



RR

# MASTERS ACADEMY

REAL ESTATE CONFERENCE

Proud Sponsor



**NORTH TORONTO, ON**

November 19 & 20, 2019

Universal Eventspace, Vaughan, ON



# MASTERS ACADEMY

VANCOUVER | JUL. 9 & 10, 2019







## Where Canada's Top Producers Go To Learn

Real-time, real estate sales  
and business intelligence  
at its finest.

For two days, you'll join handpicked industry leaders from across the country to discover how the best-of-the best develop their businesses and plan for the future.

Masters Academy 2019 is about getting better and mastering the skills you need to build a profitable business that will outperform in any market.

It's about creating a manifesto for exactly where you want to go, both personally and professionally, and how you will get there.

## IDEAS

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## INNOVATION

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## RESULTS

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## PROCESS





# 2019 Agenda Highlights

| DAY 1  | Tuesday, November 19 <sup>th</sup> , 2019<br>6:00 am Registration   8:30 to 5:00 pm |
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| <b>SESSION 1</b><br><b>RRI's Indisputable Pillars of Real Estate Success</b><br><i>Building the foundation for which all things are possible.</i>  |   |
| <b>SESSION 2</b><br><b>The Most Effective Value Propositions for Buyers and Sellers</b><br><i>Learn to personalize your presentations for breakthrough results: Answer key questions before they're even asked, and customize your presentation to suit your potential client's personality and preferences.</i> |   |
| <b>SESSION 3</b><br><b>Creating Predictable Growth in Your Repeat &amp; Referral Business Database 2.0 System</b><br><i>A database communication system that will generate the highest ROI compared to any other marketing strategies.</i>   |   |
| <b>SESSION 4</b><br><b>2020 Marketing Strategies to Attract New Business in Our Noisy World</b><br><i>Identifying the most effective strategies to capture attention, and attract new business.</i>  |   |
| <b>SESSION 5</b><br><b>Conversion Systems for Offline and Online Leads</b><br><i>Massively increase your lead follow up results: We give you the how, when, and what to do to make it happen.</i>  |   |
| <b>SESSION 6</b><br><b>Learn to Connect Not Just Communicate</b><br><i>Discover the #1 communication strategy designed to build trust, rapport and lasting relationships.</i>  |   |

| DAY 2   | Wednesday, November 20 <sup>th</sup> , 2019<br>7:30 am Doors Open   8:30 to 5:00 pm |
|---|---|
| <b>SESSION 1</b><br><b>Influence and Negotiation Skills</b><br><i>Learn how to use education as a tool to negotiate and influence; become a sought after expert in your market.</i>           |   |
| <b>SESSION 2</b><br><b>(Free) Marketing Ideas That Will Get Your Phone Ringing!</b><br><i>Easy-to-implement marketing ideas that anyone can execute for great results.</i>                    |   |
| <b>SESSION 3</b><br><b>Deliver More Value and Give Yourself a Raise</b><br><i>Understanding the psychology of pricing and learning the power of choice.</i>                                   |   |
| <b>SESSION 4</b><br><b>Fundamentals of High Performance and Financial Mastery</b><br><i>Doing more with less time, money and effort. Focusing on the right things rather than everything.</i> |   |
| <b>SESSION 5</b><br><b>Genius Panel</b><br><i>Lessons from Canada's top producing agents and team leaders.</i>  |   |
| <b>SESSION 6</b><br><b>The #1 Secret to Your Best Year Ever</b><br><i>Identify exactly what you need to do tomorrow, next week and next month to achieve your dreams.</i>                     |   |



## Rave Reviews



**“Built a million dollar business and had fun doing it.**

For nearly 20 years, Richard's passion to make a difference continues to help build my business, but more importantly, I have more free time than ever to give back.

**Mary Roy**, Pickering, ON  
Top 1% RE/MAX Canada  
Top 100 (#80) RE/MAX Teams



**“You'll achieve more than what you set out to...**

I see the world through a different lens now. I would have never imagined I'd be where I am, at age 32, just eight years in the business. You'll achieve what you set out to achieve, and more, with RRI.

**Darin Germyn**, Surrey, BC  
#1 Top Producing Agent, Individual  
Macdonald Realty



**“The events have changed my life.**

Masters Academy gets you in the right mindset and teaches you to treat your business like a business.

These events have changed my life.

**Steven Ho**, Mississauga, ON  
Better Homes & Garden



**“...simple, relevant and produces results.**

I love Masters Academy.

It's Canadian content that gives you systems that are simple, relevant and produce results!

**Jennifer Bourikas**, Oakville, ON  
Sales Professional and Centurion  
Award Level

A man in a dark blue suit and white shirt is speaking on a stage, gesturing with his right hand. The background is a large, curved, light purple structure. The foreground shows the silhouettes of an audience.

Register Today.  
Limited Seats.

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Proven results.