NATURALLY

Sell Real Estate Naturally

Agents read a buyer or seller's Natural Approach in the first meeting and adapt the listing presentation, the consultation, and the negotiation to it.

"Our sales team leaves revenue on the table." "Customers walk in loyal and leave indifferent."

WHO IT IS FOR

LEVEL
Sales teams, Frontline leaders

GROUP SIZE
Any group size

TIME
Anywhere from 60 minutes to 2 days

FORMAT
In person · Virtual

LANGUAGES
English

BUSINESS OUTCOME
Revenue growth, Customer loyalty

WHAT HAPPENS

Agents identify the buyer or seller's approach in the first meeting and practice the read on real client stories from the room.

Listing presentations, buyer consultations, and offer negotiations get rebuilt for each of the four approaches.

Open houses and team coordination get the same treatment, so the whole brokerage speaks one language.

WHAT CHANGES

- Listing presentations that match the seller, not the template
- Negotiations run on approach-specific tactics
- Deals close faster when the approach aligns
- One shared read across the brokerage

HOW WE MEASURE

Assessment data plus your brokerage's own numbers: listings won, days to close, and referrals at 90 days.

HOW IT FITS WHAT YOU HAVE

Built around your buyers, your products, and the objections your reps actually hear. The tools Participants build become their own job aid and drop into your sales playbook.

INVESTMENT

$25,000

Per bundle · same number in USD, CAD and EUR

Part of the Naturally bundle of three, up to 30 Participants each. Industry-specific for real estate brokerages and teams; runs through the RRi partner channel with the RRi assessment. Communicate Naturally is the foundation it builds on.

Formats: anywhere from 60 minutes to 2 days, for any group size. One Facilitator day covers everything up to a full day at the investment shown; a second day adds $10,000.

WHAT IT INCLUDES

- RRi or Learn2 Naturally assessment for every agent
- Three Naturally experiences
- Scenarios built on listings, buyer consultations, offers, and open houses

PROOF

500 to 750 agents, 100 a week

Richard Robbins International rollout starting the week of September 8, 2026

Schedule a 25-minute walkthrough

See how it runs online

One of 71 Learn2 experiences. Browse and filter the whole catalogue at Learn2.com/programs.

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