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# RICHARD ROBBINS INTERNATIONAL

MEDIA KIT

### About Richard Robbins International Inc. (RRI)

Established in 1998 by founder and CEO, Richard Robbins, RRI's customized methodology understands the importance of surpassing sales goals without compromising quality of life.

Having served hundreds of thousands of professionals, RRI's mission *"To deliver the highest quality real estate training and coaching services to our clients with a relentless commitment to helping them build great businesses and inspired lives,"* struck a chord with those in the real estate space garnering \$50 million in revenue in the company's first decade and boasting a remarkable 3000% growth.

### About Richard Robbins

Richards Robbins is no stranger to the high-octane sales world. An epitome of a true success story, Robbins, born in a small rural town in Ontario (Canada), decided to break into real sales at the young age of 24.

**RRI's unique methodology understands the importance of surpassing sales goals without compromising quality of life.**





Driven and eager for a challenge, in 1989 Robbins opened his first real estate brokerage in Toronto just four years after entering the industry and in the midst of a real estate crash.

Within three years, Robbins ranked among top 1% of all Greater Toronto Area REALTORS® and his brokerage captured 12% market share. Also, with Robbins' leadership and mentorship, his agents went on to achieve the "highest production per agent" of any brokerage within its trading area.

Discovering his talent for speaking and inspiring others to attain their own goals, Robbins decided to take his passion to the broader real estate and global business world through unique and engaging events. This led to the genesis of Richard Robbins International Inc., now Canada's preeminent real estate coaching and sales training organization.

Celebrating over 20 years, RRI is poised to continue to motivate, inspire, and encourage real estate professionals worldwide having reached over 300,000 audience members to date.

“  
The great secret  
of success is not  
just knowing what  
to do... it's doing  
what we know.

”

*Richard Robbins*





## RRI Tribe and Social Reach

Richard Robbins International continues to have a global impact in a locally focused industry. RRI influences real estate professionals both nearby and worldwide with multi-day events, insightful market analysis, engaging media efforts and a constant desire to help improve and reshape this profession.



## By The Numbers

Marketable Email Subscribers: 29,000+

Facebook Audience: 16,000+

Twitter: 10,000+

Instagram: 8,000+

Podcast Downloads: 6,000+

YouTube Subscribers: 3,100+

YouTube Views: 250,000+



**Trusted Expertise.  
Proven Results.**

## **RRI CHARTER**

### **Our Mission**

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To deliver the most impactful, innovative real estate training and coaching services with a relentless commitment to helping you build a great business and a great life.

### **Philosophies We Live By**

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We care.

We deliver the unexpected.

We do what we say we are going to do, when we say we are going to do it.

We know we won't always do things right, but we will always do the right thing.

We make the complex, simple.

We work together as a single world-class team.

We don't hire people; we invest in people who believe in what we do.

We know our greatest opportunities often appear first as challenges.

We know everything we do, counts.

### **Who We Are**

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Fun-Loving

Curious

Lifelong Learners

Truthful

Purposeful

Productive

Mindful





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MASTERS  
ACADEMY

**Toronto**

November 19-20, 2019

**Vancouver**

July 9-10, 2020



## Deliver the Unexpected: And 6 Other New Truths For Business Success

“Richard’s insights are exactly what entrepreneurs need to read to transform their business in today’s new reality.”

—Margaret Kelly, CEO of RE/MAX International

“Deliver the Unexpected is an absolute must read for any entrepreneur serious about changing the game.”

—Robin Sharma, Author of the #1 Bestsellers

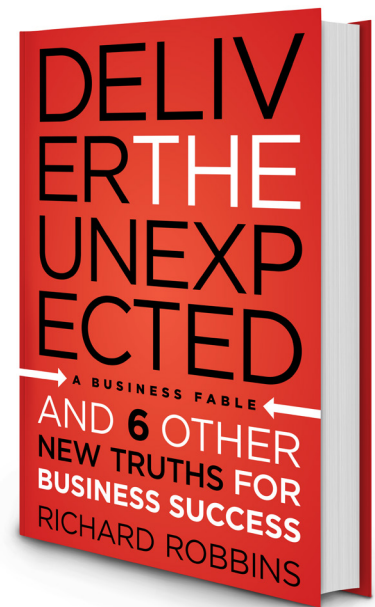
*The Leader Who Had No Title and The Monk Who Sold His Ferrari*

“This is a terrific book—entertaining, insightful, and fast moving. You learn a series of proven, practical methods and techniques to help you build and run a more profitable business.”

—Brian Tracy, Chairman and CEO of Brian Tracy International

“Anyone can beat up common wisdom. The trick is building something better in it’s place and Robbins has done it —big time. Highly recommended.”

—Michael Port, Author of *The Contrarian Effect*





**For further information, please contact:**

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