



RR

R I C H A R D

R O B B I N S

I N T E R N A T I O N A L

“ The greatest secret to success
is not just knowing what to do,
it’s doing what we know. ”

- Richard Robbins



SO, WHAT IS RRI?

Glad you asked —Richard Robbins International Inc. (or RRI) is a world leader in helping real estate professionals build profitable businesses and lives they love. Established in 1998 by Richard Robbins (CEO) along with his wife, Sue Robbins (President), RRI's unique methodology understands the importance of surpassing sales goals without compromising the quality of our lives.

Now entering its 25th year, RRI continues to elevate, inspire and guide real estate professionals at every level with over 10,000+ coaching graduates and 300,000+ RRI audience members so far.

RRI members enjoy access to our programs via three primary channels – online training, live events and one-on-one coaching.

OUR MISSION

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

RRI

BUSINESS COACHING

BUILD A BUSINESS AND LIFE YOU LOVE

WHY CHOOSE RRI?

At RRI, we know there's no shortage of ideas or new technologies to help you generate business in real estate. However, there is a shortage of insight into what actually works and more importantly, what will work for you. RRI Coaching has mastered the art of understanding exactly who you are, your strengths, your stressors, and your goals - as well as how your business works in order to reveal the gaps. Armed with this intelligence, RRI Coaches help pinpoint the specific areas you need to work on that will produce the fastest and best results - so you can start working towards **mastering the *right things* rather than *everything*.**

RRI's Coaching Programs have helped 10,000+ real estate professionals (and counting) achieve unimaginable success. What's more **they're having fun while doing it!**

THE NUMBERS

10,000+

of RRI Coaching Graduates

\$477,539

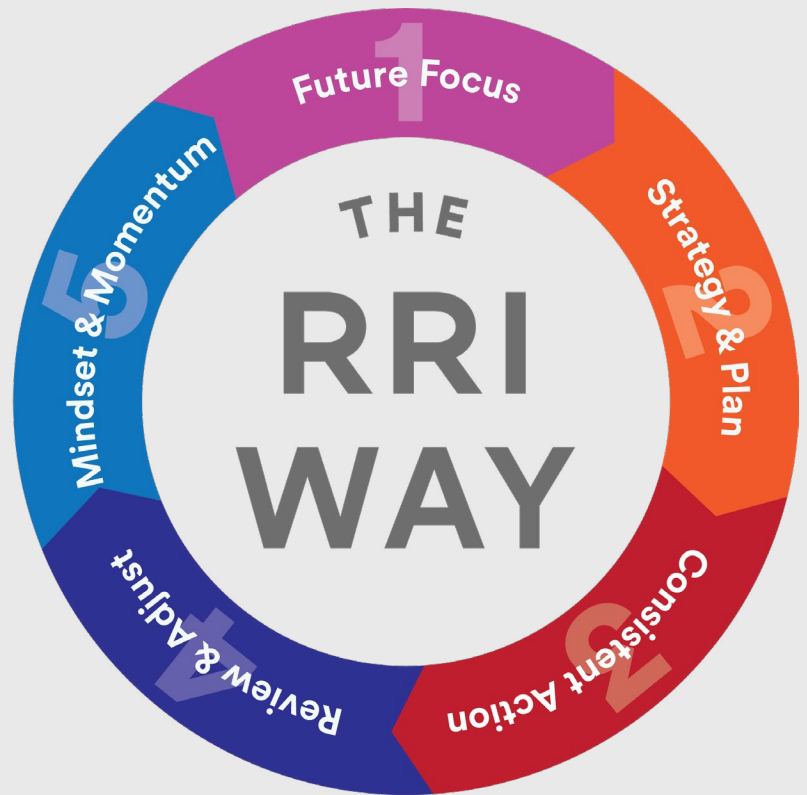
Average Annual GCI

\$1,884,716

Average Annual GCI for Teams*

*Based on a two year average (2020-2022) of members in the program 12 months or more.

What Makes RRI Different?



THE RRI DIFFERENCE

1 CUSTOMIZED

We know your real estate business is as unique to you as your own DNA. As such, RRI coaching is customized to meet your needs and your personal goals. Conducted by some of the highest qualified, exclusively-trained professional coaches in North America, RRI Business Coaches are acutely skilled at honing in on your greatest challenges, revealing untapped opportunities and guiding you towards building a business and life you love.

2 CONTENT

Content, innovation and excellence are at the forefront of everything we do. We've taken the guesswork and legwork out of what works and what doesn't to save you countless hours of time, energy and money. From Impact Sessions to your exclusive Member Portal access and the most effective training and marketing tools for your business (and life), you can rest easy knowing RRI has it covered.

3 COMMUNITY

Often hailed by RRI members as being *irreplaceable*, the RRI community is not only a referral network machine, it is a safe haven to share out-of-the-box ideas, bounce concepts off each other, resolve challenges and of course, celebrate successes! You'll have the opportunity to network and grow with this inspiring group of like-minded top performers in a refreshing, cooperative culture that brings a sense of family to your business surrounded by people who **inspire you to be better.**

A FEW WORDS FROM OUR CLIENTS

“

The culture of RRI is second to none...

I've been with 4 different coaching & training companies over my 30+ years in real estate. RRI is by far the one that I would recommend to both new and well-established REALTORS®. The coaching, training, networking and overall culture of RRI is second to none for those wanting to take their business to the next level.

★★★★★

Bill Meyer
Ottawa, ON

“

I am so grateful for this community...

Without a doubt, this organization and the people within it have changed my life and my business. This is a place where we share openly, support one another and continue to grow as individuals, business owners and leaders.

★★★★★

Sydney Fairman
Cobourg, ON



“

This company is like no other...

I have never met people in an organization from top to bottom that care about their clients like RRI, they are all a class act. Whenever I've needed anything, it's done and it's done quickly. They have bred a group of agents that share and actually care about each other's success. I have been in other coaching programs, and the information and support to grow your business is abundant in RRI. It's not just focused on one specific way of generating business. The most important focus is that it is always about our clients. We forget this sometimes, and the RRI group reminds us of this in everything that we do, and in everything they do for us.

★★★★★

Nirsh Arulnayagam
Vaughan, ON



“

New and innovative ways to stay ahead...

My husband and I have been involved with RRI for many years now and love the coaching/business training program. RRI offers tremendous value and are always coming up with new and innovative ways to help us stay ahead of the competition.


★★★★★

Yasin & Billy Peshke
Calgary, AB





COACHING MEMBERSHIPS & WHAT'S INCLUDED

	Individual Agents	Team Leaders
One-on-One Coaching Sessions Video or Telephone	 2, 30 minute sessions/month	 2, 60 minute sessions/month
Exclusive Member Sessions Realtime solutions to realtime, real estate challenges (virtual)	 2, 60 minute sessions/month	 Team Access (5 Users)
RRI Member Referral Online Network & Directory	 Single Profile Listing	 Team Profile (Team Leader + 4)
Exclusive Member Portal Access to Member Trainings, Past Event Replays, Content Vault	 Single Access	 Team Leader + 4
Private Facebook Group RRI Coaching Members Only	 Single Access	 Team Leader + 4
Masters Academy VIP Tickets (virtual and/or in-person)	 2 VIP Tickets Per Year	 2 VIP Tickets Per Year
Exclusive Discounts for Additional Event Tickets	 	
Exclusive Invitations to Member Retreats & Special Networking Functions	 	

GETTING STARTED

A SIMPLE 3-STEP PROCESS

1



Assessment

Getting to Know You and Your Business Better

Through a series of thought-provoking questions, the RRI assessment process takes approximately 30 minutes. Once we have your information, within 48 hours you will meet your ideal RRI Business Coach (via email) and within days you'll connect with your coach and begin working on your personal success journey!



2



Access

Let the Strategizing Begin

With immediate access to training and resources in the RRI Member Portal including all Event Replays, the Member Facebook Group, ongoing *live* virtual sessions and your coaching calls, you now have everything you need at your fingertips to design, build and maintain a profitable business and a life you absolutely love!



3



Guidance & Support

The Entire RRI Team is Now Your Partner in Success

You'll quickly discover that you don't just have a Coach, you also have an entire team of skilled professionals at Team RRI. Each of whom are relentlessly committed to your success and happiness. So remember, there's no question too big, too small or too outrageous - we love to help at every opportunity!



As Seen On TV

Featured on Bloomberg's
Worlds Greatest TV Show

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