

# IDEAS IN ACTION MASTERMIND

May 11 & 12, 2021  
11:00 - 5:00 PM ET | Virtual



## ABOUT THIS EVENT (IAM)

As a real estate professional, you face a unique set of challenges in your business, especially in today's changing times. Your roles span a broad range on any given day from advisor, lead generator, salesperson, marketer, trouble-shooter, client manager to motivator, leader, recruiter and trainer; not to mention CEO and CFO of your business.

Balancing your wildly different roles and constant change is no easy task. Your success and happiness requires ongoing, **real time business and market intelligence, ideas & insights from a source you trust.**

**This is what IAM (Ideas in Action Mastermind) stands for.**

It's about discovering what's working, what's not working and what's next in this great industry to make sure you're staying ahead of the curve rather than playing catch up.

## THE FORMAT

This virtual experience will feature timely content all agents need to learn delivered by hand-selected speakers and real estate professionals sharing "ideas in action" that are garnering results today. Each learning session is followed by a small group mastermind to lock in learning and foster aha moments.



# CONNECT, SHARE & LEARN VIRTUALLY

## WHY IS THIS EVENT SO IMPORTANT?

These are extraordinary times in our world and the impact of the pandemic and economic factors on real estate changes almost weekly. You need current, reliable, actionable advice to keep up and stay ahead; this is non-negotiable.

However, more important than this is your need to take time for you. Time to reconnect with friends and colleagues to share your experiences, good and bad, learn from each other, help each other and to be that person who makes a difference for someone else, which in turn, makes a difference for you.

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## INNOVATION

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## IDEAS

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## ACTION

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# 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.



## **DOUG BOLGER**

Founder, CEO | Learn2

On a mission to change the way the world learns, Doug Bolger is an award-winning speaker, facilitator and will help you fall in love with learning and connection.



## **DR. ELAINE CHIN**

Founder and CEO of the Executive Health Centre, Dr. Chin is a well-respected authority and expert on the state of the pandemic and vaccine sentiments.



## **TAMER MECKY, B.COMM**

Belleville, ON

An award-winning agent with a passion for creating exceptional client experiences.



## **SYDNEY FAIRMAN**

Cobourg, ON

A consummate professional with an eye for design, detail and excellence, Sydney has achieved unprecedented growth since her sales career began just 5 years ago!



## **EMMA STEWART**

Fraser Valley, BC

Top 10% Fraser Valley Real Estate Board with over 90% of her business consistently generated from her database of raving fans

# Featured Presenters (continued)



**TOM & TARA LYONS**

Belleville, ON

On track to surpass their 2020 transactions before the end of Q2 2021, this dynamic duo is the ideal blend of tech and traditional when it comes to marketing success.



**MARK ARNSTEIN**

North Toronto, ON

Based in one of the hottest (and largest) markets in Canada, Mark takes excellence to a whole new level when it comes to serving his clients and community.



**PETER BROUWER**

Halifax, NS

With 85+ transactions last year alone, this east coaster fan favourite has created a turn-key farm marketing machine that produces consistent results!



**COREY MCEWEN**

Sherwood Park, AB

A multi-award winner, real estate investor and former youth pastor, Corey's impactful impression make him a memorable standout in his local community and "the talk" of his clients.

# Key Topics Covered

## BUILDING A FUTURE-PROOFED BUSINESS, YOUR WAY

RICHARD ROBBINS

Decades of research and work with thousands of top performers worldwide have gone into the creation of The RRI Way: A proven 5-step process designed to help you overcome any obstacle, including yourself, so you can build not only a thriving real estate business, but more importantly, a life you love. **Imagine being given the keys to your own vault, a roadmap that shows you exactly what you need to do to get where you want to go. This is a non-negotiable session for anyone serious about achieving their dreams.**

## TACKLING TODAY'S BIGGEST LEAD GENERATING CHALLENGES

PETER BROUWER, TOM & TARA LYONS, CORY MCEWEN

With most markets in North America experiencing unprecedented sales and price increases, many buyers are shying away from multiple offer situations or want to “wait until it cools down.” Many sellers are afraid they won’t be able to find something to buy so they hold off selling. This “Ideas in Action” session will share actionable ideas that are successfully generating an abundance of leads and more importantly, converting them to sales.

## ARE YOU EASY TO DO BUSINESS WITH? AND WHY IT MATTERS.

SYDNEY FAIRMAN

If you haven’t taken the time to map out your process for buyers and sellers, you’re missing out on the one thing that will bring confidence and clarity to their lives. Buying and selling a house is stressful. It’s your job to reduce or eliminate stress throughout the entire process. How do you do this? By answering their questions before they ask. This session reveals one trailblazer’s “What to Expect” process that has been honed to become one of her most important communication tools with clients and referrals.

## BOOST YOUR CONVERSATION CONFIDENCE

DOUG BOLGER

*“Stop communicating, start connecting.”*

In today’s virtual world, with limited face-to-face (in person) meetings, building rapport and making connections are much more challenging. Award-winning facilitator and speaker, Doug Bolger, will share the #1 communication tool designed to help you build trust, rapport and instant connection with buyers and sellers, virtually anywhere. This “improv-like” session will undeniably boost your conversation confidence like never before!

## CLIENT EXPERIENCES THAT LEAVE A LASTING IMPRESSION

EMMA STEWART, MARK ARNSTEIN, TAMER MECKY

If you’re wondering how to connect at a deeper level with your database (virtually) – beyond just sending out a newsletter or market update – the ideas in this session will provide answers. You’ll hear and see cost-effective “DTU” (Delivering The Unexpected) ideas implemented by RRI’s top members that have literally blown their client’s minds, touched their hearts and as a result, cemented relationships and generated referrals. Plus, they’re doing what they love! It doesn’t get any better than this.

## REAL ESTATE, THE ECONOMY AND THE PANDEMIC

WHAT CAN WE EXPECT IN THE COMING YEAR AND BEYOND?

For a sneak peek into where we’re heading from a real estate market outlook as well as from a pandemic perspective – listen and learn from experts sharing their thoughts on where we are now, why we are here and more importantly where we’re going.





Courtesy of Library Hotel Collection

## AGENDA DETAILS

May 11 & 12, 2021 | 11-5pm ET  
(Tuesday/Wednesday)

### Day 1 (May 11)

10:30 am Virtual Doors Open  
11:00 am - 5:00 pm ET | IAM  
1:00 pm approx. 45 min break  
5:30 pm - Networking Fun Night

### Day 2 (May 12)

10:30 am Virtual Doors Open  
11:00 am - 5:00 pm ET | IAM  
1:00 pm approx. 45 min break

## Tickets on Sale Now.

**Members and Guests:** Complimentary  
(Please register in your member portal)

**Non-Members:** \$197 + Appl Tax

[BUY Tickets Here](#)

## Or connect with an RRI Advisor Today

Call 1.800.298.9587

Visit [RichardRobbins.com](https://richardrobbins.com) for our Live Chat;

Email [info@richardrobbins.com](mailto:info@richardrobbins.com)



Trusted expertise.  
Proven results.