

RR1

# MASTERS FORMULA

REAL ESTATE TRAINING &  
CERTIFICATION PROGRAM



*IN PARTNERSHIP WITH*

**university**®

# MASTERS FORMULA™

THE MOST ADVANCED,  
“ALL-IN-ONE” REAL ESTATE  
TRAINING SOLUTION, EVER!

Join the thousands of agents from  
across the globe and become  
an RRI Certified Real Estate  
Professional.



**THE FORMULA**  
**TRAINING** (KNOWLEDGE)  
**+**  
**ACCOUNTABILITY**  
**= CHANGE** (RESULTS)



**DOWNLOAD** ↓

# Outperform in Any Market

## WHY MASTERS FORMULA?

Featuring the most in-depth, cutting-edge real estate sales intelligence, **Masters Formula™** is designed to increase production and sales effectiveness, while targeting the **three biggest challenges** facing all agents today.

### 1 Inconsistent Lead Generation & Low Conversions

You will discover a step-by-step system designed to help you generate a consistent stream of high quality leads each and every day. More important, this program teaches you tips and techniques for the highest conversions.

### 2 Reactivity and Lack of Time

Discover the freedom of learning to treat your business like a business. You will learn to move from being highly reactive to every call, text or email to being proactive and able take back control of your business (and your life).

### 3 Constant Change and Increased Complexity

You will learn to confidently navigate your business through changing conditions, sift through the chaos of choices and get to the heart of what will work for you in your business faster, better and cheaper!



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

- Richard Robbins

## AGENT CERTIFICATION PROGRAM OUTLINE

Masters Formula™ Agent Certification is a 10-module program that combines online video training, homework downloads and knowledge checks to lock in learning, results and effectiveness.

### You will walk away with:

- A step-by-step system for generating high quality leads tailored to your personal strengths.
- Improved sales and presentation skills for today's new real estate world.
- Clarity and focus on where you want to go and how you will get there.
- A complete business and marketing plan for breakthrough growth.
- The inspiration and motivation to take massive action toward your goals.

### What's Included:

- ✓ **10 Week Training Course**
  - See *Course Outline* (Next Page)
  - Certification Exam
- ✓ **165+ Page Fillable Workbook**
- ✓ **Online Access for 12 weeks**
- ✓ **Downloadable Tools**
  - Business Tools
  - Trackers and Scorecards
  - Marketing Templates and Samples

# Masters Formula Course Outline

1

## RRI's 5 Non-Negotiables for Real Estate Success

*Building a Business that Serves the Life of Your Dreams*

2

## Marketing & Lead Generating Systems for People You Know

*RRI's Lifetime Referral System 3.0*

3

## A System for Generating a 15-20% Return on Your Database

*Designing Your Personal LRS Touch System*

4

## Marketing & Lead Generating Systems for People You Don't Know | Part I

*The Most Effective Low Cost Ways to Generate New Business*

5

## Marketing & Lead Generating Systems for People You Don't Know | Part II

*The Most Effective Low Cost Ways to Generate New Business*

6

## Strategic Influence, Lead Follow-Up and Conversion Strategies

*Mastering the Art of Influence to Convert More Leads to Appointments/Contracts*

7

## Buyer & Seller Success Systems

*From Pre-Appointment Processes to Preparation & the Consult (Includes buyer consult role play)*

8

## Listing Workshop

*Three Stages of a No-Fail Listing Presentation (Includes all objection handlers)*

9

## Mastering the Single Most Important Metric in Real Estate

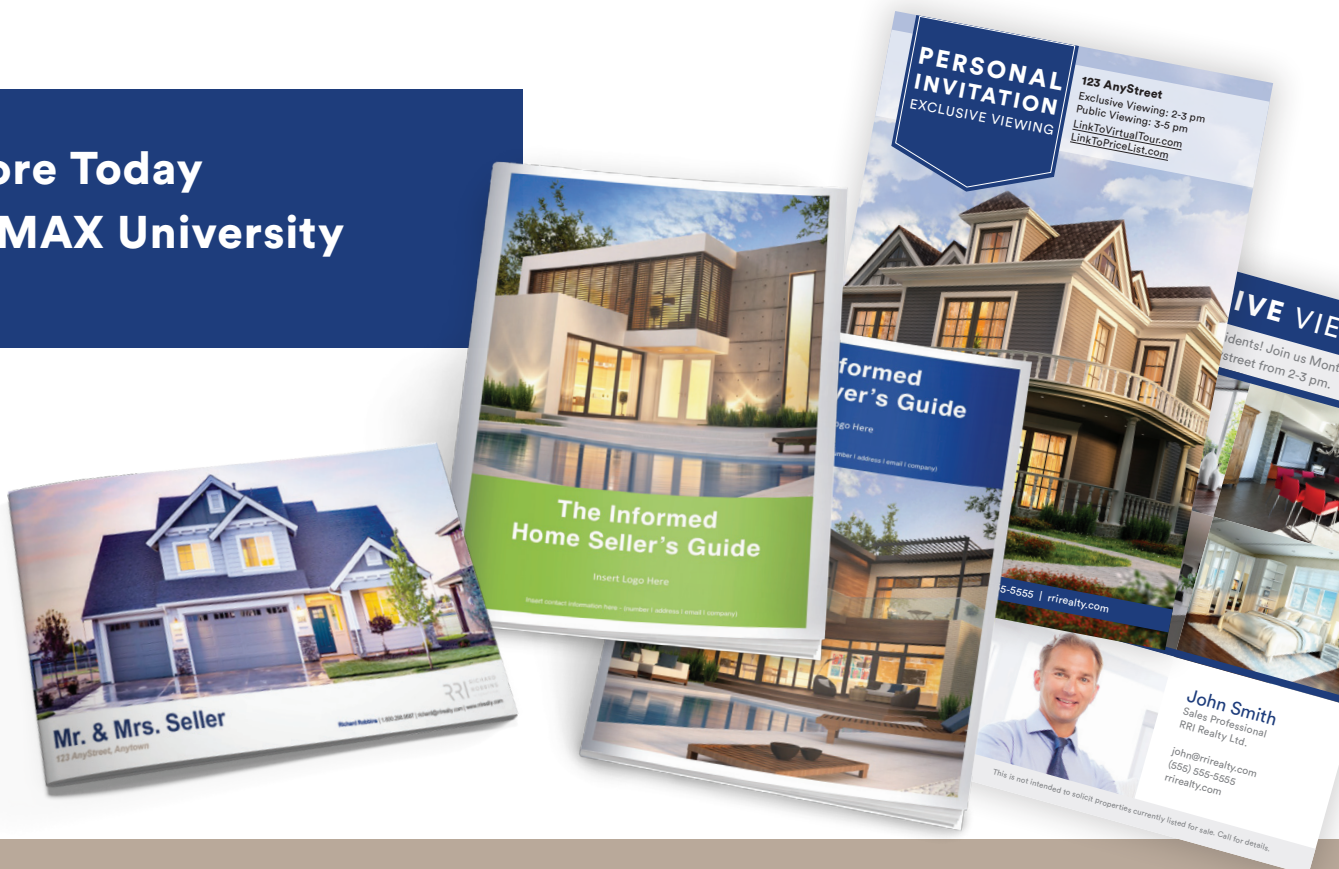
*Learning to Embrace the Power of Planning & Tracking, Simplified*

10

## The Client Experience & the Secret to Taking Consistent Action

*Setting Yourself Miles Apart from the Competition & Mastering the Art of Taking Massive Action*

Learn More Today  
Visit RE/MAX University



“

## Client Reviews

***“Agents are loving the program.”***



“I’ve been in the business 30 years and have seen a lot of training, but nothing compares to how much my agents and I have enjoyed Masters Formula®.

Richard teaches agents how to run a business not just how to be an agent. He is such a fantastic instructor and I’ve been a fan of him and his company for a long time.”

**Noel Coppins**

*Co-Owner of RE/MAX Jazz*

*RE/MAX Broker/Owner of the Year 2012*

Learn the secrets and systems for building a thriving real estate sales business in today’s new world.

**Call us today at 1.800.298.9587.**



Trusted expertise. Proven results.