



RR

MASTERS ACADEMY

2020 **VIRTUAL** REAL ESTATE CONFERENCE

LIVE ONLINE

November 17–19, 2020



The future is
bright. Together,
it's brighter.

Real-time, real estate sales and business intelligence for **today's environment.**

Join an elite group of top real estate professionals for three days of rapid-fire actionable advice, practical strategy and industry insights from some of the brightest minds this industry has to offer.

Nowhere else will you experience an online gathering of such high calibre talent in one conference.

Virtual Masters Academy 2020 is about getting better and mastering the skills you need to build a profitable business that will outperform in any market and under any circumstances.

IDEAS

INNOVATION

RESULTS

PROCESS

Why Attend this Virtual Conference?

1

FAST-PACED, CONTENT-RICH SESSION FORMATS

Designed specifically to combat screen fatigue and keep you engaged.



Small Giants

5-Minute Small Ideas that are Having a Big Impact



Lightning Rounds

12-Minute Rapid-Fire "How-To" Talks



Genius Interviews

Live Q & A with Real Estate Trailblazers and Experts



Tool Time

Roll Up Your Sleeves & Do the Work to Lock in Learning

2

RELEVANT, REAL ESTATE SALES AND BUSINESS INTELLIGENCE

What every agent must know to thrive in today's new normal.

- Current industry trends, real estate's biggest challenges and a glimpse into the future of real estate post-quarantine.
- The most cost-effective, actionable real estate lead and marketing strategies that will generate results in your business today and into the future.
- The step-by-step processes for implementing these lead and marketing strategies immediately into your business.

3

INTERACTIVE EVENT EXPERIENCE

Interactive sessions designed to ensure your questions are answered.

- Small breakout sessions give attendees the opportunity to network and learn from real estate professionals worldwide.
- Live question and answer sessions with select speakers, trainers and panelists will ensure your needs are addressed.
- Carefully crafted tools and exercises designed to help you to walk away with a complete 2021 Success Plan.

A Few Featured Presenters



RICHARD ROBBINS

Founder, CEO | Richard Robbins International (RRI)
one of North America's top real estate training and
coaching organizations with 10,000+ coaching grads and
300,000+ RRI conference attendees and counting.



SCOTT STRATTEN

President | Unmarketing
A sought-after authority on all things marketing and
author of five best-selling marketing books including
Unmarketing and *Unselling: The New Client Experience*.



KIM HEIZMANN

Top Producing Real Estate Sales Professional
Top 1% C21 Cda | C21 Associate of the Year | Board
President



NATHAN DART

Team Leader | Dart Homes
Top 100 RE/MAX US, Top 5 Teams in Maryland
Over \$200 Million in Real Estate Sold



TAYLOR HACK

Team Leader | Hack & Co Real Estate Team
#1 on Review Site, RankMyAgent.com, #1 Team at
RE/MAX River City | Top 2% of all RE/MAX Agents



DENISE MAREK

Award-winning speaker, internationally acclaimed
worry management expert and creator of the CALM™
methodology for worry-free living.

A Few Topic Highlights

How to Generate 20 Transactions for Every 100 Supporters in Your Database (a 20% Return)

Designed to take the guesswork and uncertainty out of wondering where your business will come from each year, you'll learn Richard Robbins' three-part, proven Lifetime Referral System for generating a predictable and consistent stream of high quality leads.

Cost-Effective, Easy Marketing Ideas that Generate New Leads Outside of Your Database

A thriving real estate business needs a healthy mix of both new leads and repeat/referral leads. You'll learn the most cost-effective, offline and online marketing ideas that generate fresh leads for new business, and grow your database of supporters.

Unselling: Leveling the Playing Field with a New Customer Experience

Unselling with marketing expert, Scott Stratten, is about the bigger picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Learn what you need to do to become "the" go-to agent for something, before clients even need you.

Why Online Reviews Matter More Than We Think and Turning Reviews to Revenue

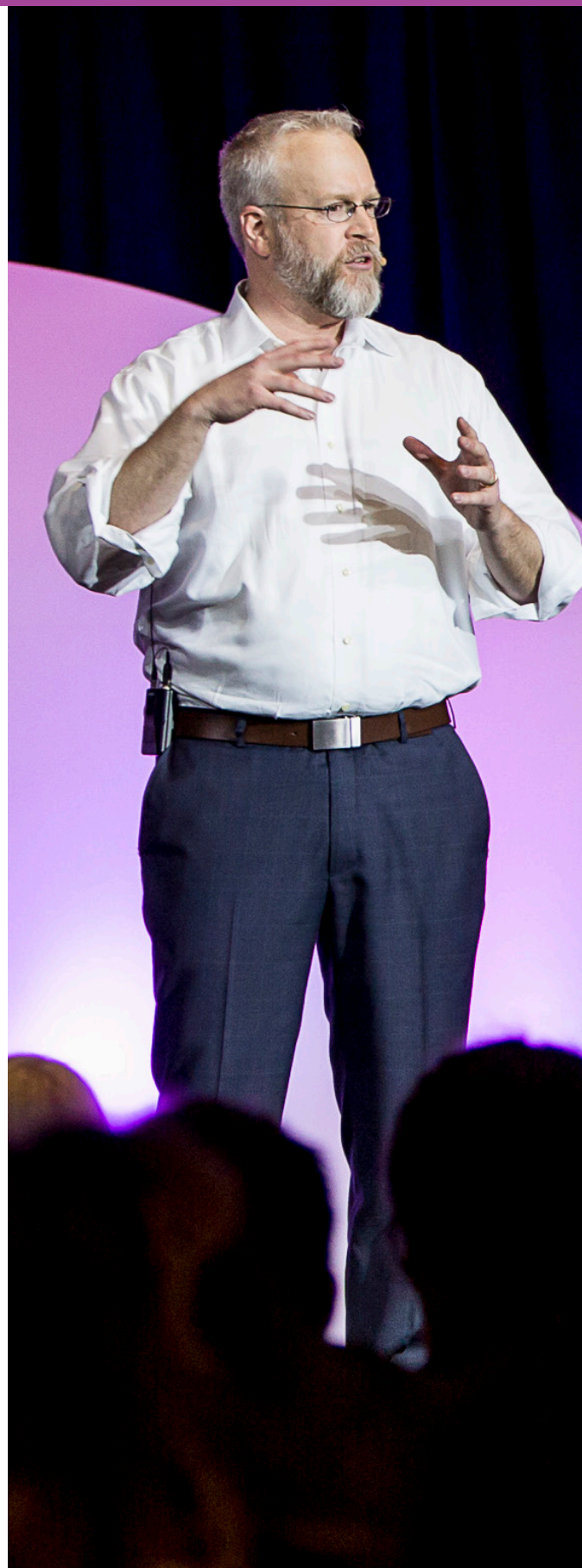
Client reviews whether on Google or other top-rated sites like RankMyAgent.com add tremendous credibility to your business while leveling the playing field in a highly competitive, digital space. Learn this digital expert's step-by-step process for getting reviews and more importantly, how he transforms these reviews to revenue.

The Do's and Don'ts of a Productive Geographical Farming Campaign Today

Discover the lessons learned from this top producer who's farming campaign that had always produced results, stopped working, almost overnight. He'll share exactly what he did to tweak the campaign and rewrite the copy that got his lead results back and better than ever!

An Entrepreneur's Guide to Reducing Stress and Worry

What we are facing today is very real. This current pandemic has changed things for all of us. Yet, even now, there is hope and opportunity. However, to seize opportunity, you need to be able to see opportunity. In a heightened state of worry and anxiety, our thinking can become impaired. Learn three simple cures to "what if" thinking and a proven process to move you from worry-filled to worry-free.





Rave Reviews



“**My business has grown rapidly due to the systems, training and networking.**

The culture is also something that keeps me coming back as colleagues across the country are willing to share what works and doesn't work for them in their area. I wouldn't be where I am today without Richard, his team and the amazing Realtors I call friends.

Elizabeth Chi, Fort St. John, BC
Centurion Award, #74 Top Producers
by production Century 21 Canada,
Top 1% in Century 21 Canada



“**An unbelievable community of top agents willing to share.**

RRI offers not only the best coaching in the business but access to an unbelievable community of top agents all willing to share their secrets and help each other grow.

Mike Kearns, Thornbury, ON
Royal LePage Locations North
Top 1% Royal LePage
Chairman's Club
1000+ Homes Sold

GOOGLE REVIEWS

Jason Reynolds



Amazing, inspiring, real life information that is relatable and scalable. We love the energy of these events and can't wait for the next one. I've successfully signed up for the coaching program and look forward to learning and growing with RRI for many years to come.

Tanya Haughey



Best 2 days spent with Richard Robbins and his amazing community of successful Realtors. Everyone was so willing to share what works for them. I have 2020 vision moving into 2020! Thank you RRI!!

Roger LeBlanc



Excellent sessions, great presenters and relevant and timely content that I can apply with my clients. Best of all networking with people from all over North America and making new friends.

Rose Swann



Everything you need in one place! They will get your business on track, your head and in the right space, give you cutting edge ideas to move forward, & awesome networking opportunities, all while having a blast.

A man in a dark blue suit and white shirt is speaking on a stage. He has his right hand extended outwards. The background is a large, curved, light purple screen. The foreground is dark, showing the silhouettes of an audience.

Register Today

Virtual Masters Academy 2020

November 17 – 19, 2020

11am to 5pm ET Day 1, 2

11am to 3pm ET Day 3

FOR TICKETS

Call 1.800.298.9587 | Online at RichardRobbins.com or

Email: Info@richardrobbins.com