



2RI

# MASTERS ACADEMY

THE RECKONING

Proud Sponsor





## Canada's Must-Attend Real Estate Conference

**November 18 & 19, 2025**  
Vaughan (N. Toronto), ON



## Masters Academy 2025

THE REAL ESTATE RECKONING

If you want the unfiltered truth about where real estate is headed and the proven strategies that will work for you and your business into 2026 – this is where you need to be.

Over two action-packed days, you'll be shoulder-to-shoulder with the country's top producers, learning the exact strategies they're using to dominate in a market that has challenged countless agents.

From magnetic marketing and unstoppable lead gen to precision pricing and powerful comebacks, you'll gain an unfiltered playbook of battle-tested strategies designed to turn knowledge into 5-20+ more deals per year.

The reckoning is here. **Are you ready for it?**

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## BREAKTHROUGHS

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## REINVENTION

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## BLUEPRINTS

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## TRUTH





## Unique Session Formats



### Small Giant Talks

#### Little Ideas Having a Big Impact

These 10-12 minute fast-paced sessions will focus on 1 powerful idea, the results it drives and how to execute.



### Genius Interviews

Candid fireside chat-style interviews with industry experts and real estate trailblazers each sharing their keys to success.



### Tool Time

Roll up your sleeves and dive into a series of thought-provoking, proprietary RRI tools created to spark awareness, sharpen skills and lock-in lasting learning.

# 2025 Topic Highlights

## FOCUS: HOW TO CLOSE A DEAL FROM EVERY BIG IDEA



### **Pipeline Reset: How the Best Agents Rebuild Fast When Everything Stops Working**

When what you've always done no longer works or you're handcuffed by time, rebuilding your lead generation system is no easy task. You'll learn first-hand exactly what top performing agents have done to break these barriers and skyrocket their sales in today's market.



### **Real Talk: The Mindset & Moves Behind 2025's Biggest Agent Turnarounds**

When your go-to lead gen strategies stop producing, time constraints stall your growth or worse, a life event derails your focus - it's difficult to get back on track. In this session, you'll discover exactly how these inspiring top-performing agents have rebuilt their pipelines, overcoming their obstacles.



### **The 2025 Marketing Hit List: What Works, What Fails (Wins & Wipeouts)**

In a market where time and resources are tighter than ever, every move counts. In this no-fluff session, we'll cut through the noise and discover exactly which strategies are driving real results and which ones are a waste of your energy. Emerge with a clear action plan to double up on what works, ditch what doesn't and focus only on the activities that put more deals (and more profit) on your books.



### **Canada's Real Estate & Economic Outlook**

Get the latest data and expert insights on what's shaping Canada's real estate landscape now and into 2026. From interest rates to economic trends, you'll leave with clarity and confidence.



### **UnSelling: Levelling the Customer Playing Field**

In a world of constant disruption and shrinking attention spans, traditional sales tactics simply don't work anymore. Enter *UnSelling*, a game-changing approach built for today's chaotic marketplace trends.



### **Protecting Your Mindset & Mental Health**

In a business where the pace is relentless and the pressure never stops, protecting your mental health isn't optional, it's essential. Burnout, overwhelm and constant stress can quietly erode your performance, your relationships and your passion for the work you love. In this empowering session, you'll learn practical, proven strategies to set boundaries, manage stress and maintain balance – without sacrificing results.



### **Turning Conversations to Conversions**

In today's trust-driven economy, your real advantage isn't a perfect sales pitch, it's the ability to truly connect with people. In this session, you'll learn a simple yet transformational communication framework that earns instant trust, builds unshakeable rapport and effortlessly moves people from interested to advocacy.



### **The Fear That's Derailing Your Results**

Easy order taking days are over. If you find yourself hesitating after a presentation – hoping your clients will say yes, you're leaving deals (and income) on the table. The truth is, the best marketing in the world won't close the sale if you don't ask for the order.



### **7 Sure-Fire Ways to Become Unforgettable**

In this crowded market, blending in is the fastest way to be forgotten. If you want clients to think of you first and recommend you every time, you need to stand out for all the right reasons. Here, you'll discover 7 proven, no-BS strategies to create lasting impressions, earn fierce loyalty and position yourself as the go-to real estate professional in your market.



### **AI + HI = Your Superpower**

Discover how to combine the speed of AI with the human intelligence (HI) only you can bring to generate better leads, close more deals, improve efficiency and build lasting relationships.





# 2025 Featured Presenters



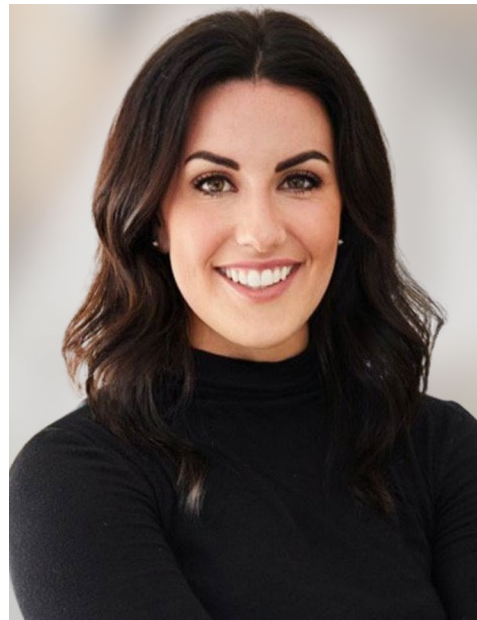
**Richard Robbins**

Founder | CEO of Richard Robbins International (RRI)



**Scott Stratten**

Founder, CEO | UnMarketing | Best Selling Author | International Speaker



**Sydney Fairman**

Real Estate Team Leader  
Cobourg, ON



**Ben Tal**

Deputy Chief Economist | CIBC  
Member of the Economic Committee of  
The Canadian Chamber of Commerce



**Denise Marek**

Award-Winning Speaker | Best-Selling  
Author | Creator of the CALM™  
Methodology for Worry-Free Living



**John Gaida**

Real Estate Team Leader |  
Life's Good Real Estate Team  
Guelph, ON



# Content Community Connection

## Conference Details

### Masters Academy 2025

THE REAL ESTATE RECKONING

November 18 & 19, 2025 (Tues/Wed)

9:00 am to 5:00 pm

#### Venue | Location

Universal Event Space  
6250 Highway 7 (Hwy 7/27)  
Vaughan, ON L4H 4G3  
Complimentary Parking On-Site

#### How to Get Tickets

Exclusive time-sensitive offer on right now!  
Savings of over 40% on tickets.

[Get Exclusive Offer](#)







## Look What RRI Event Attendees Say...

### **A transformative experience!**

I've been a member of RRI for 10 years and it has been a transformative experience. The values they uphold resonate deeply with me and the connections I've made with other REALTORS® are invaluable. Their coaching has truly helped me become a better resource for my clients, by providing me with the tools and insights to excel in my career. I highly recommend RRI to any REALTOR® looking to elevate their practice!

**Stacey Devoe**  
Halifax, NS

★★★★★

### **It's a community that supports you in redefining success.**

Joining RRI feels like becoming part of a family where success is measured in more than just the number of deals. It's about striking the right balance between professional growth and personal fulfillment. Team RRI fosters a community that values well-rounded success – thriving in your career while also having the time and energy for family, personal interests and overall well-being.

**Tamer Mecky**  
Belleville, ON

★★★★★

### **The events are an absolute highlight offering invaluable opportunities...**

My team and I have been a part of the RRI coaching program for many years and it has been transformative for my business. The continuous learning and applying new strategies have significantly boosted my growth. The live events are an absolute highlight, offering invaluable opportunities to connect with other REALTORS® across the country and share insights. I highly recommend RRI to anyone looking to elevate their business.

**June Rorke**  
St. Albert (Edmonton), AB

★★★★★

### **Second to none in the real estate industry.**

The RRI experience is second to none within the real estate industry.

Their community and collaboration coupled with next level insights and execution brings your professionalism and results to the pinnacle of the industry.

**John Hripko**  
Calgary, AB

★★★★★

### **The best. Simply the best!**

Everything about RRI is first class including the two-day event and Member Day! Rich, Sue, Dana, RRI Team and my amazing coach Mark Hohenwarter – thank you for all that you do and provide us on our real estate journeys! If I can assist in anyway with potential new members to share my positive thoughts about coaching and RRI conferences, – let me know. I'm here for you!

**Tracy Keenan-Whyte**  
Victoria, BC

★★★★★

### **I walk away with new connections & feel totally inspired!**

RRI events are world class! After 6 years of attending them consistently I can honestly say they continue to get better every year. I always walk away with amazing ideas, new connections and feeling totally inspired. I highly recommend these events for anyone looking to take their real estate business to the next level.

**Derek Timmons**  
Calgary, AB

★★★★★



# Register Today

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**Get Exclusive Offer!**

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