



RR

BUSINESS COACHING

FOR AGENTS & TEAM LEADERS

“ Education changes what we know,
coaching changes what you do. ”

- Richard Robbins

Real Estate Coaching That Delivers Results

MORE INCOME | MORE TIME | MORE FUN

As a real estate sales professional, you're navigating constant market shifts, rising competition, evolving consumer expectations and more noise and pressure than ever before. Uncertainty, inconsistent income and burnout have become the norm – but they don't have to be.

There is a better way. **The RRI Way.**

Your real estate business should be more than just profitable, it should be fun, fulfilling and fuel the life you've always envisioned. It should give you the freedom to thrive not only financially, but emotionally, mentally and personally, all while making a meaningful difference in the lives of your clients.

But let's face it. **The path isn't easy.**

Now entering its 27th year in business, RRI has helped thousands of coaching members build resilient, high-performance real estate businesses designed to grow and scale in any market. Through proven strategies, expert coaching and an inspiring community, RRI will help you take back control of your business, your time and your results.

You really can have it all!

“

Real success happens when you can grow your business & still love the life you're living.

That's the RRI way.



The Numbers

15,000+

Members & Alumni

\$477,539

*Average annual GCI for RRI Members

\$1,754,289

*Average annual GCI for RRI Teams

*Based on 2024 results of active members.

Let's Build a Profitable Business & Life You Love

RRI Coaching helps Canadian real estate professionals scale results without sacrificing what matters most. Since 1998, our methodology has focused on one thing: What works for you, in your market, with your strengths and goals.

Why RRI Coaching?

Clarity Over Noise

We cut through trends and *tech shiny objects* to reveal what actually moves the needle.

Canadian-Based | 27 Years Experience

RRI has almost 3 decades of experience coaching thousands of agents and teams across Canada.

Personalized, Not Generic

We map your strengths, stressors, gaps and opportunities then build a custom plan you'll actually follow.

What You'll Experience

- A dedicated RRI Business Coach who knows real estate, you and your business.
- Strategic plan tailored to your goals and capacity.
- Accountability & cadence so you stay consistent.
- Plug-and-play assets: Dialogues, listing/pricing frameworks, marketing plans & templates, pipeline systems, dashboards and more.
- Mindset tools to perform under pressure and protect your time.

Outcomes You Can Expect

- More qualified leads and a predictable pipeline.
- Higher conversions at every stage – appointments, listings, offers.
- Simpler operations that free up your calendar.
- Confidence to navigate any market cycle.



RRI 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.

The Real RRI Difference

THE POWER OF THE RRI COMMUNITY

More than coaching. It's a collective.

Our members call the RRI community irreplaceable – and for good reason. It's a trusted space where top performers share real-world playbooks, pressure-test new ideas, solve challenges fast and cheer each other on.

Referral Engine

Build authentic relationships and lifelong friendships that turn into steady, high-quality referrals.

Real-Time Answers

Post a question, get proven solutions from agents who've been there.

Safe + Smart

Candid conversations, zero judgment – just growth.

Momentum That Lasts

Accountability, encouragement and wins worth celebrating.

“

Join a generous, like-minded network of real estate trailblazers who feel like family and perform like your secret weapon.



A Few Words From RRI Members

“

I'm not just doing more business, I'm actually enjoying life again.

I went from being that agent who was always 'on,' constantly worried about where the next deal was coming from, to someone who has systems that work while I sleep. I'm not just doing more business, I'm actually enjoying my life again. Family dinners without checking my phone, weekend getaways without guilt, and the confidence that my business runs smoothly!

Jason Ngo | Calgary, AB

★★★★★



“

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

★★★★★

“

There is so much to be said about how RRI cares for its members!

The RRI community is always wanting to help you in your business and have an incredibly successful life! The coaches are so thoughtful and caring. The leadership of the company is up-to-date in the real estate world and continues to look for ways to help you be present in your life! The members are ALWAYS helping each other in every way you can imagine.

Meg McLean | Whistler, BC

★★★★★



“

I highly recommend coaching to anyone looking to elevate their business!

I've been a coaching member with RRI since 2018 and my business has transformed. I love the coaching community and everyone's willingness to share and contribute. The events are top notch and I always come back energized and ready to take on new challenges. I highly recommend joining coaching for anyone looking to elevate their business.

Neda Beaulac | London, ON

★★★★★

Coaching Memberships & What's Included

MEMBER BENEFITS

Accountability to Action with Personalized 1-on-1 Coaching

Customized to meet your needs and personal goals at every step, your RRI Business Coach will hone-in on challenges you may not have recognized, reveal untapped business opportunities and provide the strategies and framework to build a highly profitable business and life you love.

Invitation to RRI Member-Only Functions

Connect and grow at our member exclusive events crafted for networking, small group learning and personal development. *(Business & Team Leaders have priority registration, fees apply).*

Real-Time Solutions to Real-Time Challenges

Get instant, actionable answers with 24 LIVE Impact Coaching sessions annually. Tackle current issues, tap into winning sales and marketing strategies that are having the biggest impact right now.

MyRRI Coaching Member Resource App

Exclusive access to the MyRRI platform and mobile app to connect with RRI members directly, share ideas, access exclusive live training, event replays, member shared content and done-for-you marketing templates.

Connect Privately with Fellow RRI Members on Social

Join the Private RRI Member Facebook Group to collaborate, share referrals, seek advice and exchange ideas with RRI Members.

Front-of-the-Line Access to Canada's Top Real Estate Conference

Enjoy VIP admission to RRI's Masters Academy Conference.

Exclusive Discounts and Early Access

Unlock special discounts on additional conference tickets and/or upgrades before they are made available to the public.

MOST POPULAR

BUSINESS

A done-with-you solution that will help you identify & implement the right systems & strategies to grow a profitable business.



24, 30 minute sessions per year



Single Access



Single Access



Single Access



1 VIP Seat/Membership
(\$1,598 Value)



15 - 40% Off
Regular Rates

TEAM LEADERS

An accountability partnership that focuses on skill-building, culture & communication systems for Team success.



48, 30 minute sessions per year



5 Users (Team)



5 Users (Team)



5 Users (Team)



1 VIP Seat/Team Membership
(\$1,598 Value)



15 - 40% Off
Regular Rates

Start Your Coaching Journey

3 Simple Steps

1

Assessment



Answer a focused set of questions about yourself, your market and your goals.

Timeline: Within 48 hours you'll be matched with your ideal RRI Business Coach and within days your first strategy call is booked so you can start your success plan immediately.

2

Full Access On Day 1



Everything you need to build a profitable business and create a life you love is at your fingertips! Enjoy immediate training and resource access in the MyRRI Member App and connect with industry peers in the private Member Facebook Group.

3

A Whole Team Behind You



You don't just get a Business Coach, you get the full weight of **Team RRI:** Strategists, marketers and world-class pros who are relentlessly committed to your success. Have questions or a roadblock? **Ask us anything. We're here for big moves, small tweaks and everything in-between.**



Coaching You to Greatness