

BUFFINI & COMPANY MAGAZINE

HOW TO HAVE
**YOUR BEST
YEAR EVER!**

**3 Tips for Making
Sure 2015 Is Your Most
Profitable Year Yet**

PLUS:

Joe Niego shares a little known
secret for attracting more buyers

How the One2One Coaching
Membership creates a powerful
formula for success

An inside look at how real
estate pros are working the
Referral Systems to win



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MESSAGE FROM THE EDITOR

It's All About You

In this issue of *Buffini & Company Magazine* you'll hear from Members across North America who are seeing great success in their business. We're focusing on these stories because that's why we exist as a company—to support your story. Our mission is to impact and improve the lives of those we serve. And we do it by providing all the tools you need to create your ideal business and life.

The Buffini community is about doing business the way it *used* to be done. It's about going back to the fundamentals of really caring for your clients to such a degree that their next natural step is to make sure their friends and family have an opportunity to work with you, too. As well they should! You play a very important role in their lives, and represent a level of care and attention they probably don't experience in their other business relationships.

Launching your best year ever starts today. Rest assured—your best days, your best year, lies ahead if you'll commit to the daily activities that bring results. It is possible.

Dive into this issue. You'll see some new features and some old. And hopefully you will see yourself in some of the stories we share.

Take, for example, One2One Member Michelle Hopson. Despite being diagnosed with breast cancer, and going through surgery and chemo, she's blown by her income goal of \$120,000, paid off \$50,000 in debt and is on track toward recovery. She is having her best year yet!

It's stories like Michelle's that keep us fired up at Buffini & Company. Your success stories are the fuel that keeps us driving forward. We hope you're inspired through this issue and empowered to stay on track so when we see you next, we'll hear you say, "I'm having my best year ever!"

David Lally
DAVID LALLY, EDITOR-IN-CHIEF



A Year of Our Best

We're so proud of our Buffini community. You guys continue to bring positive change to the real estate industry, raising the bar for what it means to be a professional in this business. And in 2015, we're as committed as ever to continuing your success. In fact, we want this to be your best year ever! And believe me, that's going to be a challenge for us because so many of you had such a fantastic 2014!

But we're up for the challenge. Just as your Coach does with you, we'll be asking ourselves, "What's it going to take?" "How are we going to help you win?" "What do our Members need today to have their best year ever?"

Truth is, having your best year is made up of having your best days—whatever that means in your business each day. Nothing in life is guaranteed (outside of death and taxes!). We can't predict the future, but what we can do is commit to giving our all every day. We can affirm our intention, and, if a bad day, week, or month pops up, we have the peace of mind in knowing that we were doing our best.

As legendary basketball coach John Wooden says, "Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."

Our mission is to impact and improve the lives of people. It's a big mission that demands significant effort and commitment. But here's what I can promise from Buffini & Company: our year will be made up of 365 days of giving our best to you.

Brian will be leading the charge at the Success Tour along with Joe and great guest speakers across North America. Last year the event was ground-breaking, and we expect no less in 2015!

My job as CEO is to create the environment for Buffini & Company to do our best for you. So let's gear up and have our best year ever—together!

Dermot Buffini

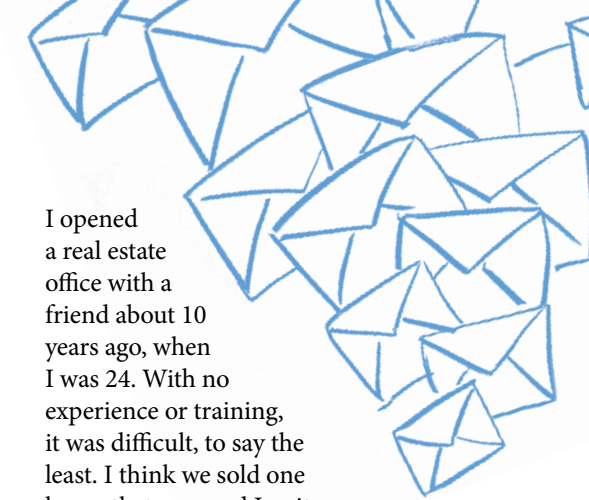
Dermot Buffini
Buffini & Company CEO

"Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."

— John Wooden



LETTERS TO BRIAN



After 32 years in this business, I felt as if my time to truly succeed had run out. You see, I'm 70 years old. But I'm finally in the most perfect office I've ever worked in—even though all my colleagues are considerably younger than me!

When you shared Arlene Hohlt's story at the Success Tour—about how she started Coaching at 82 years of age (and had her best year ever in her mid-to-late 90s)—I had to toss out all of my age-related excuses.

My broker runs everything based on your systems and I have no doubt I will succeed. I still have 12 more years before I'm Arlene's age when she started One2One Coaching!

— **Pat Crowe**
Haven Properties
San Luis Obispo, CA

You and your Referral Systems have been instrumental to my husband and I living "the good life." John and I have been happily married for 28 years—23 of which I've been a Realtor! In 2013, we took off more than a week each month, as well as the entire month of September when we drove our truck-camper to the Arctic Ocean! All the while my business grossed \$511,000, with just my assistant and me!

— **Julie Eidson**
Windemere Greenwood
Seattle, WA

I am a mortgage agent and have been in the business for five years. I feel re-energized, re-invigorated and over-the-top excited for the next phase in my career all because of the Peak Producers training program! So I *thank you* wholeheartedly for what you do! Wishing you continuous success and happiness.

— **Erin Kouvertaris**
Dominion Lending Centres
Toronto, ON

Just wanted to thank you for all you do to improve the businesses and lives of your Members. I've been a Member for several years now and am also a Peak Producers Facilitator; I think if you cut me open I'd bleed "Buffini blue." Last year I was one of the top 200 loan originators in the United States and much of my success can be accredited to you and your awesome system. Thank you! P.S. Coach Donna Jackson isn't too bad either!

— **Jennifer Du Plessis**
Dominion MVB Mortgage
Ashburn, VA

I wanted to thank you for the great job you and your staff did at the New York Success Tour. I've been a One2One Member for over a year, but had never heard you speak. I'm so glad I went.

I opened a real estate office with a friend about 10 years ago, when I was 24. With no experience or training, it was difficult, to say the least. I think we sold one home that year and I quit multiple times! Only by God's grace, and reading many books, did I persist through.

Last year, we sold almost 300 homes and I started working with Coach Rodger Strader. With his (and your) help, I'm confident we can really grow our team and serve a lot of people.

I hope to continue to put money aside to serve the poor and those in need in my local community. I just wanted you to know how grateful I am for your systems and training to help me continue to help others and care for them.

— **Dave Hooke**
Hooke, Hooke & Eckman
Carlisle, PA

Send comments or letters to
brian@buffiniandcompany.com

JOIN THE *conversation...*

✓ Get *inspired* ✓ Keep in *touch* ✓ Reach your *goals*

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LAUNCHING YOUR BEST YEAR EVER

by **Brian Buffini**,
Buffini & Company
Founder and Chairman

The word “launch” is defined as “putting into motion with a sudden energetic movement.”

Now, that might not sound like how you plan to tackle the year ahead, but it’s how it *should* sound. Launch into it with all you have. Because if you do so with purpose and direction, you’ll have a great 2015.

A number of years ago there was a movie called “Failure to Launch.” It was about a 35-year-old man living at home with his parents and exhibiting no signs of leaving his cushy life. The thing is, as much as we might find it funny he was afraid to leave the nest, there might be some truth in the tale for all of us. Are there areas where we rely on the comfortable and familiar? Many agents approach this business without clear goals or a plan, and instead rely on

doing what they’ve always done. They don’t take time off, so they don’t have time on; they never really rest up, so they never really go hard.

The problem with that approach is that if you don’t truly “launch” to get ahead, it’s a tall order to try and catch up.

So let’s try a little exercise. It’s 12 months from today and you’ve just had the best year of your career. How does it feel? What have you achieved? Is your income higher than ever before? Did you have fun along the way? Maybe you reached goals that were very personal for you? You upgraded your car. You enjoyed more time off. What did you have to do to get there? Did the goals you set help you endure the hard stuff?

Did they help you through the long days and late nights?

If 12 months from today you want to look back over the best year you’ve ever had, here are three tips to help you get there:

1 LEVERAGE THE SELLING SEASONS

Many agents aren’t aware of the fact that there are very clear selling seasons in this business, and we need to know what to do and what not to do in each of those seasons. For instance, the leads you generate from January to March will end up being 40 percent of your business for the year.

At the Success Tour I’ll dive into more detail about these seasons, but remember...the first quarter will produce almost half your results. So make sure you’re geared up for this critical time of year.

If you work with one of our Certified Business Coaches, they’re equipped with resources, strategies, tactics and tools to help you capitalize on this prime selling season. Don’t go it alone. Reach out for help.

You already have an advantage by having a system to work from. And once you get going in the right direction, once you get momentum, the business will start to flow.

2 GET IN THE SLIPSTREAM

Once you’re in the slipstream you’ll find a momentum that almost pulls you along. And, the slipstream for you is the first quarter. The momentum you find now will set you on a positive course for the rest of the year.



THE FIRST QUARTER WILL PRODUCE
ALMOST HALF YOUR RESULTS

THERE ARE SPECIFIC
SELLING SEASONS
IN THIS BUSINESS

You're an independent contractor. You're in business *for* yourself, but not *by* yourself.

Make it a priority to stay connected. When you take training together, it gets you fired up; like when your neighbor does something you didn't and suddenly you want to get after it too. To stay in the slipstream follow these tips...

A track to run on. Look at a train track. It doesn't matter what's happening in the world, it's steady. Predictable. Having a proven path to follow takes away the guesswork and keeps you going in the right direction. If someone's been there, uploaded the info and updated the maps, why wouldn't you use that?

Sharpen the saw. What skills do you need to sharpen? Do you need to get better at negotiating? What about time management? We all have areas of improvement waiting for a tune-up. What are yours?

Make sure you HAS what it takes. A peak-producing agent "HAS" what it takes: the right Habits, Attitude and Skills. You can work on these things. You can develop your habits. You can improve your attitude. You can sharpen your skills. It's all a choice.

3 LAUNCHING YOUR BEST YEAR EVER

Hit the launch button. Take steps to keep your energy up, your activities in front of you and your mind right. Turn your car into a mobile motivational unit. Instead of watching reality TV, watch that inspirational movie you love. Or pick up and read that great book you bought a while back.

Feed your mind with content that will direct, instruct and motivate you toward your goals. What are you doing to stay inspired and upbeat? Tap into the many resources Buffini & Company provides: Attend a Success Tour,

FEED YOUR MIND WITH CONTENT THAT
WILL **DIRECT, INSTRUCT AND MOTIVATE**
YOU TOWARD YOUR GOALS.

tune into Buffini TV and utilize the tools we offer online to stay positive and motivated.

I hope you take time to reflect and look back so you can look forward. Take time to reorganize, reload and prime the pump.

I believe one of the best things you can do is take Peak Producers to really kick your production into high gear. No matter how you do it, you have a chance to launch your best year ever. The science of the seasons is real; the business you've generated by the end of March will end up being 40 percent of your income for the year. The first quarter is key. With a track to run on, good habits, attitude and skills, I believe your best days are still to come. Why? Because you'll be at your best!

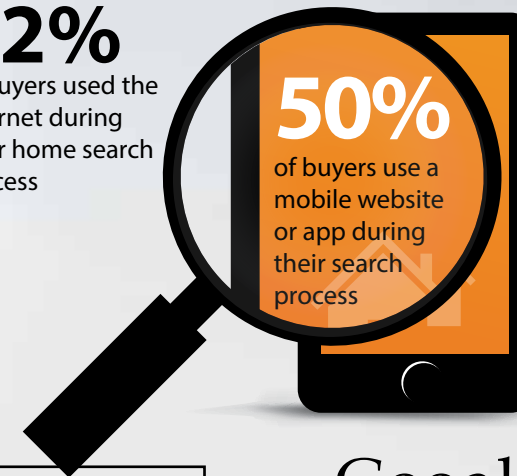
THE BUSINESS YOU'VE
GENERATED BY THE END OF
MARCH WILL END UP BEING
40% OF YOUR INCOME
FOR THE YEAR.

Industry Facts & Figures Buyers in the Internet Age

The Internet has changed the way buyers search for homes and navigate the home buying process

92%

of buyers used the Internet during their home search process



43%

of buyers looked online for properties as their first step in the home-buying process

Is Your Business
Googleable?



67%

of agents have a website

Google
Searches

for real estate listings tend to

peak in July

In 2014, these searches reached their highest point since 2008

Top five things people search for on their mobile device



Contact an agent directly



Directions to a home



More info on a listing



Listings



Watch a video of the home

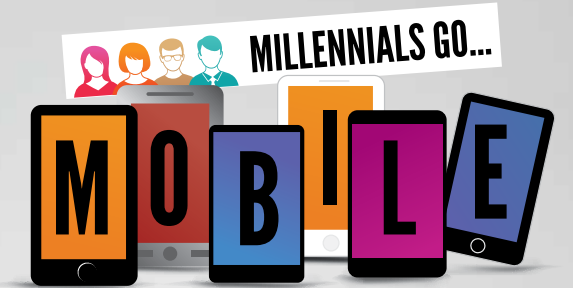
People are searching for mortgage information, too!

25%

of Google searches for mortgages occur on mobile devices

"Mortgage Calculator"

is the most popular mortgage-related search term



Millennials are **twice as likely** as the average buyer to look at real estate information on a mobile device



of all Millennials visited real estate websites in July 2014

36%

visited real estate web sites or apps on mobile devices

Despite these numbers, **82%** of all real estate transactions come from **repeat** and **referral** customers



It's Time to Have a Little FUN!

by Joe Niego, Presenter & Trainer

Having closed a few thousand transactions over the last 25 years, I can attest to the fact that selling real estate is mentally, emotionally and physically demanding. The work of lead generation requires you to consistently expend energy on calls, notes and Pop-Bys. Fence-sitting buyers, or those shaky deals on “life support,” are emotionally draining. Going on listing appointments, writing contracts and negotiating deals require maximum concentration.

Whether you've sold real estate for 12 days, 12 months or 12 years, I know you'll agree: It can be a grind! And grinding it out can make us dull. Yet, selling real estate and being dull is a one-two production-killing combination.

My advice is that we all inject a little “fun serum” into our business. If you're having fun at work, you'll be more productive. And being more productive (that's fun, isn't it?) will help you have your best year ever! Here are three ways I bring fun to my business to keep my productivity and profitability on the rise:

“People rarely succeed unless they have fun in what they are doing.”

DALE CARNEGIE

1 Establish Fun Goals

I love to have fun! If work isn't fun, it prevents me from going all in. Dale Carnegie once said, “People rarely succeed unless they have fun in what they are doing.” This is so true. Don't get me wrong; selling real estate isn't always fun or entertaining, but I love the business and strive to make even the challenges enjoyable.

To spice up my annual production goal, I create a few fun mini-goals along the way. These goals can be daily, monthly or quarterly—but the key is to have fun! Below are two examples of fun goals I set for my business.

70 DEALS BY 70 DEGREES

Chicago is known for its ever-changing weather patterns. A warm, 70-degree day can come as early as March or as late as May.

We never know. I like to have fun with the unpredictable Chicago weather and tie it to my real estate production. So we try to hit 70 deals before 70 degrees. We're always checking the production board and the weather—and it definitely makes for a little extra excitement. Modify the goal to match your situation, but the key is to make it challenging and fun!

A DEAL A DAY IN THE MONTH OF MAY

During the month of May, I would aim to do “a deal a day.” In other words, my goal was to close escrow on 31 deals in May. I know that might sound overwhelming, but I love to be challenged.

Maybe for you it's a deal a week or two deals a week in the month of May. Be creative. Use a particular month to establish a challenging, but fun, mini-goal.

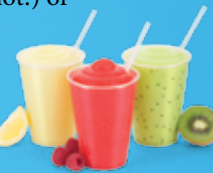


2 Institute Fun Breaks

Do you sometimes take yourself or your day too seriously? Are you always trying to get a five-hour “to-do” list done in a one-hour time slot? I know I'm guilty of this. To manage my intensity, I've learned to insert fun breaks into my day.

If you come into my real estate office, you will see a Nerf basketball rim hanging from my office door. During the day I often challenge fellow agents and/or my assistants to a little shooting contest...loser buys lunch (I'm a pretty good shot!) or treats for the office (win/win for everyone!).

Sometimes, on a hot summer Chicago afternoon, I return to the office with an ice-cold slushie for everyone—mandatory break time! I find that taking a fun break helps me to re-energize, re-focus and be more productive.



3 Engage in Fun Encounters

I love to learn about people...where they're from, how they got where they are, what motivates them, or what they want from life. Fully engaging with my clients creates fun for me. If you take the time to authentically connect, you'll be surprised by what you discover; a cousin of the Pope, a World War II veteran, a toy maker, and many other people—all of them with interesting and colorful backgrounds.

Do you have a challenging client? Then rise to the occasion. Ask them about their life. See if you can get them to smile. It's fun when a guarded client lets me inside their world. Some of my favorite clients started off as “tough nuts to crack.”

Not sure how to engage? Ask them a few questions about their favorite subject: Themselves! People love to share their story and be known. Take this opportunity to learn a little more about your clients than just their address. You'll be surprised what you discover and I guarantee you'll have more fun selling the home.

And remember, buying or selling a home is one of the most stressful activities for people. Buyers and sellers are attracted to, and will appreciate, an agent who makes the experience an enjoyable one!

Let's commit to having a little more fun in 2015—especially in our business. You'll be surprised at how it might affect your production! Up and to the right for one of your best years ever!

Buyers and sellers are attracted to, and will appreciate, an agent who makes the real estate experience an enjoyable one!





BETTER LEADS. BETTER BUSINESS.

by Eric Johnson, Director of Member Services

The first months of the year provide a perfect opportunity to recommit to the Work by Referral System and its proven activities. However, as the months roll by and you get busier, it becomes easier and easier to let your lead generation activities slip.

That's why we created Referral Maker CRM. Not only does it keep your clients' information organized, it also creates a fun and easy way to stay on top of what you need to do each day to be successful, while keeping you motivated to reach your goals.



**BRIAN BUFFINI'S
REFERRALMAKER** | CRM

LEAN INTO YOUR RELATIONSHIPS

In real estate, it's all about building relationships with your clients. Consider this: 82 percent of all real estate transactions are with referred and repeat customers. If you want to generate a steady stream of reliable leads, it's important to deepen your relationships with your existing clients by staying in touch with them.

Referral Maker CRM takes the guesswork out of client communication by giving you a list of who to contact each day in your Priority Action Center. Once you call these clients, write notes or deliver Pop-Bys, CRM moves them to the back of the queue based on how you've prioritized the relationship (A+ and A clients cycle through the list more quickly than B and C clients).

And not to worry...If you're stressed about saying just the right thing to your clients, Referral Maker CRM even features proven dialogues to start the conversation.

ORGANIZE YOUR DAY

Do you know what proactive lead-generation activities you have to do today to reach your goals? Referral Maker CRM can tell you! Not only does it make it easy to organize and sort your database, it takes organization one step

further by giving you a Daily Action Plan that lists what to do and who to contact to meet your business goals.

Referral Maker CRM also tracks your progress so you can see, in real time, where you stand in the pursuit of your goals. At a glance, you know how many calls

you've made and personal notes you've written, as well as your daily to do list, recent activities, upcoming appointments and much more.

BUILD A STRONGER BUSINESS

A strong business thrives in good times and weathers adversity. In order to build a strong business, it's essential to know your numbers; that is, your average list price, average days to closing, average sales-to-close ratio, etc.

Not only can you use these numbers to help your clients understand the local market, they also give you an accurate picture of your sales. Referral Maker CRM calculates these numbers so you can

easily refer to them in just a few clicks.

But, these aren't the only numbers you should know. As a business owner, it's vital to have a firm grasp on your finances. Referral Maker CRM keeps tabs on how much money is in your pipeline, including how much you've earned, how much is pending, and how much there is in total active and potential sales. Additionally, it allows you to track your expenses so you always have an accurate picture of your financial status.

**82% OF ALL REAL ESTATE
TRANSACTIONS ARE
WITH REFERRED AND
REPEAT CUSTOMERS.**



KICK YOUR MARKETING UP A NOTCH

The Work by Referral System is all about helping you create relationships; relationships built on consistent communication and care. By sending monthly Marketing Flyers and eReports, you build trust by reinforcing your character and competence as a real estate professional.

Designed to be shared, the Marketing Flyers and eReports make it easier for your clients to refer you to their family and friends, especially if you have them personalized with your brand, photo and contact information. In fact, we've found that those who personalize their Marketing Flyers earn over \$30,000 more than those who choose to send them out unbranded.

Taking it a step further, Referral Maker CRM features "Referral Intelligent Technology" that allows you to send your marketing materials every month with just one click. And, if you're so focused on relationship building that even a single click takes too much time, you can now elect to have Buffini & Company send your marketing materials for you with an upgrade called Client Direct.

SEND YOUR
MARKETING WITH
JUST ONE

click!

Work smarter, not harder.

Referral Maker CRM helps you boost your efficiency in one click. We understand you're busy; that's why we created One-Click Referral Intelligent Marketing.

One click to:

1. SEND YOUR MONTHLY eREPORTS
2. PRINT YOUR PERSONALIZED COVER LETTERS
3. DO A MAIL MERGE

No toggling screens, no double-clicking here and there, no maddening points of frustration while sitting behind your computer. Streamline your marketing so you can spend more time doing what you love—spending time with your best clients!

01

SEND YOUR
MONTHLY
eREPORTS

02

PRINT YOUR
PERSONALIZED
COVER LETTERS

03

DO A MAIL
MERGE



A DREAM BUSINESS MADE REAL

by Jennifer Smith,
Marketing Coordinator

From Peak Producers to Referral Maker PRO to One2One Coaching, Member Suzanne Botsifaras has doubled her income and is exceeding her goals.

One day in 2012, after 25 years as a Senior Corporate Law Clerk, Suzanne Botsifaras decided, “That’s it! I’m going to get my real estate license.” She says of her previous career, “I spent my whole day in front of a computer. There was no personal interaction and it wasn’t fulfilling.” She was craving a more rewarding career in which she could work with and help people. Real estate turned out to be the perfect fit.

Her new career got off to a strong start when she signed on with a brokerage requiring all new agents to complete the Peak Producers training program. “I’m so grateful I started right away with good habits; calls, notes and Pop-Bys were a part of my daily business right from the start.”

A couple of months into her new career, she attended a Turning Point in Toronto and learned about the memberships offered by Buffini & Company. “I knew I wanted to join One2One Coaching as a part of my overall business plan. With all the expenses that come along with being a new agent, I felt like I couldn’t afford to do it at the time, but I also knew, I couldn’t afford *not* to.”

Suzanne knew her transition into One2One Coaching would take some time, so she became a Referral Maker PRO Member for the interim and stayed focused on her lead-generation activities. Her dedication to the fundamentals she learned in Peak Producers, and continued to develop through Referral Maker PRO, gave her success early in her career, even earning her the *Rookie of the Year* award at her brokerage.

She attributes much of the success she’s earned to the Working by Referral System. “Brian’s way of doing business resonated deeply with me from the beginning. It’s not about what you get from your clients but about what you give to them.”

Fully investing herself in her clients, her lead-generation activities and her daily habits seems to come naturally to Suzanne, but she says Referral Maker PRO and CRM really helped keep her on track every single day.

As Suzanne grew in her career, she started noticing a couple of challenges she couldn’t quite figure out by herself. She knew that to overcome those obstacles and build the business of her dreams, she couldn’t go it alone.

In May of 2013, she upgraded from Referral Maker PRO to One2One Coaching. At the time, her biggest struggle was asking for referrals. “It just didn’t feel natural,” she says, “But on my

first call, my Coach was able to uncover my hang-ups and help me find words that were comfortable and natural for me to use.” Needless to say, she has had no hesitation asking for referrals since.

“My Coach is able to take what seems like a daunting or overwhelming task and break it down step-by-step. Suddenly, that task becomes simple and attainable.”

One formidable task Suzanne and her Coach overcame together was establishing a business and personal budget. This is a major struggle for many business owners. Buffini & Company Certified Business Coaches help their clients create a budget for their business, and a budget for their home—even making sure they pay themselves a salary.

“My Coach finds out how much income I want to make in a year, and then walks me through entering that goal into Referral Maker

CRM. CRM then translates that information into all the lead-generation activities I need to do to accomplish that goal. I have a plan!”

When she started in Coaching, Suzanne’s goal was to double her income from her first year’s earnings. Together with her Coach, she made a daily,

weekly and monthly plan to keep her focused on the activities she would need to do in order to reach that goal. After 18 months in Coaching, she is on track to double her 2013 income, netting \$180,000 in 2014.

“Coaching kept me focused on what I needed to do to generate the referrals and make the encounters with my clients meaningful.” Those encounters, and the referrals they generated, were meaningful to Suzanne both in her emotional bank account, as well as her actual bank account. “I love getting to help people for a living while also being rewarded for my hard work.”

The road wasn’t always easy as Suzanne and her Coach worked toward her goal of doubling her income in 2014. “At times I felt like I wasn’t getting any results from my activities, and even that I was bothering the people in my database.” It’s easy to stray from the activities when you don’t see an immediate result or when the people you contact don’t respond how you’d like. “My Coach encouraged me to keep doing the activities and she was right.” Suzanne’s phone started ringing and the clients came pouring in.

Although Suzanne’s success is inspirational, she certainly doesn’t claim it’s miraculous or that it happened overnight. “Coaching works, but you have to *do* the work too. My Coach gives me action steps that keep me

“Coaching is a fundamental investment in myself and in my business. It is a business necessity to me, like my cell phone. I believe in myself and what I can do and I know I need Coaching to help get me there.”

focused on what I need to do, but in between calls, I actually have to do the homework!”

She says her first year of Coaching was all about working on how to ask for a referral, how to get more referrals and how to grow her database. About her second year of Coaching, Suzanne says, “Now I’m able to go deeper. It’s more about building a strong, viable business that’s going to give me the quality of life I want at home also.”

“My Coach is able to guide me. I tell her what I want to achieve, where I see myself and my business going, and she gives me a roadmap. All I have to do is follow the route and it works.”

Still in the early years of her new career, Suzanne has positioned herself to remain successful and continue growing her business for years to come. “Coaching is a fundamental investment in myself and in my business. It is a business necessity to me, like my cell phone. I believe in myself and what I can do and I know I need Coaching to help get me there.”

In 2015, Suzanne will work toward her goals of increasing her income to \$250,000, hiring an assistant, spending more quality time with her family and taking a dream trip to India. If the past is any indicator, and with her Coach by her side, she is sure to achieve all she sets her mind to.

“My Coach is able to take what seems like a daunting or overwhelming task and break it down step-by-step. Suddenly, that task becomes simple and attainable.”

SUZANNE
BOTSIFARAS

BURLINGTON
ONTARIO

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1

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2

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3

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Get world-class business training direct from success expert Brian Buffini at our live events and online webcasts.



4

Online Training & Help

Need assistance? Help is just a phone call away! Call or email our Referral Maker PRO Support Team as you need it.

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Group COACHING

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Personal Heritage Profile™			✓
Annual Heritage Profile Enhancement			✓
In-Depth Business Analysis			✓
Advanced Business Strategies Webcasts			✓
10-12 Peers in Group Coaching Sessions		✓	
Online Training & Resources	✓	✓	✓
Business Plan	✓	✓	✓
Monthly Training Webcasts with Brian Buffini	✓	✓	✓
Buffini & Company Magazine (Biannually)	✓	✓	✓
B.I.T. O'Brian Video Clips (Business Inspirational Tips)	✓	✓	✓
Help Desk Support	✓	✓	✓

Professional Marketing Tools

Referral Maker™ CRM	✓	✓	✓
Monthly Referral Maker Marketing Kit™	✓	✓	✓
eReport Emails (monthly)	✓	✓	✓
Rapid Response Marketing Flyers	✓	✓	✓

Live Events & Networking

Attend Brian Buffini's Success Tour-FREE	✓	✓	✓
Small Groups			✓
Referral Directory			✓



Our One2One Coaching Members earn an average annual income of **\$238,662**

I've been in One2One Coaching for over four years and this year I'm **67% ahead** of where I was last year!"

Susan Hubele | Vancouver, BC

Need help choosing the right solution? Call 800-945-3485 x 4

Roz Byrne

Oak Park, IL

One2One Coaching Member for 12 Years

One2One

by Jennifer Smith, Marketing Coordinator

The Dedication of Coach to Client and Client to Coaching Creates a Powerful Formula for Success

A One2One Coaching Member since 2003, Roz Byrne, and her Coach, Melissa Winter, exemplify the power of accountability, camaraderie and profitability that come along with a dedicated Coaching relationship.

Now a veteran starting her 12th year with Buffini & Company, Roz candidly reflects, "I tiptoed into Coaching with a very skeptical eye, but I've seen it transform my business and work wonders for far too many agents to have any doubt left."

Roz attributes much of her success to Coach Melissa—keeping her focused on planting the seeds that she would eventually harvest. "You have to have faith in the system; that if you work it, it will work. But you have to believe that before you have proof that it will."

Outside of her bimonthly Coaching calls with Melissa, Roz strives to remain devoted to the Working by Referral System by capitalizing on all the resources Membership makes available. "Every Coaching call, every Small Group meeting, every Success Tour, every monthly CD that comes in the marketing kit, is a kick in the rear to stay in touch with my database and keep asking for referrals."

She saw the dedication to her lead-generation activities pay off during the recession. "By diligently sowing the seeds of calls, notes, Pop-Bys and client parties during the downturn, my business remained about the same. That was frustrating to me, but it was a lot better than what happened to most agents because my business did not decrease." Now that the recession has lifted, Roz has seen

steady increases in her production over the last three years, growing her sales volume from \$9.5 million in 2012 to \$14.5 in 2014.

Coach Melissa helped many of her clients weather the storm of the recession by focusing on what each individual needed to stay motivated. "Our clients often tell us that they love this industry because no two days are ever the same. The same could be said of Coaching. No two days, no two clients and no two Heritage Profiles are ever the same."

Roz has benefited greatly from Coach Melissa's ability to personalize the system for each of her clients in order to maximize their results. "Not everyone is motivated by the same things," Coach Melissa says. "As a Coach my role is to tap into their Heritage Profile and find the things that inspire, encourage and motivate them to reach their most important goals."

During the years she and Roz have worked together, there have been many instances when Coach Melissa has been able to personalize the components of the system to help Roz in areas she found herself struggling. "Roz is excellent at throwing client parties but has struggled with calls and Pop-Bys."

"By throwing the parties, which reinvigorate her and bring her closer to her best clients, she has a reason to call them during the planning stage, and Pop-By with a party-favor after. She pushes herself to do the parts of the system that challenge her—and she sees results."

Roz offers this perspective on overcoming the parts of the system that don't come naturally to her, "Calls and Pop-Bys

Melissa Winter

Carlsbad, CA

Business Coach for 12 Years

“
Building my real estate practice by referral has allowed me to enjoy a thriving business that is my own.”

”
Buffini Coaches have the unique advantage of helping each client unlock those aspects of our system that complement their strengths.”



are like going to the gym. You grumble on the way there, but on the way home you feel like a million bucks and are glad you went.”

“Buffini Coaches have the unique advantage of helping each client unlock those aspects of our system that complement their strengths,” says Coach Melissa.

One of the biggest accomplishments Melissa has seen Roz achieve is being able to take a month-long vacation each year in Mexico. “Roz works 11 months of the year, taking one month off to disconnect from her business. This year she had 10 referrals waiting for her when she got home!”

Roz believes the perspective her Coach is able to give her is invaluable.

When she gets nervous she won’t meet her goals, her Coach is able to remind her of where she’s been and the seeds she has planted. “Sometimes you need that outside perspective and someone rooting for you.”

After so many years in Coaching, it’s only natural to wonder why she’s remained and plans to continue on her journey with Coach Melissa indefinitely. “Why fix what ain’t broke?” Roz says. “From simply sending out-bound referrals to other agents across Chicagoland and the country, I make more than my annual Coaching costs. It’s a no-brainer.”

The same might be asked of Melissa after so many years of dedicated service to her clients. “We’re called to the standard of ‘living what we

teach’—it’s one of the company’s core values, and each Coach takes it to heart. I get to be inspired by the growth of my clients, which in turn, energizes me to be better for my family.”

The dedication of Coach to client and client to Coaching creates a powerful formula for success. Says Roz, “Every year of the 11 years I’ve been working by referral I’ve immersed myself in Brian’s system more and more. It has been a gradual discipline, but a discipline indeed. Building my real estate practice by referral has allowed me to enjoy a thriving business *that is my own.*”

Roz has seen steady increases in her production over the last three years, growing her sales volume from \$9.5 million in 2012 to \$14.5 in 2014.



A COACH IN YOUR CORNER

MAXIMIZE YOUR ONE2ONE COACHING MEMBERSHIP IN 2015 AND BEYOND

by David McGhee, Director of Coaching

Coaching works, the numbers prove that. Our Coached clients earn seven times the national average and an average of \$85,000 more than our non-Coached clients. The question is: **Are you maximizing your One2One Coaching Membership?**

To get the most out of your Coaching experience, and make 2015 your best year ever, you need to know what you want, be open to change and be prepared for your Coaching calls.

KNOW WHAT YOU WANT

Joe Niego says most people have no clear target, and hit it with amazing accuracy. A key to success in any endeavor is to have a clear target and clear goals. The same is true in Coaching. To get the most out of having a Coach you need to know what you want to gain from the experience.

Maybe you want more money or more closed transactions. You might want to build a team, or better utilize the one you have. Perhaps you want more free time and balance in your life.

There are an endless number of reasons to integrate Coaching into your business, and those reasons will change over time. The clearer you can define your objective, the more likely you are to achieve it. Do you know what you want to get out of your Coaching?

BE OPEN TO CHANGE

We all have desires, dreams and goals. Many of them are outside our current comfort zone—or we would have already achieved them.

That means if we want things to be different, we have to be different. If we want things to change in our business, we need to change. A crucial element to getting the most out of your Coaching is to be open and willing to change.

If you keep doing things the way you have always done them, you will continue to get the results you’ve always gotten. Are you open and willing to change?

PREPARE FOR YOUR COACHING CALL

Can you imagine a pilot getting into the cockpit of a plane without a flight plan? The answer is clearly, “No.” In fact, we would be appalled if a pilot, or any professional, showed up unprepared.

It’s our expectation that they be extremely prepared.

Our One2One Members should have the same expectations of themselves for their Coaching calls. To get the most out of each call:



KNOW YOUR NUMBERS:

You cannot manage or improve what you don’t measure. Successful business people know their numbers. Before each call, determine how many referrals you’ve received since the last Coaching call, how many calls, notes and Pop-Bys you’ve done, and where you are in relation to your goals for the quarter. ReferralMaker CRM compiles those numbers for you, so be sure to lean into this valuable tool we provide.



IDENTIFY YOUR SUCCESSES AND CHALLENGES:

What are the biggest challenges you’ve faced since your last call? By identifying them, you and your Coach can develop a strategy and plan to overcome them. And, just as important, determine your top successes. It’s easy to overlook what you’re doing well. Be sure to share your wins with your Coach; they can help you capitalize on those for even greater success.



HAVE AN AGENDA:

It’s important to have a clear objective for your Coaching call. You’ll get more from your Coach if you have one or two specific topics you want to discuss and work on during the call.

Coaching is not something that is done to you. It is a process. Your Coach can help you achieve your goals by leaning into your strengths and drawing out your best. You just have to be ready. So, are you?

OUR COACHED CLIENTS EARN
7X THE NATIONAL AVERAGE
AND AN AVERAGE OF
\$85,000 MORE
THAN OUR NON-COACHED CLIENTS.



Real Estate Pros Working the Referral Maker System to Win

by Laura Foreman, Copywriter

This year, it's all about "the year ahead"—launching your best year yet, and then sharing your success to inspire others. There's no better time than today to start fresh and build your success on a firm foundation—the foundation of the Referral Maker System, that is. Even doing one activity consistently can transform your business and generate a stream of reliable leads. We asked a few of our Members to share one activity they've focused on that's garnered great results.



My focus has been to consistently execute on the fundamentals; calls, notes, Pop-Bys, B2B networking and hosting at least one client party per year. If you follow the systems, they work! I do enjoy the note writing and Pop-Bys the most. When I have five extra minutes between appointments, or when I'm sitting in my car waiting for a client, it's easy to keep a stack of cards and write a few notes. The response has been great, and helps me stay at the forefront of my clients' minds.

Also, before I was in Coaching I didn't track my activities, and now that I do, it's exciting to see the numbers. It helps me stay focused. When I see dollars sitting in my pipeline, as well as active, pending and closed categories, the impact my activities have on my results becomes tangible and really helps me dig in and push!

Tracy Kerzanet
Keller Williams
Richmond, VA



I have used the systemization of calls, notes and Pop-Bys to take my relationships deeper. Every call I make piggybacks on the previous call. I also use the Referral Maker marketing calendar and hold myself to it. If I hold myself accountable to my calendar, make my calls, deliver my Pop-Bys and write notes per my daily plan, I have done my job. Yes, even when transactions are going sideways!

It sure is not glamorous and novel and trendy and cool. It is the basics of real estate the Buffini way. The principles remain the same.

Elizabeth Lucchesi
McEneaney Associates
Alexandria, VA

I have always told my four daughters, when things aren't going their way, don't try to change everything; just try to change one thing. After seeing Brian Buffini and Joe Niego in Toronto in November 2013, I decided to take some of my own advice. Instead of taking the "bumble bee approach" to my marketing, I decided to do one thing differently. I purchased Referral Maker PRO and started reaching out to my database by writing two personal notes a day. I began to consistently send my Marketing Flyers and followed up with the eReport. In 2013, I sold about \$4,000,000 in real estate; in 2014 I'm going to close over \$10,000,000. With the success I experienced this year, I knew it was time to step it up and at this year's Success Tour in Toronto, I signed up for One2One Coaching. I am little nervous to try and repeat my 2014 numbers, but I'm excited at the same time.

Sarah Garner
Royal LePage Supreme Realty
Toronto, Ontario



What kick-started my business this year was taking Peak Producers. It forced me to get out of my comfort zone and make more calls, send more notes and Pop-By more clients than I'd ordinarily do. Brian Buffini's Success Tour in New York was a tremendous help, as well as the MasterMind Summit. It just seems like the more of these activities I participate in, the better results I achieve. I've become more motivated to do this, and to continue to live the good life. Another thing that has been helpful is staying positive and keeping my focus on things that make me happy and successful in the five circle goal areas, such as spending time with my son, reading inspirational books and planning a family trip to Hawaii next December.

My Coach, Scott Oppitz, continually encourages me to read books and work on myself, and because of this I keep my "A" game moving forward with positive affirmations, positive writing, and having my clients focus on, "What they really want?" Asking my clients that question really helps me focus on what I really want.

Ryan Shea
Nicole Andrews Group
Dallas, TX



It's hard to believe that Referral Maker CRM has been around for two years. I have leaned more and more heavily into this robust system. Developing Marketing Campaigns for potential buyers, potential sellers, active buyers and active sellers has helped me stay in touch with my clients in an organized and almost effortless way. This consolidation of information I was once keeping via sticky notes, calendars and Word/Excel documents has literally helped me sleep better at night knowing I am organized.

More specifically, I make it a point to be logged in and take notes after completing calls, notes and Pop-Bys. And I always schedule my next interaction with them as a future "To-Do." The detailed notes this system stores for me helps me impress my clients; I've been able to recall specifics about our previous

conversation, which often may have been a month or even two before. This gesture of showing I care has galvanized relationships with past clients, and transformed current clients into friends.

Building on the foundation of Referral Maker CRM and the strengthened relationships it helps develop, I have been able to enjoy time hosting multiple client appreciation parties. Each event has paid for itself before the event took place, and six times over after the event. Calling to "Save the Date," receive RSVPs, and thanking guests for coming also helps me achieve my weekly call goals.

As far as income goes, it has literally more than doubled since I started using Referral Maker CRM.

Jonas Elber
RE/MAX of Spokane
Spokane, WA



As Brian encourages us to do, I send personal notes to all my clients. One of my clients just posted the front of the notecard I sent, along with some great compliments, on his Facebook page and the post got almost 150 likes. Awesome free advertising! I've got at least two leads from just that single post.

Debora Sousa-Wetter
Dell Realty Associates
Revere, MA



How to Have Your Healthiest Year Yet

by Beverly Buffini

The subject of health is very dear to my heart. At our MasterMind event a couple of years back, I launched a 90-Day Health Challenge, which fueled great results for the hundreds of folks that joined me. Many lost weight, improved their blood pressure and cholesterol levels, and began to experience vitality and mental clarity in their work and leisure.

Since then, I've heard from so many of you that you'd like me to start another challenge; so I thought, there's no better time to work on having our healthiest year yet than right now! My hope is you'll catch a new vision and take action to become a healthier you.

Food and disease

There is a critical relationship between food and disease. In order to prevent, reverse or mitigate diseases, significant lifestyle and dietary changes often need to be made. Unfortunately, our Standard American Diet (SAD) has produced a situation where disease and chronic illness are considered inevitable and just another natural consequence of aging.

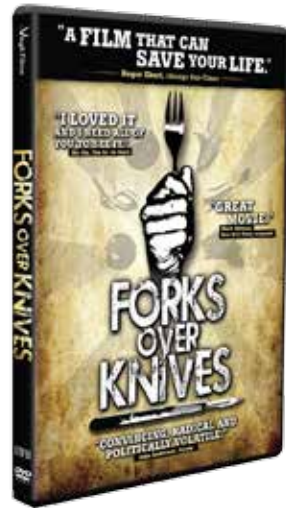
PURGE YOUR KITCHEN OF PROCESSED FOODS!

My goal is to encourage you and provide a pathway to make 2015 your healthiest year yet. Let's finally overcome our health challenges and reach some goals we never thought possible. Change is very difficult, but it is possible. And it begins with choice.

The choice is ours

I've spoken with so many people who are sick and tired of being sick and tired. They're frustrated with fatigue, pain or being unable to shake those extra few pounds. Others want to get off medications they've been on for years, or see a reversal in disease.

Well, it's time to take charge! Our body has an enormous capacity to heal itself when fueled with the right building blocks. It is designed to move away from disease and towards health so long as we provide the right environment for it to do so. So let's do that. I've created a simple 10-step challenge to take charge and choose health!



10 Step Challenge

1 Assess your health

- Get a physical
- Get blood work done (to detect nutritional deficiencies)
- Identify weak spots and make a plan to strengthen them

"WANTING SOMETHING IS NOT ENOUGH. YOU MUST HUNGER FOR IT. YOUR MOTIVATIONS MUST BE ABSOLUTELY COMPELLING IN ORDER TO OVERCOME THE OBSTACLES THAT WILL INVARIABLY COME YOUR WAY."
— LES BROWN

2 Identify your "why"

- What are your goals? (reduce blood pressure, lose weight, etc.)
- You must have big motivation to do big things

3 Find accountability

- Seek out like-minded friends who are also looking to have their healthiest year yet
- Meet regularly to discuss goals, study books, watch DVDs

4 Get educated

- "Eat for Health" by Dr. Joel Fuhrman (book)
- "End of Dieting" by Dr. Joel Fuhrman (book)
- "The China Study" by T. Colin Campbell (book)
- "The Hallelujah Diet" by George Malkmus (book)
- "Fat Sick & Nearly Dead" (DVD)
- "Forks Over Knives" (DVD)
- "Hungry for Change" (DVD)

5 Increase and/or add:

- Nutritionally dense foods in your diet (vegetables, fruits, beans, nuts, seeds, berries, whole grains, nut butters, non-dairy milks, good fats and water)
- Smoothies
- Juice drinks
- Supplements and vitamins for deficiencies
- Find healthy recipes

WHEN DINING OUT CHOOSE FROM THE FOOD GROUPS ABOVE

6 Eliminate or greatly reduce

- Sugar
- Meat
- White flour (replace with whole grains)
- Dairy
- Processed foods
- Salt (and minimize oils)
- Caffeine



7 Replace or restock

- Fill pantry, refrigerator and cupboards with foods that support your diet to have the right foods at your fingertips
- Get the essential kitchen tools (blender, food processor, juicer, etc.)

8 Movement

- Keep your body moving (train with your accountability group)
- Walk daily
- Do some resistance training several times a week
- Get fresh air and sunlight—essential for good health

9 Journal

- Keep a daily journal of your thoughts, feelings and activities
- Monitor your goals
- Remember your "why" (your motivation for health)
- Maintain a food diary
- Write down all your known physical problems, no matter how minor they are, before making any diet change. Then note all the changes you experience while on the new diet.

10 Commitment

- If you are going to participate in this challenge with me I'd love to hear from you or your accountability group throughout the year. Please send all correspondence to Buffini & Company, attention Beverly Buffini. Begin with a commitment letter and I will make it my mission to pray for each and every one of you that you will have your healthiest year yet.

The struggle to change is real, but change is possible and the choice is ours to make. I've committed to the 10-step challenge for 2015. You can too!



Beverly Buffini is a former Olympic athlete—she was a member of the '85-88 U.S. Olympic volleyball team. She is a full-time mom and educator and serves on the board of directors at Christian Life Academy.

INCREASE YOUR PROFITABILITY WITH THESE BEST PRACTICES FROM BUFFINI & COMPANY CERTIFIED MENTORS



MARY WARGULA

**Berkshire Hathaway
Home Services
Georgia Properties
Alpharetta, GA**

First and foremost we require our associates to have a written plan, which not only includes a business plan but a personal one as well. At Berkshire Hathaway Home Services Georgia Properties we believe in a balanced life. We also believe that agents have more of a chance to achieve their goals if they have a written plan, which includes goals, marketing, time management and accountability. As the managing broker, I meet with each of my associates to review their plan and give suggestions as to what I feel they need to do to reach their goals.

I am working on setting up “MasterMind” groups for each of the different levels of agent production in the branch. Once these groups are set-up, they’ll be self-directed. My vision for this is that the agents in each group will help and encourage each other as they work to grow their business.

I will be starting a new Peak Producers class in January and will conduct several during the year. I believe that no matter what level an agent has achieved in their career, coaching is the “Magic Elixir.” As a Peak Producers Facilitator it is amazing to see the increase in production of the agents who really commit to the program.



SAMANTHA GIUGGIO

**Fathom Realty
Apex, NC**

My top tips for having your best year ever are: ❶ Be intentional. Make sure you set goals and put them in writing. You have to know what you’re working towards! ❷ Have a plan. Once you have your goals in writing you need to have a map of how you’re going to achieve these goals. Plan so your daily, weekly and monthly activities get you one step closer to achieving your goals, and then stick to your plan! ❸ Serve your clients. In today’s market with the Internet at everyone’s fingertips, clients sometimes struggle to see the value in using a Realtor. By professionally serving your clients, being an expert in your industry, and showing you appreciate your clients, you’ll build trust and lasting relationships that will continue to grow into referrals and lifelong clients. ❹ Invest in learning. We work in a fast-paced, ever-changing industry and in order to keep up and be able to serve your clients you need to invest in your own education. Figure out what areas or skills you need to develop. Or maybe you just need a refresher class. But make time to learn! ❺ Be passionate about what you do. Life is too short to not enjoy what you spend the majority of your time doing. When you love what you do it shows; in the real estate business we are blessed to work with so many great people and help them “find their way home!”



RALPH ROBERTO

**Coldwell Banker RMR
Oshawa, Ontario**

Since 2012, we have implemented Peak Producers as our primary training program, and to date, approximately 40 percent of our agents have participated in the program—several of them twice. We attribute a significant increase in new listings to the program. In 2014, we offered the program starting the second week of January and are doing the same in 2015.

In 2014, January to October, the Durham Region Association of Realtors reported a drop in new listings of 1.2 percent. During the same period, our company experienced an increase in the number of new listings from 703 to 1033, or 46.9 percent!



EDDIE BROWN

**Fonville Morisey
Raleigh, NC**

To kickoff your best year yet, try a 10-minute push to contact the people who are most likely to send referrals and business your way. It helps you stay organized and focused on your highest-referring, A+ clients. Set aside 10 minutes each day—set an alarm to keep you on task—and contact as many people as you can during that time. Do a different type of contact each day, such as phone calls on Mondays, personal notes on Tuesdays, etc. This will help you work through your entire list of past clients, friends, family, associates, prospects, etc. Be sure to track your activities so you can vary how you contact each client the next time.



PEGGY RUDOLPH

**RE/MAX Vintage
Houston, TX**

At the beginning of each year I sit down with my agents and ask them to set goals. Then we dialogue about what daily activities need to be established to reach those goals. I give them a week to work on this and then they come back and we finish the task. We then meet every quarter to see how it’s coming along and decide if adjustments need to be made in order to assist them in reaching their goals.

The second thing I ask them to do is to go through their database and clean it up. I tell them they need to make sure they have added people to it that they have met or done business over the past year that “deserve” to be a part of their database.

Probably the most important part of these two practices is that the agent feels throughout the year that I am aware of their goals; that I’m their accountability partner, as well as their cheerleader.



RYAN HODGE

**The Realty Firm
London, Ontario**

This is how I implement my own personal sales plan with my business partner, train our agents, and recruit via Buffini & Company’s Ultimate Recruiting System: ❶ Track everything. Sales, leads, commission rates and price points. This will allow you to analyze where your business really comes from. ❷ Work backwards. Focus on your net goal; not gross commissions. Too often we don’t talk about net profit enough in this business. If you can determine what your net goal is, then you can look towards what type of GCI you need. ❸ Start early. My business partner and I usually begin our business plan for the following year after the third quarter is complete. We analyze weekly through November and the first two weeks of December so that our systems are built and in place for January 1. ❹ Take time to recharge over the holiday season. Keep up your lead-generation activities, but make sure to spend quality time with friends and family. ❺ Focus on the activity, not the results. Build all of your systems into a CRM so you know what activities you need to do daily—notes, Pop-Bys, calls, marketing, price reductions, follow-up, etc. You’ve got to time-block for these activities; it helps prevent the frustrating “peaks and valleys” of sales.



“BY PROFESSIONALLY SERVING YOUR CLIENTS, BEING AN EXPERT IN YOUR INDUSTRY, AND SHOWING YOU APPRECIATE YOUR CLIENTS, YOU’LL BUILD TRUST AND LASTING RELATIONSHIPS THAT WILL CONTINUE TO GROW INTO REFERRALS AND LIFELONG CLIENTS.”

– Samantha Giuggio, Fathom Realty | Apex, NC



by J'aime Nowak,
Director of Corporate
Development and
Training

PLAN, PREP & GET AFTER IT!



When running my real estate company, my top three priorities were: engagement and development of agents, healthy growth and financial management. When I consistently carved out time in my schedule to make sure the activities associated with these priorities happened, my agents were happy and productive, my recruiting pipeline was full, and both our environment and our bottom line were thriving.

Please remember, you have the authority and the power to design your own day. This is in the best interest of you, your family, your agents, your ability to generate money for your business, and your goals and dreams. Make the decision. What's it going to be?

order. Flip it around and start your day with some quiet time or heart pumping cardio. A brisk 20-minute walk makes a great difference in your energy levels and vitality. Eat more veggies and fruit as you go. Jim Rohn said, "They say 'an apple a day keeps the doctor away'... what if they're right?"

Create small blocks of time throughout the week for family dinners, grandkids' soccer games, calling a loved one and taking time to nurture the really important relationships in your life. And then add in healthy business growth activities like sales and marketing, and agent development and retention.

Doing this is critical for achieving long-term business success. Take action on those things you've decided are crucial for you. Make them non-negotiable and do your best. You and your business are worth it. Once you've gone through this process, bring your agents through it as well, and fire up the troops for a great year ahead!

You've got this. Your goals and dreams are waiting. Just about everything you want in business and life is available to you if you'll dream and plan; prepare and decide; and then get out there and *make it happen!*

"THERE IS NO
ELEVATOR TO
SUCCESS...YOU
HAVE TO TAKE
THE STAIRS."

— ZIG ZIGLAR

"HAVING AN
INCREDIBLE YEAR
IS NOT BASED
ON ONE HUGE
QUANTUM LEAP IN
MOST CASES. SMALL
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LEAD TO GREAT
THINGS."

With each and every day, you have a fresh opportunity to start—or continue the momentum of—your best year yet. Just take a moment to imagine the next 12 months as a blank slate to be filled with your goals, aspirations and endless possibilities. This mindset doesn't have to be tied to New Year's resolutions; truly, it can fuel your success all year long.

Now, to really harness this phenomenon, I'm going to share three key practices that will help you create your very best year. Although they are simple in theory, they are not common in practice. **If you want success, happiness and fulfillment you're going to have to plan, prepare and get after it.**

1 PLAN FOR IT

Make your next calendar year everything it can be. Start by taking a look at where you are now. Are your goals the same as last year? Or have they changed? Don't get stuck in a rut. Out with the old...if necessary. Shake up the status quo. Close your eyes, stifle any negative thoughts or objections and *think unlimited*. What do you want to have, do, become or change?

Ask yourself, "What do I really want for my life? What is the vision I have for my company? Have I been settling for less?"

There's no better time than today to get focused on, and excited about, the dreams and desires you have for each area of your life.

Says Gloria Steinem, "Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning."

Write down all your thoughts and then zero in on, and prioritize, at least one goal for each of the "five circles:" your spiritual life, family life, business life, financial life and personal life.

2 PREPARE FOR IT

Next up, let's get after the mindset it's going to take to focus on your goals and dreams, and make them real. The number one way to accomplish this is to commit to the few. We've all heard the adage, "Jack of all trades, master of none," and it absolutely applies in the work and life of a leader.

This industry can sweep us up into its chaos. Urgent matters, stressed out buyers and sellers, and daily fires pull us away from the things we know we need to do to make the economic bell ring in our organization. If you want to achieve at the highest level in all areas of your life, choose wisely and *do fewer things well*.

Determine what the top priorities are for you and then schedule and protect them. Have a laser-like focus on the things that will rock your mission! You can't do everything—we've all been on that hamster wheel. Think again about having that blank slate—then fill it with the things that matter personally and professionally.

"A WINNING
EFFORT
BEGINS WITH
PREPARATION."

— JOE GIBBS

3 GET AFTER IT

Once you've decided on your most important activities, you must take the next step and manage your decisions by taking action consistently. Having an incredible year is not based on one huge quantum leap in most cases. Small steps every day lead to great things. The daily choices we make are the true cornerstone of achievement. "There is no elevator to success...you have to take the stairs," said the great Zig Ziglar.

First things first here...you have to take care of the golden goose for your business, which is you! For many of us, taking care of ourselves is the first thing that gets cut out of our day. We need to reverse that thinking—and that

J'aime Nowak built a lucrative real estate [agent] career in Gilbert, AZ using Brian Buffini's Referral Maker System. As a manager, she later transformed a struggling office into a highly successful business averaging six new recruits a month. In 2004, J'aime was recruited to Buffini & Company and now serves as Director of Corporate Development and Training.

1 **PLAN FOR IT** Ask yourself "What do I really want for my life? What is the vision I have for my company? Have I been settling for less?"

2 **PREPARE FOR IT** Commit to the few. If you want to achieve at the highest level in all areas of your life, choose wisely and do fewer things well.

3 **GET AFTER IT** Manage your decisions daily by taking action consistently. Small steps every day lead to great things



LESSONS FROM THE LEGENDS

AN INTERVIEW WITH **ALAIN VALLES**

Direct Finance Corporation | Hanover, MA



Q HOW HAS YOUR BUSINESS CHANGED AFTER 10 YEARS OF COACHING?

I have been better able to insulate myself from the up and down cycles of the market. During the recession, my loan volume remained strong because of the Referral Systems. Coaching has also given me the confidence to venture into the reverse mortgage space as a mortgage broker, which now accounts for over 40 percent of my production.

Q HOW HAS YOUR LIFE CHANGED AS A RESULT OF COACHING?

I'm doing my best to live the "It's a Good Life" philosophy, which has allowed me to be more at peace with myself and better accepting of my limitations. The greatest joy has been seeing the Coaching "lessons" I've been working on permeate through to my four children; from how a hand-written note helped them get a job, to hearing them (this truly happened) sing, "I can, I will, I believe..." to the moans of my wife, Gail. Coaching has a much longer-lasting impact than we think about. As Joe Niego says, "More is caught than taught..."

Q WHY DO YOU STILL NEED A COACH?

It's very simple—my Heritage Profile indicates it. Nothing is worse than an Olympian, Showman and Entrepreneur [profile attributes] running amuck with no backstop. The great Coach Ward Harrington is constantly pointing out when my attributes are throwing me out of balance.

Q HOW DO YOU STAY COACHABLE?

I know I have the potential to live a fuller life in all areas and would hate to look back and feel like I didn't give it my all. With Coaching I've experienced a slow transformation from overcoming the fear of failure to welcoming the fear of success. Coaching keeps pushing me to set aggressive goals and to rejoice when I fall short.

Q HOW DO YOU CONTINUE WORKING THE SYSTEM, BUT KEEP IT FRESH?

I've been in Coaching since 2000 and it's become part of my DNA. What keeps the

system alive is I'm having fun using it all the time. Not a day goes by where I don't write a note, do a Pop-By or encourage others to go after their goals. The positive feedback I receive energizes me to go deeper with the system.

Q WHAT WOULD YOUR ADVICE BE TO SOMEONE WHO FEELS LIKE THEY'RE NOT MAKING PROGRESS?

My biggest ongoing challenge is consistency. When I do a couple of daily notes, a few phone calls and Pop-By a friend, I have more leads than I can handle. Track your activities, have faith in the system and don't quit on yourself. As Brian says, "Just being you is good enough to be great."

Q WHAT'S THE ONE PIECE OF ADVICE YOU'D GIVE TO SOMEONE WHO'S JUST STARTED COACHING?

Many have gone before you and are achieving lasting success. It'll work for you if you work it; have faith and go for it!

"TRACK YOUR ACTIVITIES, HAVE FAITH IN THE SYSTEM AND DON'T QUIT ON YOURSELF."

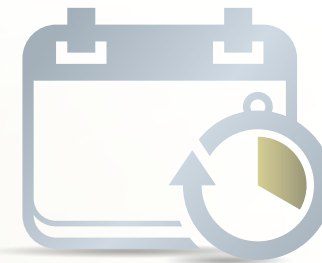
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Brian Buffini Asks **Les Brown**



Adopted with his twin brother at six weeks old, and misdiagnosed in early childhood as “educable mentally retarded,” Les Brown rose above these challenges to become an internationally renowned speaker, best-selling author and a leading expert on how to harness potential.

1 WHAT DO YOU ENJOY MOST ABOUT PUBLIC SPEAKING?

I love the transformation that takes place when people hear something that gives them a vision of themselves beyond their circumstances or mental conditioning.

2 WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO'S JUST STARTING OUT OR MIDWAY THROUGH THEIR CAREER IN REAL ESTATE?

Create a level of rapport, trust and connectedness. People do business with people they know, like and trust.

3 WHAT'S YOUR ADVICE FOR SOMEONE WHO HAS A DREAM FOR THEIR LIFE, BUT DOESN'T KNOW HOW TO ACHIEVE IT?

I didn't get into public speaking for many years because I didn't believe I could do it. My conditioning, my mindset, my upbringing in poverty, all made me believe that type of life wasn't available to me.

I was living my life off an assumption that was a lie. And then something happened; I met someone who saw something in me I could not see.

“AT THE END OF THE DAY, YOU DON'T GET IN LIFE WHAT YOU WANT; YOU GET IN LIFE WHAT YOU ARE.”

Sometimes, you have to believe in somebody's belief in you until your belief kicks in. Most people fall short because they don't know what they don't know. You can't see the picture when you're within the frame. Get someone in your life who has a trained eye and can see what you can't.

4 WHAT WOULD BE YOUR ADVICE TO SOMEONE WHO IS FACING ADVERSITY?

Decide that it is not going to get the best of you. I'm a 19-year cancer conqueror. Every day, that's a conversation I have with myself. I say, “Lord, whatever I face today, together you and I can handle it.”

5 WHEN YOU'RE FACED WITH A BARRIER OR OBSTACLE, HOW DO YOU PUSH THROUGH?

You've got to think creatively. If you approach a challenge with the mindset that “I can get through this; this is for my growth and development,” then you can handle the obstacle much more effectively.

6 HOW DO YOU STAY POSITIVE?

To stay positive in the face of adversity, I affirm to myself that no matter how bad it is or how bad it gets, I'm going to make it. When doctors looked at me and said that the cancer had metastasized to seven areas of my body, my life partner looked at me and said, “We're going to beat this.” I felt that at the cellular level. My conversation with myself was, “I got this.”

7 WHAT INSPIRES YOU?

I've listened to and been inspired by a variety of people over the years, including

Jim Rohn, Earl Nightingale and Zig Ziglar to name a few. I believe that we have to deliberately program our minds. Most people never achieve their goals because they become victims of “weapons of mass distractions.”

Be intentional about what it is you want, what is it you need to do, and what kind of person you want to become. At the end of the day, you don't get in life what you want; you get in life what you are. Be willing to put in the work that's necessary to become the kind of person that can achieve the goals you've identified for yourself.

8 WHAT HAS BEEN YOUR GREATEST CHALLENGE?

My greatest challenge—and it took me 14 years to overcome it—was to believe that I can do what I'm doing right now; to believe I had something of value to say and someone would listen.

9 WHAT HAS BEEN YOUR GREATEST BLESSING?

It's becoming an instrument of hope and letting people know that there is more in them. I am who I am because somebody saw something in me that I did not see. Somebody believed in me when I did not believe in myself. I'm so grateful that my mentor, Mike Williams, continued to say, “Les, you have more in you.”

10 WHAT DOES SUCCESS LOOK LIKE TO YOU?

Success to me is doing something you love that's in service of others; doing something you look forward to, and can work toward mastering. You can make such a big impact on people with the love and energy you put into the service of them.

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WINNER'S CIRCLE

WORKING BRIAN BUFFINI'S REFERRAL SYSTEMS FOR SUCCESS

Ben Andrews | Willamette Realty Group | Portland, OR

Q Where were you when you started with Buffini & Company, and where are you now—in terms of your business success, or success in the other five circles?

Before getting involved with Buffini & Company, my wife, Heidi, and I worked together as agents. When she became pregnant her role shifted and she started taking care of the administrative tasks. Shortly after, we noticed our business dropped out from under us.

Heidi was the nurturing side of our business, which I had relied on her to do. It was a humbling experience. I knew I had to learn to build a nurturing relationship with clients to provide for my family. So, I jumped into Peak Producers and soaked it up like a sponge!

Now I approach my business with a focus on relationships. As a result, I have more than doubled my production and I dictate my daily activities. Most importantly, the Buffini systems have taught me how to leave work *at* work, so my family can have my undivided attention.

Q Why did you ultimately decide to get a Coach?

I was preparing to buy the family business. I had to create better structures in business and in life so I could continue to support my family, provide an environment for my agents to succeed and also approach work and life with a positive, infectious energy.

THE BUFFINI SYSTEMS PROVIDE A STRUCTURE THAT ENABLES ME TO CREATE EMOTIONAL DEPOSITS WITHIN MY DATABASE, SO THE RELATIONSHIPS I BUILD GO BEYOND JUST A PURCHASE OR SALE.



Q What challenges have you faced and how have you overcome them?

Sorting and qualifying my database is hard. So each time I remove someone I call someone else in my database to thank them for their trust. Often these calls turn into them thanking me for the great job I have done. Now, whenever I'm in a slump, I make a "Thank You" call and get pumped up again!

Q What are you doing to win in this market?

Calls, notes and Pop-Bys! The Buffini systems provide a structure that enables me to create emotional deposits within my database, so the relationships I build go beyond just a purchase or sale.

Q How is your Coach helping you win?

My Coach, Cami Napoli, understands my ultimate goal, which is simple: a healthy work/life balance. She's a collaborative advisor who pushes me to stay focused on doing the activities that will be the best use of my time and energy. She's always considerate and helps me keep my priorities in line.

Q What specific Buffini & Company resources have been particularly helpful for you?

ReferralMaker.com is set as my homepage. I absolutely love it! I always know where I'm at and what I'm working towards. Additionally, I know who I should be in contact with and in what medium. The Real Estate Report and Complete Home Marketing Plan are also valuable tools. They give me a roadmap to help me explain to clients how I run my business, and what they can expect from me. I also love to listen to the Buffini TV episodes and webcasts on the go!

Q What advice do you have for someone who might be struggling?

Spend time with the people you've enjoyed working with the most and you'll be reminded of the positive impact you can make in the lives of others. This one simple action will reinvigorate your enthusiasm for this great business.

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A portrait of Marc Lafontaine, a middle-aged man with short brown hair, smiling at the camera. He is wearing a dark suit jacket over a light blue and white striped button-down shirt. The background is a blurred blue and white.

I'm in One2One Coaching

In 2013, I earned \$500,000. In 2014, I hired a full-time assistant, took 10 weeks off (paying for all of my trips in cash) and earned more than I did in 2013.

Buffini & Company offers a step-by-step system to help you live the good life, make a difference in peoples' lives and have fun along the way!

MARC LAFONTAINE

RE/MAX Absolute Realty Inc.
Ottawa, Ontario

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