toronto, ON

[richardrobbins.com/TeamAcademy](http://richardrobbins.com/TeamAcademy)



## 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 real estate agents, brokers and teams at all levels, since 1998. Plus, a countless number of clients enjoy access to our programs through three primary channels – online training, live events and customized coaching.

## WHAT MAKES RRI DIFFERENT?

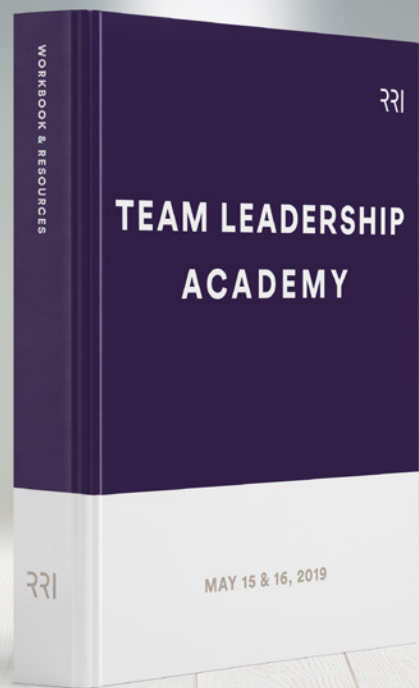
When it comes to making the most of Canada’s fast-changing real estate markets, there’s no shortage of ways to learn. So what makes us the best?

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

## THE RESULT:

RRI clients go on to build exceptional businesses while living the life of their dreams.





# Next Level Growth for Canada's Top Teams

## WHAT IS TEAM LEADERSHIP ACADEMY?

As a real estate team leader, you face a unique set of challenges in your business with new ones creeping up daily. Your responsibilities span a broad range at any given time from salesperson, manager, motivator, leader, recruiter, trainer, to CEO and CFO.

Balancing these wildly different roles and leveraging yourself through people and process requires **passion, strategy, insight and tools**. It's our mission to bring cutting-edge solutions to your real time challenges while making sure you walk away with useable action plans and tools to implement with ease and simplicity. **This is what RRI's premiere Team Leadership Academy is all about.**

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INNOVATION

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LEADERSHIP

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IMPLEMENTATION

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## **RICHARD ROBBINS**

CO-FOUNDER, CEO | RRI

As co-founder and CEO of Canada's leading real estate training and coaching organization, RRI (Richard Robbins International) has coached over 10,000 agents and top teams and amassed over 300,000 audiences at RRI events to date.

Best described by his audiences as a true integrity-powered leader, Richard Robbins has led his organization for over two decades as one of North America's most preeminent authorities on real estate sales and business performance.

A business mentor, a sought-after expert in personal and professional development, and author of *Deliver the Unexpected: And 6 Other New Truths for Business Success*, Richard was also recently named "Industry Icon" by REP (Real Estate Professional) Magazine.



## **DANA RICHARD, MEd, BASc, CMC**

DIRECTOR OF COACHING | RRI

As head of RRI's acclaimed coaching division since 2004, Dana's exceptional educational background combined with 30+ years of experience as a successful agent, broker-owner, business coach and leader, have made him one of North America's most sought-after real estate business coaches.

Passionate about helping others build confidence in their business, Dana's greatest gift is his ability to help others unlock their potential for exponential growth. With a laser sharp focus on working solely in a client's sweet spot, Dana teaches clients to eliminate difficulty and simplify their businesses, on their terms.





# Agenda Overview & Key Deliverables

## CULTURE & LEADERSHIP

### The Foundation of a Remarkable Real Estate Team

- Know exactly where you are now (in the industry, in your market, in your team, in your business and in your life) to develop a strategic road map to get you where you want go in the future.
- Identify your team's X factor and why your team exists.
- Create a winning team culture rooted in continuous learning, innovation and growth.
- Create a team charter document that inspires with vision, guides daily decisions and bonds your team through shared philosophies and values.
- Learn the “must-have” qualities and habits of a leader people want to follow.

## EXPONENTIAL GROWTH

### Building & Retaining a High Performance Team

- Develop an authentic team value proposition designed to attract “A” players.
- Implement customized recruiting systems designed to help you hire fast, easy and right, the first time.
- Managing vs. leading: Knowing the difference and when to be great at both when needed.
- Accountability techniques that any leader can implement to inspire sales and admin team members to exceed goals and expectations.
- Learn to harness the power of your team's dynamics and personalities to increase productivity and happiness levels.
- Red carpet onboarding and team training made simple.

## METRICS & MONEY

### Measure What Matters & Increase Team Productivity

- Implement 20+ key metrics in your business to analyze efficiencies and instantly reveal areas of improvement.
- Demystify leads vs. inquiries and implement conversion strategies for both.
- Understand the role, rules and ROI of an ISA (inside sales associate).
- Optimized lead conversion journeys for offline and online leads.
- Lead distribution systems that motivate response times, encourage diligent follow up and improve results.
- Keys to compelling compensation models designed to increase profitability.
- Advanced level team financial reporting that reveals true profit.
- Innovative time and self management strategies to master leadership of ourselves.

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

"I started coaching with RRI 12 years ago. At that time, I was earning approximately \$150,000 per year and worked endless hours. This changed when I attended an RRI seminar and joined coaching. My career grew 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** | Lome Irwin Real Estate Team | Toronto, ON

*Top 1% on TREB for Total Dollar Value of Listings Sold on MLS  
Chairman's Award | Gairdner Award | Diamond Award*



## ...RRI taught us to transition from sales agents to business owners.

"We were top producing agents for many years, but RRI taught us to transition from being sales people to business owners. We now have thorough understanding of our costs, profitability and all of our numbers, which in turn generated a far superior listing presentation. We have continued to dramatically increase our numbers every year since coaching with RRI. We have a far better understanding of the business that, looking back, I can't believe we survived without."

**John Hripko** | Hripko Nelson & Partners | Calgary, AB

*Top 1% in North America since 1991 | Over 130 Transactions, 2018*



## My team and I would never sell 150-200 units a year without RRI.

"I would highly recommend RRI for any type of team training. My team and I would never sell 150 - 200 units a year without them. They not only provide the experience and insights, but also back it up with the tools and step-by-step implementation for my team to make all of the concepts a reality right away."

**Patricia Guernsey** | Guernsey Team Real Estate | Belleville, ON

*Top 1% in Canada #140 | Chairman's Club 2009, 2012*







Courtesy of Library Hotel Collection

## EVENT DETAILS

Dates: May 15 & 16, 2019 *(Wed/Thu)*

Times: 8:00 am - 5:00 pm *(Both Days)*

Light Breakfast, Lunch and  
Snacks Included

Venue: **Hotel X Toronto**

111 Princes' Boulevard  
Toronto, ON M6K 3C3

RRI Room Block Rate:  
\$315 +/-night\*

*\*Rooms are not included  
in the investment.*

## APPLICATION PROCESS

This event is reserved for **100** of Canada's top team leaders and partners. There are minimum production requirements to attend and an application process.

## Connect with an RRI Team Advisor Today

To learn more about the application process or for more details, contact an RRI Team Advisor.



**1.800.298.9587**



**teams@richardrobbins.com**



Trusted expertise.  
Proven results.