

# BUFFINI

& COMPANY MAGAZINE



## ALL IN TO WIN

**3 Tips to Help You  
Reach Your Full Potential  
and Achieve Success**

**PLUS:**

Increase your income  
by 25% with this proven tip

Generate high-quality leads  
with Referral Maker® CRM

Brian interviews best-  
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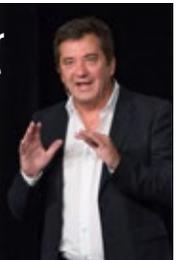


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# MESSAGE FROM THE EDITOR

**T**his summer I traveled home to Ireland with my daughter and my wife to spend time with the Lallys. Five sisters. Two brothers. 26 grandchildren. We're a large family...and getting us all together is that much harder with each passing year. Making it happen takes planning, commitment and sacrifice, but the fact that all these years later we still make the effort is testament to the importance of family and connection that we learned from our parents.

By my age, dad was a father of eight. Mum was making 30 meals a day to keep the horde fed and at bay. She and he were All In, every day. Though I'm sure there were times when it was tough going, they got on with it. And little has changed. Watching them feed 40 of us lunch and dinner in the front garden a few weeks ago, they're still All In for their family.

Modern life is complicated. We have more opportunities for distraction, more shiny objects, and rabbit trails to follow. But it can be simple. Taking on fewer things and doing them well has always paid off. Truth is there's no greater sense of satisfaction than focusing in on and bringing one thing to completion.

For as long as I've worked at Buffini & Company I've found it tricky to explain what it is exactly we do. "Helping people in their business" sounds too simplistic. Most companies make something, or provide a service you've heard of. But an organization whose entire purpose is to help others in their business and life drives a rarer nail. As I write, we're getting ready for our own BuffCo family reunion—MasterMind Summit in San Diego. It requires effort and expense on your part to make it there, but the price for being All In is always worth the payoff.

*David Lally*  
DAVID LALLY, EDITOR-IN-CHIEF



# We're All In

**W**hen you pay for goods or services, it's safe to say that it comes with justifiable expectations. You expect to get what you pay for, and in some instances, perhaps even more. We've probably all experienced the opposite at one time or another—dealing with someone who seems half-hearted in their actions and not really interested in helping. It's off-putting, and it breaks down trust in a heartbeat. And, you can't build a lasting relationship without trust.

Being All In is the cornerstone of any successful business, and in the real estate industry, it's a must. Consumers want an All In commitment from their real estate professional; people whose passion, energy and knowledge are focused just on this business.

**“If you believe business is built on relationships, make building them your business.”**

– SCOTT STRATTEN

It's the same in the coaching and training business; there are many part-time business coaches, or organizations that use coaches who focus just a fraction of their time and attention on actual coaching.

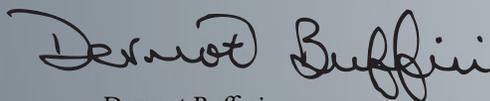
But we took a different approach.

We decided very early on that if we were going to impact and improve the lives of our clients and help them lead thriving businesses, it was going to be our full-time commitment. Scott Stratten, best-selling author and special guest at the Toronto Success Tour in November says, “If you believe business is built on relationships, make building them your business.” We're committed to your success. That's why we've insisted our

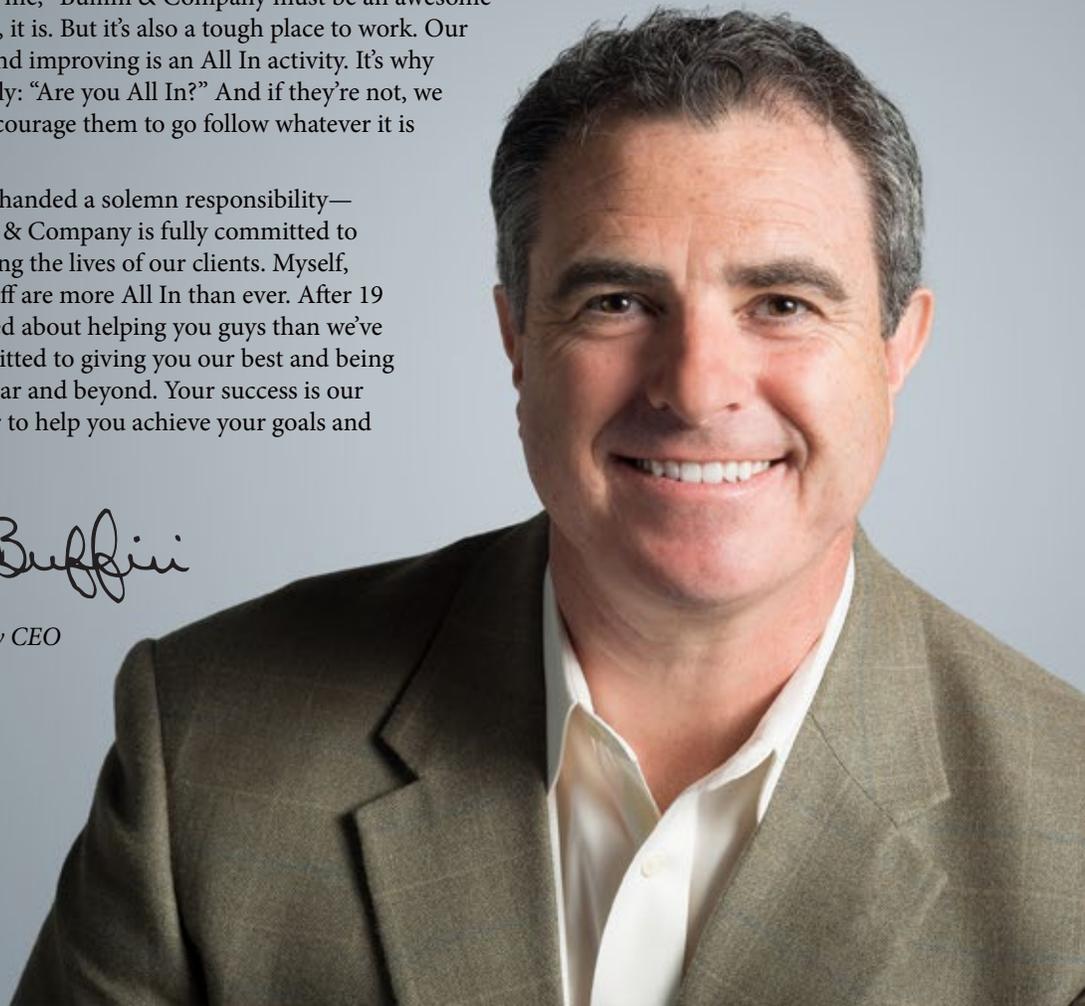
Coaches be full-time and in-house to support you in your business. We're committed to proving every day that we're All In.

People often say to me, “Buffini & Company must be an awesome place to work.” Truth is, it is. But it's also a tough place to work. Our mission of impacting and improving is an All In activity. It's why we ask our staff regularly: “Are you All In?” And if they're not, we understand, and we encourage them to go follow whatever it is they're All In with.

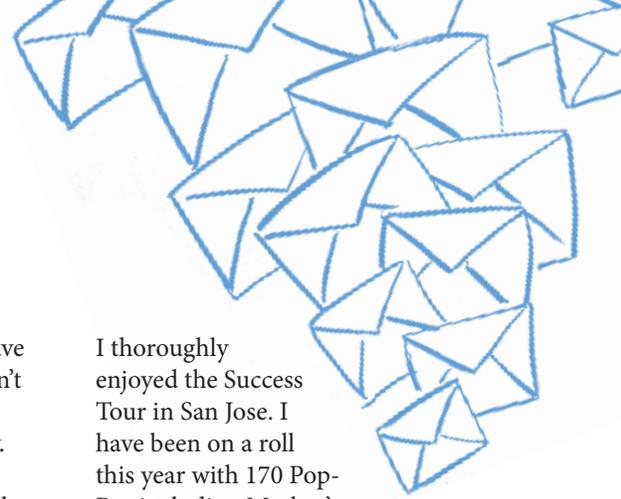
As CEO, I've been handed a solemn responsibility—that the team at Buffini & Company is fully committed to impacting and improving the lives of our clients. Myself, Brian and the entire staff are more All In than ever. After 19 years, we're more excited about helping you guys than we've ever been. We're committed to giving you our best and being All In every day, this year and beyond. Your success is our priority and we're eager to help you achieve your goals and live an All In life!



Dermot Buffini  
*Buffini & Company CEO*



# LETTERS TO BRIAN



Thank you so much for an outstanding "Peak Experience." I was so ready to listen and take in all the information and the positive energy around me and I have returned home motivated, energized and ready to take my Quantum Leap to stability. You are amazing, and life is good.



— **Christine Dike**  
ToastyinNaples.com Realty  
Naples, FL

My husband, Michael, hurt his ankle badly playing basketball. At the hospital, when they put him under to break and set the bones, they warned me he might talk or even moan and wail. But I never expected what I heard! While he was under anesthesia and completely unconscious, he uttered the Mayor Campaign to seven people in the room (doctors, nurses and anesthesiologists)! He asked all of them if they had a Realtor they knew and trusted. Just goes to show how deeply ingrained in him your teachings are. Thanks for being such a great influence!

— **Alicia Heater**  
Michael Heater  
RE/MAX Equity Group  
Beaverton, OR

Thank you, Brian, for developing systems AND like-minded agents!!

After enjoying the many benefits of Coaching for the last 10 years of a 35-year career, my husband and I have retired and it's a great life! But it didn't come without a lot of planning and encouragement from Coach Beverly. She made sure we had our financial piece in order and challenged us in the process.

How did we pass our business on, you might ask? Well it all started when I met a really neat agent, Andrea Crouch, at a Buffini regional event in Scottsdale. We teamed up as accountability partners and from there our friendship grew. We traveled together to Success Tours and I came to realize that Andrea and her husband, Bryan, showed the same care and concern for their clients we did. It was a "letting go" process that took three or more years, but today my husband and I are retired and enjoying the benefits of the good life through referral fees, as our clients are absorbed under the Andrea and Bryan Crouch umbrella.

So, once again; thank you, Brian, for developing systems AND like-minded agents!

— **Joan Stempksi**  
HomeSmart Elite Group  
Phoenix, AZ

I thoroughly enjoyed the Success Tour in San Jose. I have been on a roll this year with 170 Pop-Bys including Mother's Day flowers. Everyone knows how much women love receiving flowers. A lot of the men say, "Thanks for the reminder." 120 notes 1st quarter, 120 more 2nd quarter. It's a good life!

— **Neil Clifton**  
First Priority Financial  
Pleasanton, CA

Thank you for the wonderful Success Tour! Even after 15 years of being a One2One Coaching client, I am still inspired and motivated by your events.

— **Patti Camras**  
Coldwell Banker Residential  
Brokerage  
Orinda, CA

## JOIN THE *conversation...*

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

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# Are You All In

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



If you're familiar with poker or another betting card game, you've heard the phrase, "All In." When players go All In, they push all of their chips to the center of the table, confident in their skill and knowledge of the game that they have a winning hand. They're not playing to play; they're playing to win!

This strategy also translates to life. Your chips are the resources you've been given; your skills, energy, knowledge, etc. The playing cards are your situation. Although you may want better cards, you have to play the hand you're dealt and bet accordingly. You could look at the cards you've been dealt, throw a chip or two into the center of the table and live your life just going through the motions. Or, you could go All In and give all that you have to people, projects and goals in all areas of your life.

A winning hand isn't guaranteed. I came to America from Ireland with \$92 in my pocket during the 1980s. A motorcycle accident left me with overwhelming medical debts. What's a guy who's new to the country and has crippling debt to do? Go into real estate, of course!

I worked hard and was diligent, and within three years, I was one of the top REALTORS® in America. How did I do it? I went All In and put everything I had into building my business from scratch. Soon, this attitude spread to other areas of my life, including my relationships and my health.

What about your life? Are you ready to reach your potential and achieve success? Follow these three tips for being All In.

“ **BE ALL IN AND COMMIT TO MAKING THE CHANGES AND SACRIFICES NECESSARY FOR SUCCESS.** ”

# In?



## BE ALL IN AS A LEADER.

Many leaders ask the world of their teams, but don't ask it of themselves. It's not fair to ask your team to be committed to your vision and business if you're not. To be an effective leader, it's important to lead by example and model the behavior you expect from others. This means:

- **Maintain a positive attitude**
- **Build relationships with your clients**
- **Nurture your relationships with your team**
- **Commit to the Work by Referral System**
- **Set and achieve goals**
- **Commit to growth and development**
- **Encourage and provide guidance to your team**
- **Become a mentor**

When your team sees that you're living your commitment to your values and expectations, they'll commit as well.

Leadership doesn't end at the office; you can be a leader at home, in your church, in your hobbies and in your volunteer activities. When you're All In, in each of these areas, you'll reach your potential and encourage others to do the same.

“ **IF YOU WANT TO BECOME A GREAT LEADER, YOU HAVE TO BE ALL IN.** ”



## BE ALL IN ON YOUR GOALS.

January is an optimistic time of year for setting goals. If you've set goals only to forget about them a few months later, you're not alone. If you've ever set a goal to get in shape, try to find a free treadmill at the gym in January or February. By March, most people have lost the motivation to sweat for thirty minutes a few times a week, and there are empty treadmills as far as the eye can see.

While the initial surge of motivation that we feel when we set a goal is enough to keep us on track for the first week or two, it's not enough to sustain us over the long haul. As a result, we lose focus, forget about the goal and our lives remain unchanged.

What's the secret to achieving your goals? You have to be All In and commit to making the changes and sacrifices necessary for success. You should also create a plan:

- **Write down short-, mid- and long-term goals**
- **Post your goals where you can see them every day**
- **Track your activities**
- **Assess your progress from time to time**
- **Celebrate**

These steps hold you accountable to the goals you've set, and make you more likely to achieve them.

When you're All In, the pursuit of your goal becomes a habit. Over time, the activities that help you achieve your goal—daily lead-generation, early morning runs, saving a percentage of your income—become automatic. You don't have to jot them down on your to-do list each day; they



become part of your subconscious. In fact, not doing them begins to feel strange.

Achieving your goals boils down to doing the little activities that bring you closer to them, consistently and faithfully—each and every day. It's easy to brush the activities aside, especially when you're busy. How often have you put off lead generating activities because something else popped up? Or, picked up fast food for dinner because you're too exhausted to cook a healthy, nourishing meal? Or, went on a shopping spree when you received your last commission check instead of putting a percentage in your savings account? It's easy to get off track. However, when you're All In, you're willing to do what it takes to reach your goals, no matter what.



## BE ALL IN WITH YOUR RELATIONSHIPS.

The relationships you build with your clients are vital to your business.

However, it's all too easy to lose touch with our clients after the transaction has closed.

Ask a homeowner for the name of their real estate agent, and most of them can't think of it. Why is that? Most agents don't keep in touch after the sale has closed. One of the biggest complaints buyers and sellers have is that their agents didn't stay in contact. Unfortunately, most agents think that once the ink is dry, their job is done. In reality, the relationship with the client has just begun.

The home sale provides an opportunity to show off your knowledge of the local real estate market and skills as an agent; staying in touch with your clients provides the opportunity to become a trusted advisor. Being All In includes finding ways to serve your clients long after the transaction has closed:

- Be consistent with your marketing
- Find a need to fill
- Connect your clients with trusted professionals in your network
- Listen
- Pay attention to what's *not* said
- Watch your words and body language

These things not only show your clients that you care, they're also essential for building the foundations of strong relationships.

Relationships are important to your success and overall well-being, so don't forget about being All In in your personal relationships, too. How often do your personal relationships suffer when you're busy at work or stressed out? You may not think you have the time



to spend talking to, or being with, your loved ones when you're stressed with work. However, the less attention you give to them, the more the relationship suffers.

Being All In in your personal relationships means making the most of the time you spend together, whether it's catching up for a few minutes at breakfast or taking a weekend road trip. This means:

- Listen
- Silence your phone or tablet when you're together
- Schedule time for vacations and holidays
- Show support
- Be present
- Tell them how you feel

## ARE YOU READY TO BE ALL IN?

Imagine for a minute what your life would look like if you were All In; if you gave everything you had to each area of your life. Don't cheat yourself of your potential by throwing just a few chips on the table; go All In and you'll not only become a great leader, you'll also live the good life!

# INDUSTRY FACTS & FIGURES

## A SNAPSHOT OF THE U.S. AND CANADIAN HOUSING MARKETS



### OPTIMISM IS HIGH

**66%** of Americans feel that now is a good time to buy a home, while **49%** say it's a good time to sell.

**80%**

of Americans

and **94%** of Canadians say that real estate is a good long-term investment.



### BUYERS PLAN TO STAY IN THEIR HOMES LONGER



The average buyer expects to live in their home for **12 years**.

The typical buyer searched for **10 weeks** and viewed **10 homes**.

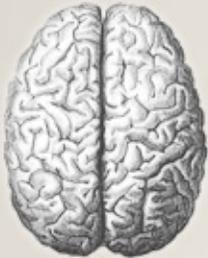
**92%** of buyers use the Internet during their home search process, and **50% use a mobile website or application** during the search.



**53%** of buyers surveyed said that finding the right home was the most difficult step in the home buying process.



# What's Your



**You don't need to be in real estate for decades to understand that buying or selling a home is an emotional process for many people. Even running our businesses is emotional—how often have you felt joy, sadness or anger, sometimes all in the same day?**

The most successful agents have a high EQ, or emotional intelligence quotient. Psychologist Daniel Goleman coined the term in his book, *Emotional Intelligence: Why it can matter more than IQ*. Emotional intelligence is defined as the ability to monitor and manage one's own and other people's emotions. It's about tuning into our emotions and the emotions of others to guide our thinking and behavior.

Over the past 20+ years, I've sold thousands of homes and have seen first-hand how identifying and managing my emotions, and the emotions of my clients, has had an impact on my success. After all, consumers make decisions emotionally, and justify their decisions logically. However, many agents miss the emotional cues their clients give them, which leads to misunderstandings, miscommunication, and missed opportunities to serve them better. On a listing presentation years ago the seller seemed somber when we first met. Instead of diving straight into the presentation, I listened to his story and discovered he was in the middle of a divorce. A court had ordered him to list the home. For him, the house represented more than a building; it was the last vestige of his marriage. He had met with seven other agents that day. I felt he chose me because I had connected with him, while the other agents had focused more on acquiring his business.

## 5 WAYS TO IMPROVE YOUR EQ

Did you know that you can give yourself a 25% pay increase just by increasing your EQ? When you work by referral, your relationships are the foundation of your business. By improving your emotional intelligence, you'll experience a deeper connection with your clients and also improve your communication with them.

**1 Become self-aware.** Have you ever heard someone being described as "out-of-touch" or that they "just don't get it?" Chances are that person lacks self-awareness; that is, they don't fully understand that what they say and how they say it has an impact on those around them.

Self-aware people understand that the words they use have power, and they choose them carefully.

Conversely, a lack of self-awareness can make a situation go from bad to worse. I see this in the office sometimes. A client might show up upset that a transaction isn't going as planned. Instead of listening to them and trying to diffuse the situation with their words, the agent will get caught up in the drama of it all. Suddenly,

your Heritage Profile™ to see how you're wired and take steps to optimize your communication style.

**2 Manage your emotions.** Top producing agents are able to manage their emotions well. They're able to control or redirect negative

**Give yourself a 25% pay increase just by increasing your EQ!**

fingers are being pointed every which way and the chances of the transaction closing become slimmer and slimmer.

Luckily, it's easy to become more self-aware by reflecting on the conversations we have. Take note of the impact your words have on others. If you see or hear someone react negatively, ask them what you said that made them feel that way. Use their feedback to improve your communication skills. Also, review

impulses or moods as well as think before reacting. I'm reminded of a quote from Proverbs 16:32 that says, "Mightier a man who can control his emotions than a warrior who can conquer a city."

Have you ever had an angry client yell and scream at you during a transaction? It's something we've all encountered at one time or another. It's tempting to get defensive and scream back, or say, "I don't need this," and

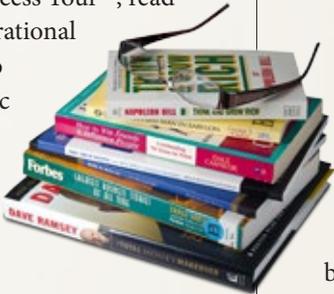
**“Mightier a man who can control his emotions than a warrior who can conquer a city.”**

– PROVERBS 16:32

walk away. However, those who can manage their emotions are able to summon all of their strength to close their mouths and open their ears. Instead of reacting, focus on why the client is upset and look for solutions.

**3 Get motivated.** Motivation is the passion to work for reasons that go beyond money and status. It's the ability to pursue a goal with energy and persistence. The more motivated you are, the more productive you'll be.

Many people look to others for motivation. You know whose job it is to motivate you? Yours. Look for ways to get and stay motivated. Register for Brian Buffini's Success Tour™, read a positive or inspirational book, and listen to inspirational music or podcasts. Zig Ziglar once said, “People often say that motivation doesn't last. Well, neither does bathing—that's why we recommend it daily.” Since motivation is a daily exercise, schedule time for it every day.



**4 Have empathy.** Empathy is the ability to understand other people at an emotional level, or putting yourself in their shoes, so to speak. It's a vital skill if you're in sales—it's impossible to sell without it. Tuning in

to your clients' emotions doesn't make you weak; it makes you more dialed into their needs and wants.

If you want to become more empathetic, practice it daily. When you meet with your clients, listen to what they say and how they say it. If you're working with a seller, listen to why they want to list their home. Are they listing because of a joyous occasion, such as a marriage or new baby, or are they listing due to sad circumstances, such as a divorce or the death of a spouse? Knowing why they're selling gives you insight into their emotional state so that you can serve them better.

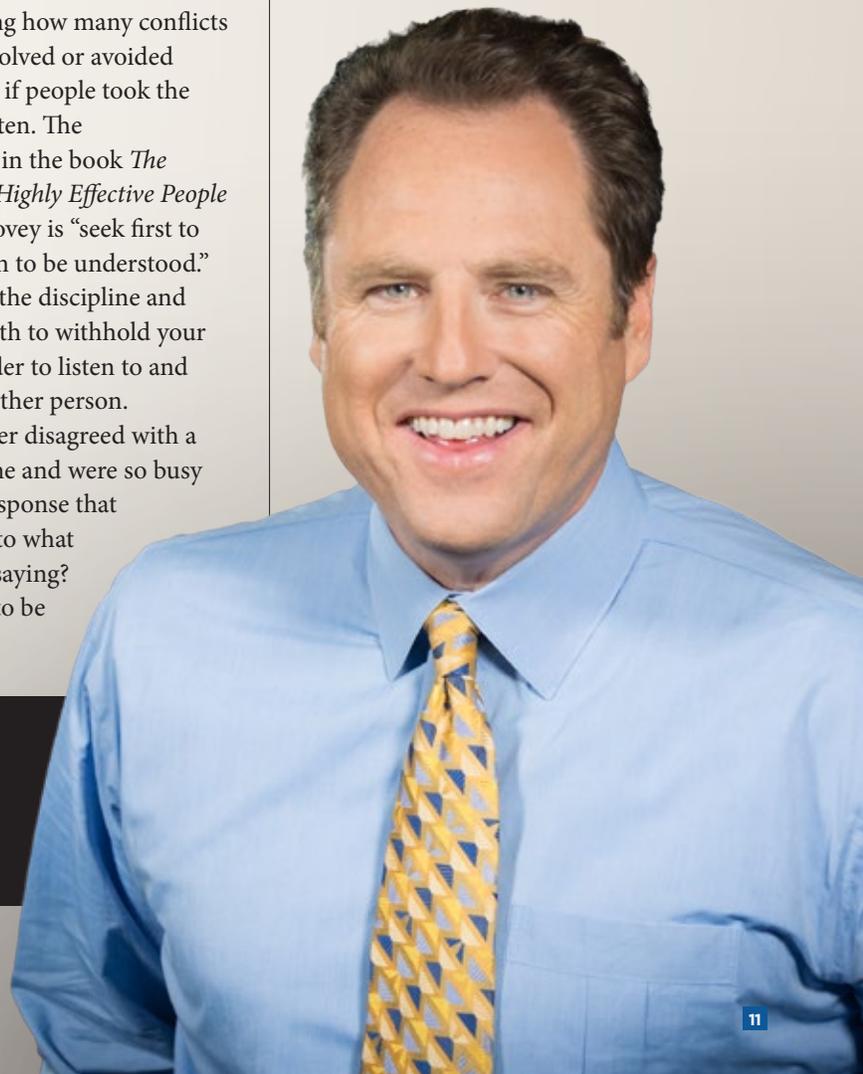
### **5 Resolve conflicts in your relationships.**

It's amazing how many conflicts could be solved or avoided altogether if people took the time to listen. The fifth habit in the book *The 7 Habits of Highly Effective People* by Stephen Covey is “seek first to understand, then to be understood.” It's about having the discipline and emotional strength to withhold your own needs in order to listen to and understand the other person.

Have you ever disagreed with a client or loved one and were so busy planning your response that you didn't listen to what they were really saying? Everyone wants to be

heard. If you listen to what your clients are telling you, you'll be able to better manage the relationship and build a lasting rapport with them.

People ask me, “Joe, what do you do to make people list with you?” I think the biggest reason is they know, emotionally, that I care. Tapping into your emotional intelligence allows you to guide your clients into making sound buying or selling decisions. They trust you and know that you have their best interests at heart. When you connect with your clients on an emotional level, they're sure to want to work with you in the future and refer you to their family and friends.



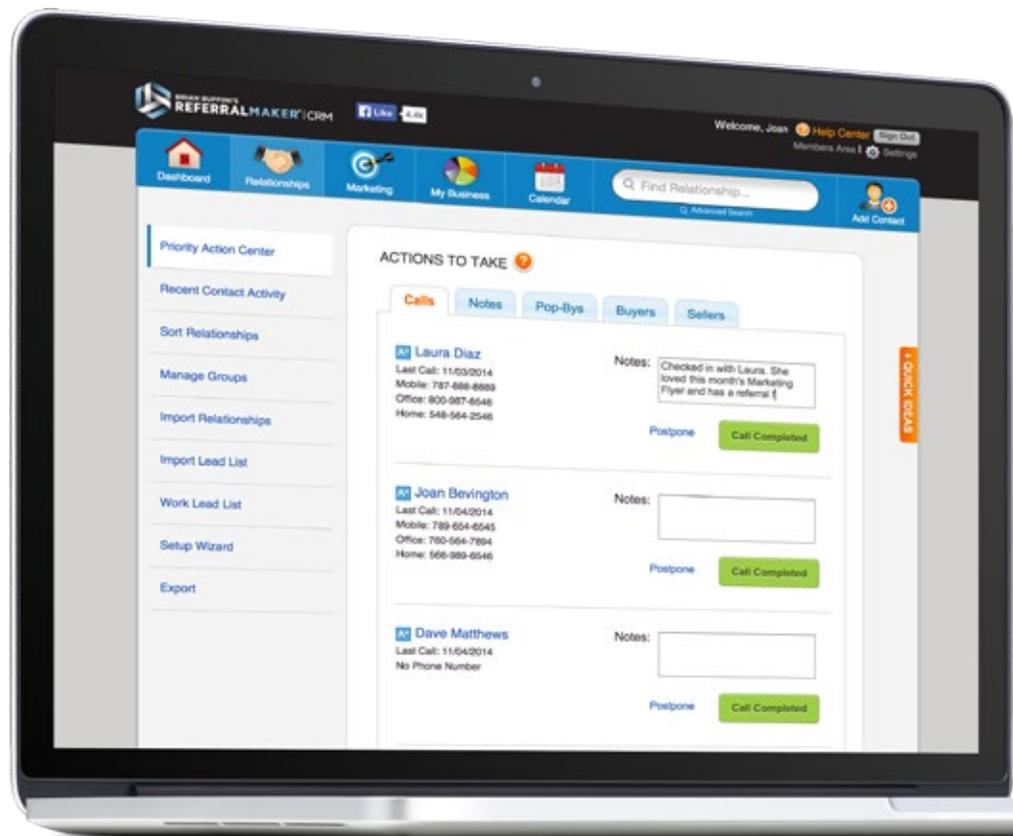
**By improving your emotional intelligence, you'll experience a deeper connection with your clients and also improve communication with them.**

# STOP CHASING LEADS MAKING MONEY **with Referral**

In today's changing real estate industry, it's easy to feel compelled to get the latest tool or gadget that will solve all of your lead-generation problems. You may even feel cajoled, directed and almost bullied into spending all of your time and money chasing online leads in the hope of finding an online consumer who wants to "transact" a home purchase.

The return isn't equal to the time, money, and energy that are spent, however. Our industry tends to chase the latest technological trend in search of a quick fix. Don't get me wrong, Internet leads have a place in the marketing mix; however, a strict adherence to one form of marketing/advertising will undoubtedly expose you to greater competition from firms who take a more balanced approach.

The issue with this approach is that most agents continue to miss opportunities to develop lifelong relationships with their past or current clients. Research from the National Association of REALTORS® revealed that over 80% of all transactions are generated through some form of repeat or referral business activity. While many consumers go online to search for properties, the majority of them work with the agent who provided



them or a friend great service in the past, not a stranger who electronically reaches out to form an e-relationship.

## **GENERATE HIGH-QUALITY LEADS THROUGH YOUR RELATIONSHIPS**

So how should you spend your marketing time and effort? The answer is simple: Building relationships with people you know, serving your clients at a high level and intentionally asking for referrals. When you focus your attention on your relationships,



REFERRAL  
MAKER HELPS  
YOU TAP INTO  
YOUR EXISTING  
RELATIONSHIPS  
TO BUILD A  
CLIENT BASE OF  
GREAT PEOPLE  
YOU ENJOY  
WORKING  
WITH

generating leads is more fun, too. You look forward to picking up the phone to chat with them and enjoy taking them to lunch. Lead-generation is no longer a chore, but an opportunity to connect with some of your favorite people. What better way to replicate your best clients than by spending time with them?

## **MAINTAIN RELATIONSHIPS WITH REFERRAL MAKER CRM**

Relying on an effective CRM system will help you get organized, remain visible and relevant, and

# AND START

# Maker<sup>®</sup> CRM

by Brian Wildermuth,  
Vice President  
of Business Development



manage and stay accountable to your financial goals. A CRM is a powerful lead-generation tool—studies show that lead conversion rates can increase more than 300% when a CRM is used.<sup>1</sup> Referral Maker CRM makes working by referral more powerful, making it easy to maintain your relationships with your best clients while you build a successful business.

**REFERRAL MAKER IS THE ONLY CRM WITH A PROVEN SALES SYSTEM FOR BUILDING REPEAT AND REFERRAL BUSINESS.** That's because it was designed with agents who work by referral in mind. Upload your current database and sort your relationships. Referral Maker will take care of the rest to help you build a profitable stream of the highest quality leads—referrals!

**REFERRAL MAKER USES REFERRAL INTELLIGENT TECHNOLOGY<sup>®</sup> TO HELP YOU KEEP IN TOUCH WITH YOUR CLIENTS.** Visit the Priority Action Center to see the personal interactions you've had with your real relationships. You'll always know who to call or meet with, when, and even what to say.

**SET GOALS; GET RESULTS.** With Referral Maker, your results are driven by the goals you've set for your business. You'll see a return on your investment when you track your activities to reach a specific goal and outcome.

**IT'S EASY TO USE.** Many CRMs tout their extensive tools and features; however, they're so difficult to navigate that users feel frustrated. Not Referral Maker; this CRM offers the great features you need with none of the aggravation.

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MORE THAN  
**80%**  
OF ALL REAL  
ESTATE  
TRANSACTIONS  
ARE REFERRED  
AND REPEAT  
CUSTOMERS<sup>2</sup>

STUDIES SHOW  
THAT LEAD  
CONVERSION  
RATES CAN  
INCREASE  
MORE THAN  
**300%**  
WHEN A CRM  
IS USED<sup>1</sup>

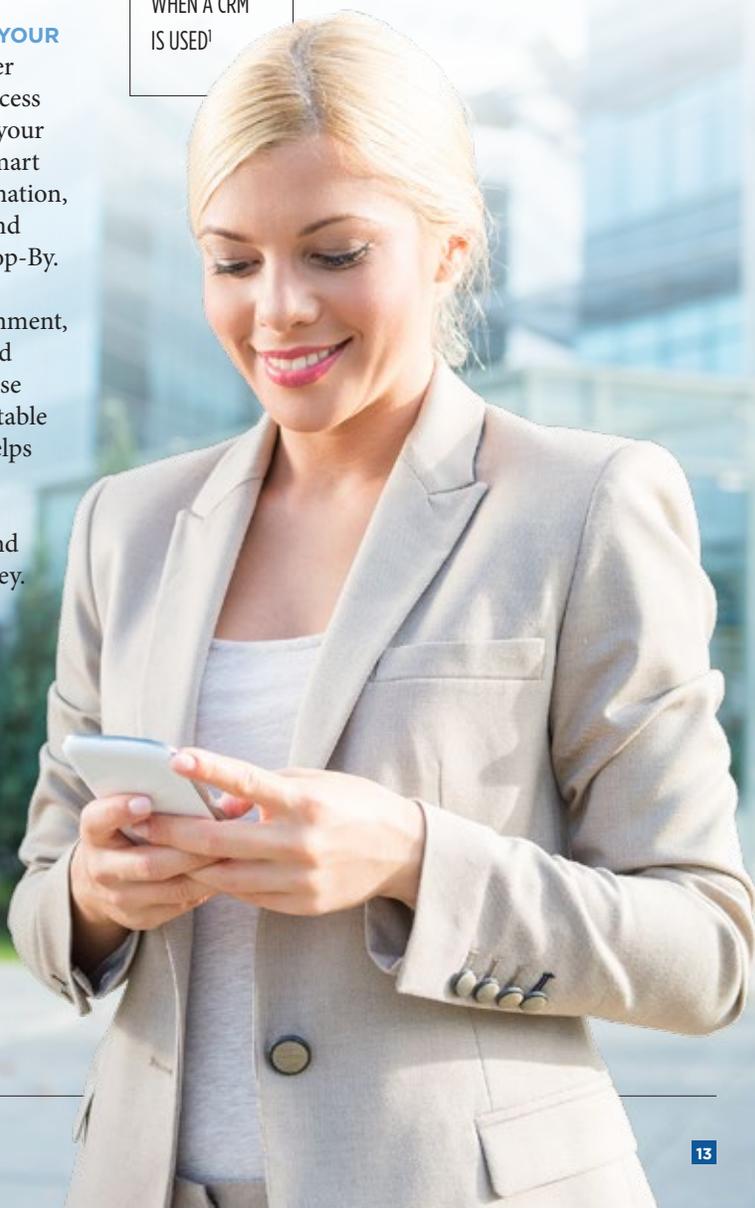
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Sources:

1. Smallbizcrm.com, CRM Market statistics [www.smallbizcrm.com/crm-reading-lounge/crm-market-statistics/](http://www.smallbizcrm.com/crm-reading-lounge/crm-market-statistics/)
2. Buffini & Company



# RETHINKING SUCCESS: FINDING BALANCE IN ALL AREAS OF LIFE

Members Gloria Yu and her son, Albert, have found success in all areas of their lives with One2One Coaching.

by Laura Foreman, *Copywriter*

Gloria Yu had always been successful in real estate; unfortunately, it took a toll on her personal life. “I did well because my life was consumed by real estate,” she says. “I didn’t have a life.” Relying on conventional methods of lead-generation since she began her career in 1991, she built a large database of over a thousand people, mainly through cold-calling. “I’d call a thousand people each week,” she says. Although her business was thriving, she was working alone with no connections to other agents, no structure and no system in place.

She was also exhausted. Working nearly 100 hours a week, she didn’t take any time off, not even holidays. She was overwhelmed, stressed-out and even had to be rushed to the hospital a few times, including when she collapsed in a client’s home. The final straw came when her mother suffered a stroke in 1999. Realizing that something had to change, she vowed to take seven to ten days off a year.

Meanwhile, her son, Albert had also gotten into real estate. In 2007, his brokerage adopted the 100 Days to Greatness® training program. Although he enjoyed the content and found success with the skills he learned, he didn’t sign up for Coaching yet.

In the summer of 2008, Albert invited Gloria to join him at a two-day Turning Point™ seminar. Albert was so struck by what he learned from Brian Buffini that he signed up for One2One Coaching™ after the first session. “When Albert sees something he likes, he makes his mind up right away,” Gloria says. Gloria, on the other hand, was more reluctant. “I was a bit arrogant,” she says.

“I thought ‘What could he teach me?’” Albert insisted

THE BUFFINI  
SYSTEM HAS  
HELPED ME  
UNCOVER MY  
TRUE SELF.



COACH: **DARRIN JACKSON** / BUSINESS COACH SINCE 2003

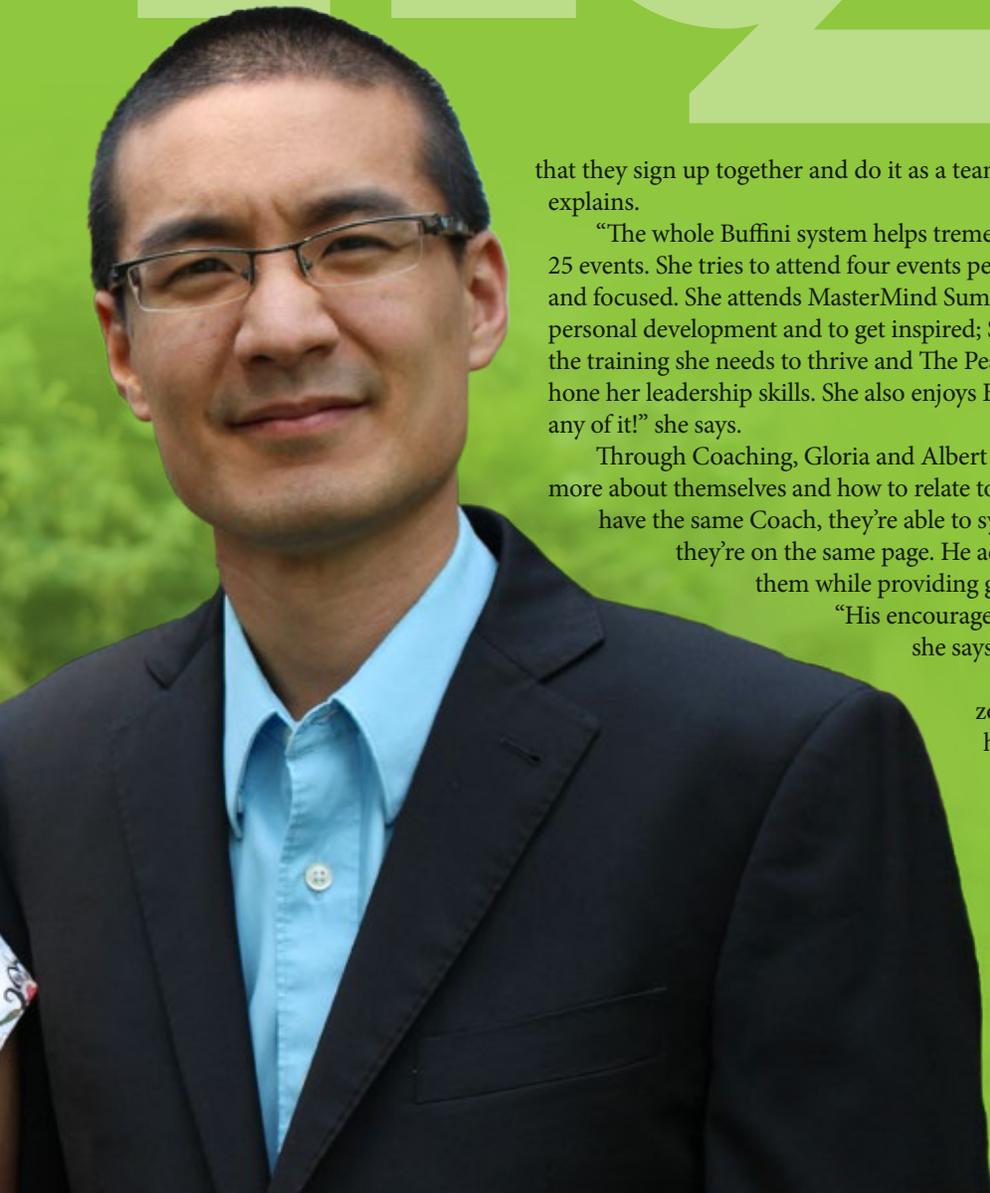
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**2014 WAS THEIR  
BEST YEAR EVER!**

**THEIR SALES VOLUME  
GREW FROM \$11.9  
MILLION IN 2008 TO  
\$29.6 MILLION, AND  
THEY CLOSED NEARLY  
50 TRANSACTIONS.**

# One2



that they sign up together and do it as a team. “Out of my love for him, I said ‘I’ll do it,’” Gloria explains.

“The whole Buffini system helps tremendously,” Gloria says. Since 2008, she’s attended 25 events. She tries to attend four events per year to stay motivated and focused. She attends MasterMind Summit® for its focus on personal development and to get inspired; Success Tours give her the training she needs to thrive and The Peak Experience™ helps her hone her leadership skills. She also enjoys Buffini TV. “I can’t miss any of it!” she says.

Through Coaching, Gloria and Albert have been able to learn more about themselves and how to relate to one another. Since they have the same Coach, they’re able to synergize and ensure that they’re on the same page. He acts as a bridge between them while providing guidance from a business coaching perspective.

“His encouragement, empowerment and belief in me is incredible,” she says.

He also challenges her to get out of her comfort zone. “I’m not comfortable hosting client parties, but he’s able to use his creativity to encourage me to do them,” she explains.

“I used to operate my business out of fear,” Gloria says. “The Buffini system has helped me

**SET GOALS YOU  
WANT INSTEAD  
OF GOALS YOU  
THINK YOU  
SHOULD SET.**

uncover my true self.” Instead of working around the clock, Gloria makes time for the people and activities most important to her.



**GLORIA & ALBERT YU / TORONTO, ONTARIO / ONEZONE COACHING MEMBERS SINCE 2008**

# One

WHAT I'VE GAINED  
THROUGH COACHING  
IS PRICELESS:

A MEANINGFUL

AND FULFILLED

LIFE THAT

MONEY

CANNOT BUY.



WATCH GLORIA'S STORY AND OTHERS AT [BUFFINIANDCOMPANY.COM/STORIES](http://BUFFINIANDCOMPANY.COM/STORIES)

What has impressed Albert most about the Work by Referral System is that it's not all about business—it's also about finding significance in all areas of one's life. He's learned to

**INVESTING IN A COACH IS NOT AN EXPENSE. IT'S AN INVESTMENT IN YOURSELF. IT HELPS YOU INVEST IN ALL OTHER AREAS OF YOUR LIFE.**

value setting goals. "I used to copy the same template of goals each year," he says. Now he's creating new measurable goals that are sure to help his business thrive. To keep him on track, he repeats affirmations and reviews his goals daily. "Set goals you want instead of goals you think you should set," he says.

He may have learned a thing or two about setting goals from his mom. According to their Coach, Darrin Jackson, Gloria is a goal-setting dynamo. "Before the 2008 Mastermind Summit, I never set goals. I only had dreams," she says. For her, setting goals in all five areas of her life was a life-changing experience.

When she began writing goals, she viewed them as a to-do list. One of those goals was to learn to swim. In 2009, she found a coach and now enjoys power swimming five times a week. Her dedication has even inspired her swim coach to set goals as well. What's her secret for achieving her goals? "Set difficult ones because you can see the results right away," she says. She also advises having a crystal clear vision of what you want; breaking down big goals into smaller steps, finding a mentor for each area, becoming a mentor for others, and getting a coach to help you build your foundation for success.

Every December, Gloria goes away to write goals for the following year. One of her goals in 2014 was to find balance in

all five circles. She likes trying to achieve this balance and has fun with it. "Once you open your heart and your mind to a goal, it becomes a joy and it's not as difficult," she says.

Gloria and Albert's hard work and dedication to the system have paid off; 2014 was their best year ever! Their sales volume grew from \$11.9 million in 2008 to \$29.6 million, and they closed nearly 50 transactions. Since they believe in the system and are All In, they know exactly what they need to do to succeed.

However, the biggest changes for Gloria and Albert have been in the other areas of their lives. Albert, who was heading down the same path as his mom, now enjoys his business. Gloria has gone from clocking 90 hours a week to a more manageable 35 hours, while still achieving great results. The difference is that she realizes that other things are more important than sales volume. She is no longer under any unnecessary stress or pressure.

She also takes more time off: Since 2012, she's taken two months off each year. Not only is she inspiring those around her to reach their goals, she's also helping her grandchildren to do the same by doing regular affirmation statements with them to help them picture the lives they want to lead. "I love life. I never thought I could live the life of my dreams."

According to Gloria and Albert, the system and Coaching help to structure not only your business, but also your life. "Investing in a Coach is not an expense. It's an investment in yourself," says Albert. "It helps you invest in all other areas of your life."

"What I've gained through Coaching is priceless: A meaningful and fulfilled life that money cannot buy," says Gloria.

THROUGH COACHING, GLORIA AND ALBERT HAVE BEEN ABLE TO LEARN MORE ABOUT THEMSELVES AND HOW TO RELATE TO ONE ANOTHER.



# ARE YOU “OLLIN” TO WIN?

by David McGhee, Vice President of Coaching & Membership Services

This issue of Buffini & Company Magazine is about being All In. Being All In is powerful. In fact, the ancient Aztecs had a word to describe the power of an earthquake or a great storm. That word: ollin (pronounced all-in).

The Aztecs spoke a language called Nahuatl, and the word ollin was often used in conjunction with the Nahuatl words yollotl, which means heart and yoliztli, which means life. Ollin yoliztli meant life force. Ollin yollotl meant move with all your heart.

Ollin, then, is a driving force, a movement with all of your heart. It connotes intense and immediate action.

So, are you ollin? Are you making intense and immediate movement toward the achievement of your goals?

Ollin is the difference between people who consistently achieve and those who don't.

If you have a driving force and take intense and immediate action, obstacles can't stop you. If you're ollin, failure becomes an event to learn from, not a reason to quit. If you're ollin, success becomes a foregone conclusion, and you're able to enjoy the journey with a knowing that you'll succeed.

**So, how can you use ollin in your business?**

The key to ollin is a driving force. Do you have a driving force in your business? Do you have clear, compelling goals, or is your target fuzzy and drab?

You need to start with a compelling goal, what Kevin Buffini, the head of our Ability Management Department calls “authentic goals.” Your Coach can help you identify what those goals are and help keep them in front of you, so they become a driving force.

Next, to be ollin you need to take immediate and intense action. Let's talk about immediate action, first.

What have you been putting off that you know—if you acted on it—would pay great results?

Many people put off making their calls or writing their notes.

There are many reasons for that. Some are good reasons, some are just excuses, but the truth is, to be ollin you need to take immediate action on your goals. I suggest that you make your calls and write your notes first thing in the morning. Make that the first thing you do when you start your business day.

And, what about intense action? Are you acting with intensity? The definition of intensity is a measurable amount of force. That measurable amount of force will mean different things to different people. If you are currently not making any calls to your database, then a measurable amount of force may be one call a day. If you're currently making five calls a day, could you up it to seven? The key is to push yourself.

Racecar driver Mario Andretti used to say, “If you don't feel out of control,

**ollin** (pronounced all-in) 1 the power of an earthquake or a great storm. 2 a driving force, a movement with all your heart; connotes intense and immediate action. —ORIGIN Ancient Nahuatl language

you're not going fast enough.” Are you going fast enough? Ask your Coach to push you, even just a little, so you can act with intensity—so you can be ollin.

At Buffini

& Company, we're

ollin. We have a driving force—the mission to impact and improve the lives of people. We're intent in our action toward that mission.

We're ollin and we want to help you be ollin, too.

If you're currently in Coaching, commit to taking your coaching relationship to the next level. Ask your Coach to help you clarify your authentic goals. Ask your Coach to push you just a little more outside of your comfort zone.

If you're not currently in Coaching, maybe now is the time to step up and take your business to the next level. Maybe it's time to be ollin.

Let us help you identify your driving force. Let us help you take immediate and intense action.

Let us help you be All In!



If you have a driving force and take intense and immediate action, obstacles can't stop you.

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Monthly Training Webcasts with Brian Buffini	✓	✓	✓
Buffini & Company Magazine ( <i>Biannually</i> )	✓	✓	✓
Buffini TV	✓	✓	✓
B.I.T. O'Brian Video Clips ( <i>Business Inspirational Tips</i> )	✓	✓	✓
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# THE SKY'S THE LIMIT

**B**en Andrews loves running and he's really good at it. Like in real estate, he's drawn to the sport because he controls his own destiny. "I gravitated towards both running and real estate because success is all on me," Ben says. "I'm rewarded for my efforts and get exactly out of it what I put into it."

Ben's athletic career took off at the University of Oregon where he received a scholarship for track and field. He went on to qualify for the 1996, 2000 and 2004 U.S. Olympic Trials in his specialty, the 1,500 meter run. Looking back he credits success in athletics to his willingness to take direction from a coach and act on it.

"When I got to the point where I was really good and wanted to take it to the next level, my coach saw things I couldn't. He encouraged me to focus on one second at a time. We'd set little goals in order to reach the big goal," Ben explains. Ben ran professionally until 2004, when he decided to start a career in real estate after being inspired by his parents' success in the business. He wanted a career that would allow him to provide for his wife and future family.

A Portland native, he immediately jumped into the business and focused his attention on the trendy downtown area and working Internet leads. Although he considers himself a relational person at heart, without the structure, accountability and systems that had helped him experience great success as a runner, he struggled.

"I'm a relational person by nature, but when you're showing houses and can't pay your mortgage that doesn't make you feel like a rock star. My transactional approach was bringing our business down," Ben says.

His wife, Heidi, was a big contributor to their real estate business and a few years in, Ben realized she was the reason people were calling them. This was problematic because Heidi was expecting a child and taking a step back from work.

By 2010, life was difficult for the Andrews.

"I saw a huge change in him spiritually, his focus with work, his focus with family, his ability to dictate his schedule..."

HEIDI ANDREWS



**BEN ANDREWS**

HAPPY VALLEY, OR

ONEZONE COACHING MEMBER SINCE 2010

# BEN ANDREWS' JOURNEY FROM \$300 IN THE BANK TO FLOURISHING—IN BUSINESS AND IN LIFE

By Katrina Van Duzee,  
Social Media Specialist

With less than \$300 in the bank, a business on life support, and a baby on the way, Ben decided to make some major changes. He quit chasing Internet leads, and borrowed money from his parents to take the Peak Producers® training course.

"I knew I had to find a way to get us out of where we were," Ben said.

Heidi created a quiet space in their closet where Ben could go through the training sessions uninterrupted.

During his training Ben had an "a-ha" moment. "I had a lot of success with running and always with a coach. I was trying to go it alone and my business was sideways." It was at this moment he set a goal to make enough money while taking Peak Producers to sign up for One2One Coaching™.

Cami Napoli, Ben's Coach, explains, "When Ben started with me, he told me he would be

buying his mom and dad's brokerage. We only had three months to prepare, so we spent that time creating a business plan, writing job descriptions for the different roles it would take to run his office, setting recruiting goals, and establishing minimum standards."

Three months into Coaching, Ben's mindset and motivation had completely shifted. He had a system in place, was working towards his goals and making progress. "I saw a huge change in him spiritually, his focus with work, his focus with family, his ability to dictate his schedule had shifted in a positive direction," Heidi Andrews states.

When they first got rolling Coach Cami had Ben master the basics. She'd give him action steps and every two weeks they'd check in to measure his progress. Even though Ben was just doing a few calls, notes and Pop-Bys, he felt a sense of accomplishment because every morning he woke up knowing exactly what he needed to do. He had a system in place.

After he mastered the basics, Ben started throwing client parties. He has enjoyed this part of the Buffini & Company system the most because it allows him to stay in touch with a large amount of his busy clients at once. Not only has it generated a lot of quality referrals for his business, but it has

also freed him up so he can spend more time with his family—one of his big goals.

Fast forward five years and Ben's business and home life are in a much different place. He isn't working late nights and long weekends, his business is growing each year and he's closing over \$22 million in sales volume.

Cami says, "Going through this process with Coaching and using the Buffini systems, Ben has gained so much confidence that his vision has grown. He is a man of action. I don't have to go over things with him twice. We discuss a situation and he takes care of it. Because he has so much faith in what advice I give him and always follows through, we have been able to grow his business in the first year by over 60% and we can continue to grow at a quick and healthy pace."

According to Ben, Cami has done a masterful job helping him and Heidi identify their unique strengths and weaknesses, and develop a business plan that allows them to have a wonderful work/life balance.

"Ben is the ideal client... a Coach's dream! He never questions, pushes back or refuses to do anything I ask. What I find really great is when he comes to the call with any kind of problem or challenge he always has a solution in mind. He can give me a date and time it will be handled and he is done with it. It frees us up to move on to the next big goal he has in mind," Cami explains.

We asked Ben what tips he'd like to share with struggling agents and business owners who feel like they haven't reached their full potential. His advice, "Don't go it alone! I failed on my own and then I got a Coach. Now I'm flourishing in life and business."

Ben's goals have changed a lot over the past few years. At first it was about making enough to support his family, now he's all about using his success, his story and his business to give back and help others.

"Even though I've been in Coaching for years, I keep with it because the platform to grow is so large. The sky's the limit for my business and my family because of the solid foundation I've laid through Coaching," Ben said.

**"Don't go it alone! I failed on my own and then I got a Coach. Now I'm flourishing in life and business."**

BEN ANDREWS

**"We have been able to grow his business in the first year by over 60% and we can continue to grow at a very quick rate."**

CAMI NAPOLI



**COACH CAMI NAPOLI**  
CARLSBAD, CA  
BUSINESS COACH SINCE 2002



WATCH BEN ANDREWS'  
INSPIRING STORY:

[BUFFINIANDCOMPANY.COM/STORIES](http://BUFFINIANDCOMPANY.COM/STORIES)

# All In TO WIN

Many of you reading this article probably know that I participated in the Olympics. For those who are unfamiliar with my background, I thought I'd begin by sharing a little bit about my journey.

I'm a former member of the USA Women's National Volleyball Team that trained in San Diego, CA from 1985–1988. We traveled the world, competing against other nations and had a mantra from day one to “Win the Gold in Seoul” at the 1988 Olympic Games. We learned invaluable lessons along the way, some agonizing, many costly, while others were glorious.

I also coached the men's and women's volleyball teams at the United States Military Academy in West Point. The mission of West Point is to educate, train and inspire the Corps of Cadets to become leaders who are committed to the values of Duty, Honor, and Country, and who are ready for a career of professional excellence and service to the nation as United States Army officers.

This opportunity was more than I could ever imagine as a little girl. In addition to coaching at West Point, I was able to train for the National Team tryouts. Coaching the cadets and witnessing their journey encouraged me to achieve, and propelled me to excel. My experience elevated my game and proved to be a significant factor in shaping my philosophy on winning. It was the best mental training ground for the biggest challenge of my athletic career—making the cut for the USA National Volleyball Team.

Preceding my stint at West Point, I played collegiate volleyball at the University of Alabama for two years; however, when they terminated the volleyball program, I transferred to the University of Tennessee. We were devastated by the loss of our program, but the transfer worked out for the best, as I was blessed to earn

All-American and SEC MVP honors respectively while at Tennessee.

Growing up I participated and competed in various sports on my junior high and high school teams. Although I've experienced a variety of coaching styles, there was one theme in common, and that was this confident belief that every athlete would give 100% for a winning effort every time she stepped out on the court or field.

This 100% commitment, or All In, mantra has helped countless numbers of individuals and athletic teams to achieve great success, and it can achieve great success in other areas of our lives, too. I've tried to incorporate this simple but profound “All In To Win” coaching philosophy into three areas of my life. It can move mountains, even if you don't see light at the end of the tunnel, or if you feel defeated or struggling with nagging problems that steal your energy. I hope to encourage and inspire you to make the necessary changes to overcome obstacles, and win!

## All In TO WIN

### on being a godly woman

Like most of you, one of my biggest challenges is balancing my time: getting enough rest, preparing healthy meals, taking care of the family, etc. Due to the many demands on my time, sometimes I can get overwhelmed and frustrated. However, because of my faith in God, and my All In commitment to being a godly example for our kids, I have

learned to see these situations as trials; trials to test my patience and that will allow me to weather the toughest days.

## All In TO WIN

### on being a mother

Motherhood is a huge responsibility and an enormous task. It's a profession of great sacrifice and service. There isn't anything easy about being a good mother. One woman said, “It can be back-breaking, heart-wrenching, and anxiety-producing—and that's just the morning!” Often, I focus on the problems and forget about celebrating the many joys of motherhood and the six, now seven (including Nicole, AJ's new wife) wonderful blessings in our family. It's easy to grow weary with the many demands



# WIN!



I hope to encourage and inspire you to make the necessary changes to overcome obstacles, and win!

By Beverly Buffini

and challenges, but fortunately I gather the courage to persevere and mother with passion through my faith in God. Being a mother is an area where I'm All In through the good, the bad and the ugly. Less than 100% commitment is not an option.

## *All In* TO WIN

### on being the support for Brian

Supporting Brian in his endeavors has been an exciting journey. He promised me when we married that I'd never experience a dull day with him, and he was correct. It's been a journey filled with tremendous highs and some definite lows, but through it all, I can share that all of these experiences have served as stepping stones for where we are today.

The most important support I provide is to encourage Brian and give him ample space and time to achieve his goals. As you all know, he is passionate about helping improve the lives of others. Every year, thousands are inspired by the content presented at MasterMind. Months before the event, I watch him pour over videos and music, and research literature over and over again to prepare. He is passionately All In to win. I've learned from him that the magic isn't really in the presentation, but in the preparation.

So what about you? Are you All In? Are you giving the absolute best that you can with what you have? Are there areas in your life where you have lost your

passion? If so, it's time to fan the flames and get back on track. Like my many coaches, I hope you give nothing less than 100%. If it's important to you, it's worth it. Analyze and evaluate all that's vital to you. Shake the negative talk, the negative people and the past mistakes and failures. Enjoy the many highs, but be prepared to handle the low points and persevere through it. Napoleon said, "The greatest attribute of a soldier is not loyalty, it's not courage, it's endurance." If you need to push the restart button, go ahead. It begins with your All In decision. No better time than at MasterMind! Be a part of a winning team!

*You can, you will, believe!*

*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.*



**Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.** PAUL J. MEYER

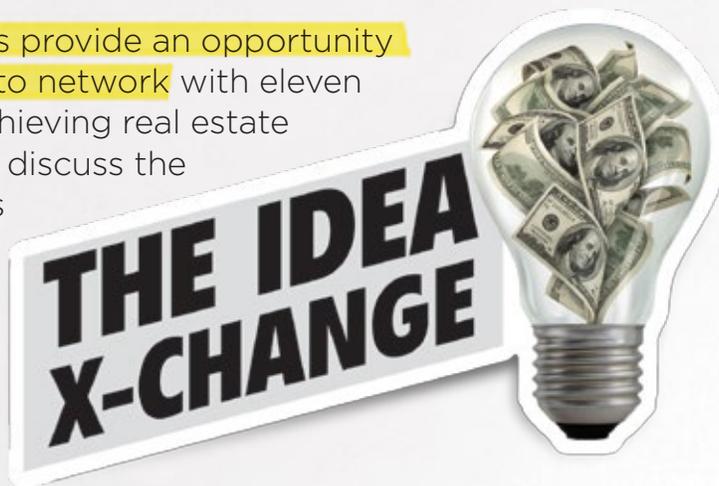
# Get More Out of Your Membership with Buffini Groups

by Laura Foreman, Copywriter



Buffini Groups provide an opportunity for Members to network with eleven other high-achieving real estate professionals, discuss the

latest episode of Buffini TV, bounce ideas off of each other and get more out of their Memberships. We asked a few of our Buffini Groups Members to share how Buffini Groups have motivated them to succeed in their businesses, and offer any tips for people who are thinking of joining one.



I've been in Buffini Groups for years and the one we have in Lynchburg has grown and shrunk and grown again. Karl, is a great leader and facilitator. He allows us to share, and makes sure the environment is very safe. We give each other ideas on what is working in our market and help each other with everyday challenges. We also push each other.

We share what Buffini teaches at the Success Tour, MasterMind, etc. because not everyone in the group attends. About half of us met for the second Success Tour online at an office. It's really cool to have a group inside the group to hang with and bounce ideas off of who are in your own area.

At first, I wasn't so sure because I looked at most of these agents as my competition, but I really don't think of them as competition anymore. I feel like if we go up against each other for a listing appointment, it all comes down to personality at that point because both of us work the Referral System. And, I'm not upset if I lose out to a fellow Buffini member. There is also a different feel when doing a deal with a fellow Buffini member. You don't have the stress you experience with other agents. I'm very thankful for the Buffini Groups.

**Thomas Nolen**  
United Country | Appomattox, VA

I'm in two Buffini Groups—one very local to my Danville area and a traveling group for the greater Bay Area. For me, my group meeting is a welcome

commitment on my monthly calendar. I am particularly grateful that during the recession, my group collectively kept me anchored and hopeful. They encouraged me to keep doing the core Buffini activities. That positive focus and accountability helped me keep moving forward. Since the market recovery, my business is thriving, largely based on continuing to be faithful to the daily activities. Our group meetings are a safe forum to celebrate successes, brainstorm challenges, and share from all five circles in a true spirit of reciprocity. They're a wonderful group of professionals and dear friends.

**Loray Hawkins**  
J. Rockcliff Realtors | Danville, CA



Being in my Buffini Group is encouraging because they are going through the same kind of things I am and I know I'm not alone. In one meeting, I shared with my group that I wasn't getting all my calls and notes done. Another member was having a similar challenge so we committed to our goal and checked in with each other every Friday. It was intense and hard, but it was also amazing. We were supporting each other and the extra push was all I needed. Without that extra accountability I would have let other things take up my time and I would have said tomorrow, tomorrow. From that month of hitting my numbers perfectly I generated four new referrals!

A new Realtor® or a top producing agent can greatly benefit from having group accountability partners. It's almost like having a second coach.

**Misty Boehmer**

Riverside Real Estate Professionals | Riverside, CA



Being in Buffini Groups has been extremely helpful not only for the synergy from the other group members but also the exchange of ideas. We have a few members who have been in Coaching for quite some time and all of us feel that our group is invaluable. We have a few members who drive 50 miles just to share ideas on what's working and not working for other members. We also spend a little bit of time discussing Pop-By ideas and client party successes.

This has been a great way for all of us to keep each other motivated and help one another improve and reach goals that we did not think were possible! My Buffini Group only meets once a month, but it's one of the more important meetings I attend!

**Adam Coe**

West USA Revelation  
Chandler, AZ

I've been a part of Buffini & Company for years, doing the monthly marketing kit and as a Mentor for 100 Days to Greatness® and Peak Producers®. I finally signed up for One2One Coaching in January and am blessed to have Darrin Jackson as my Coach. He encouraged me to join a Buffini Group and our facilitator just happens to be my son! It's great being a part of a group that is like-minded, encouraging and uplifting. I've been doing real estate for 27 years, but have never enjoyed it as much as I have since having a Coach and being a part of a group that holds me accountable to be the best I can be. This is shaping up to be my best year ever!

**Cindy Andrews**

Willamette Realty Group | Portland, OR



I decided to become a Buffini Groups Leader because there wasn't one being facilitated in our area. I did it for two reasons. I wanted to be a part of a synergy group to help build my business as I am someone who is very motivated by accountability.

The second and main reason I decided to become a Buffini Groups Leader had to do with building confidence. Coach Kim Strader is always encouraging me to do more business-to-business networking events. I have had some fear around facilitating network events with other business owners, so I decided that a good way for me to transition into facilitating networking groups would be to start in my comfort zone. My comfort zone is Buffini & Company, and being around other agents who are excited about expanding their businesses. I applied to be a Group Leader and I have had three group meetings so far. I'm enjoying the interaction and the confidence I'm building from being an effective leader by following an approved meeting format and encouraging interaction and expression through sharing our experience, strength and hopes.

**Gillian Bartley**

RE/MAX Gold Coast Realtors | Ventura, CA



As a lender, our Buffini Group has been essential with not only keeping me on top of the changing real estate market, but sharing ideas on best business practices and reinforcing my Five Circles goals and achievements. It is by no means a substitute for working with Coach Julie, but an opportunity to look more globally at my local markets. Surrounded by top Realtors® in the market who express freely their day-to-day challenges and successes helps me stay focused on achieving weekly, monthly and annual goals. Our monthly meetings keep me motivated and help me grow personally and professionally.

**Kevin Braude**

1st Advantage Mortgage | Northfield, IL



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# GET MOTIVATED WITH THESE GREAT TIPS FROM BUFFINI & COMPANY CERTIFIED MENTORS



PEAK PRODUCERS

## BILL STEDDUM

Century 21 Judge Fite | Mansfield, TX

Control your mornings and you control your day. Get up an hour earlier than you normally would. Start your day with 30 minutes of exercise followed by 30 minutes of quiet time. Spend some time focusing on you. Then and only then, do you look at email and voicemail. Do not let someone else control your schedule or own a piece of your mind. That is what occurs when you start your day checking your inbox and voicemail. Have a schedule and follow it. Place your CEO responsibilities (calls and notes) on your calendar first thing in the morning and get them done. And remember, you can accomplish ANYTHING you set your mind to accomplish. Now go do it!



## CATHY GREEN

Century 21 Arizona Foothills | Gilbert, AZ

Managing my peak energy is absolutely my #1 priority. When I keep the correct perspective and prioritize my day with doing my sales and marketing first thing, life is good. As the general manager of Century 21 Arizona Foothills, the Peak Producers® program has allowed me to regroup and focus better than I ever have in my 23-plus-year career.

## JASON HARPER

Century 21 Maselle & Associates | Brandon, MS

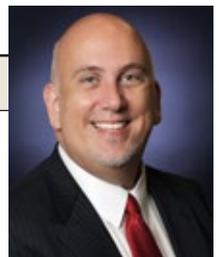
Surround yourself with positive people. Read a Zig Ziglar quote every day. Read positive books.



## MARK GOAD

Compass Realty | Richmond, VA

I believe staying “plugged in” is the biggest part of staying motivated—as Brian says, isolation is deadly. Take Peak Producers at least once a year. Take part in office activities and network outside your office. Take classes. Read good books. Keep learning.



## GLENDA NEWELL

Coldwell Banker Sea Coast Advantage | Wilmington, NC

Whether it's staying motivated to complete the day's tasks, or staying motivated to accomplish the one goal that is of utmost importance, focus is key. I love the quote by Henry Ford, “Obstacles are those frightful things you see when you take your eye off your goal.” Never, ever take your eyes off your goal! Focus on the one task on the list that will make the next task a little easier. Break your goal down into stepping stones and focus on the first step. Don't allow other tasks or goals to shift your focus until completion of that one thing. The success of each accomplishment will motivate you to continue. Pat yourself on the back for the smaller accomplishments, celebrate when your goal has been reached, then challenge yourself for even greater achievements! We have all heard motivation breeds success, but success also breeds motivation!

# Become an ALL IN LEADER

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

**W**hen I think of the theme of this issue, “All In,” I think enthusiasm, a driving force, pragmatic, productive energy and joy. And truth is, it’s a full-time job to get ourselves into that type of mindset the majority of the time. But as leaders in this industry, it isn’t just about us. Yes, we need to be All In to reach our goals and get our business to where we want it to be. And, in order to create a successful enterprise, company or team, we are charged with finding the right people that believe in our vision, and being a leader with influence to help them see how their goals can be achieved within our model. Gone are the days of control as a broker or manager. In today’s marketplace, a good and effective leader has a positive influence with his or her people. We all know this is not easy; not for the faint of heart. We all may have the title, but do we have the influence? How much do we have? And, does our influence have a positive or a negative impact? Here are the key things to examine and work on to build our influence and ability to attract and keep an All In sales force, team or staff.



## Are you a Manager or are you a Leader?

They are not the same thing. Managing is authoritative. Managing is controlling. It’s based on fear and compliance and keeping the status quo intact. Now, don’t get me wrong—managing is necessary for systems and structures and processes. But, when we are dealing with people (and that is our #1 priority), people do not want to be managed; they want to be led. Leaders give hope, a clear direction, and a path to follow. They believe in the abilities of their people. Leaders are accessible—with professional boundaries. They lift people up, enrich their lives, and hold them accountable. Leaders have tremendous influence and a following. If you currently find yourself in the “manager” category more than the leader category, hit the reset button. Make an effort to get together with your team

Leaders give hope, a clear direction and path to follow.

either one-on-one or in groups to focus on them. What are their goals and challenges? How can you and the company help them? What do they think they need to do to move forward on their

path of success? Make them feel important and listen to their concerns. Let them know they are a valued member of your organization. You’ve now begun a respectful and open conversation that benefits everyone involved.





# LEADER



**They are always**

**watching you, not listening to you.**

Have you heard the expression “I can’t hear you for your actions?” Leaders with good influence set the tone and expectations in their environment... and they follow through with their feet once they’ve communicated their vision and company goals. Bottom line: Live what you teach. If you are talking to them about being consistent with good habits in their business, make sure you are consistently closing your door and focusing on lead-generation activities to grow your office. Trust is the key factor to influencing others positively. The only way to earn trust is to be a person of integrity. Be open and honest. Admit mistakes: you are not perfect—don’t expect perfection from others. Be reliable. The little things matter. Do what you say—say what you do—let the music match your words. Serve others. Be consistent in living out your guiding principles especially when people are not watching. Be the model and everyone benefits from your passion, productivity and purpose!



**People follow the path of strongest conviction.**

The last piece we’ll talk about today in being a great leader with influence is this: You’ve got to be more sure of your stuff than they are of theirs. Be clear about your expectations of what it takes to excel in your environment. Hold them accountable to these expectations. Always extend grace if a mistake is made, and help them figure out how to solve any

problems. And, instead of worrying about getting them to think more highly of you, get them to think more highly of themselves. Challenge them in their limited thinking about what they can actually do. Help them to push and grow. Believe in them. Tell them you do. Difficulty does not defeat people; lack of faith in themselves does.

When you are a catalyst in helping to build someone’s self-worth, it will also improve their business, their relationships, and their overall quality of life. Isn’t that one of the reasons you got into Leadership in the first place?

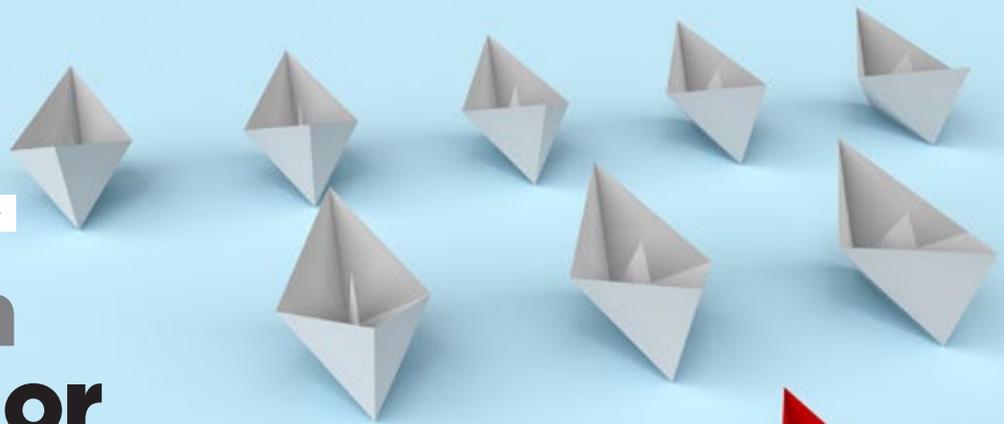
In our industry today, people are looking for a good path to follow with similar values and a mission they can be a part of. They crave an environment where someone is proactively setting the tone and pace for goals and activities to be achieved where everybody wins. That “someone” is you. Be that leader worth following. When you lead with encouragement and accountability, and they can see you living by your convictions they will follow you and they will help you grow. So, do you have what it takes to be a leader with influence to create an All In team? Of course you do. You got this, and I believe in you.

**Bottom line:  
Live what  
you teach.**

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



by Wayne Einhorn | EDI, President



# Are you a Manager or a Leader?

There are three arenas where a leader's abilities are tested and honed, and only the great succeed. Those three arenas are the military, competitive sport and business. Whether in battle, trying to win a Super Bowl or trying to get a group of commission-based salespeople to be productive, work cohesively and execute on your organization's values and mission statement, the requirements of a leader are surprisingly similar. And if you plan on being a manager instead of a leader, you just can't succeed.

Real estate salespeople are unique because every morning when their alarm goes off, they get out of bed and get to decide which brokerage they want to work for. Your job is to make sure that your agents pick you and that your competitors are looking across the fence with interest. There are key elements to leadership that must be present in order to create that environment; **vision and courage, integrity, and trust.**

 **First, every leader needs vision and courage.** If your company is the last place company in the marketplace, your vision is easy—become the first place, or beat the company in front of you. If your company is number one, your vision could be to improve your market share. Whatever your vision, communicate it to your people powerfully and often. Everyone wants to rally around a flag. You must let your team know where on

the horizon you're going to plant that flag. Courage is an important element here. **Be bold with your vision.** It will attract better people.



**The next element that you will need to successfully lead a real estate organization is integrity.** Integrity is the most interesting of leadership traits. When asked to rate their integrity, most people recoil and exclaim that their integrity is undoubtedly a 10! Before we draw a conclusion, let's define integrity and take a little test. As a leader, integrity isn't just doing what you say you're going to do;

areas of weakness.



**Finally, as a real estate leader, you must build the trust of your entire team.**

Real estate is a tough business. Often people's resolve and commitment are tested. Sometimes you will need people to step outside of their comfort zone and do things that are extraordinary or go the extra mile for you. All of these things require that they trust you as their leader.

What do you do if your leadership skills need a tune up? Read a book written by a

**As a leader, integrity isn't just doing what you say you're going to do; it's also doing what's expected of you.**

it's also doing what's expected of you.

Here is a small integrity test for leaders: Do you arrive at meetings on time? Are you prepared? Are your meetings focused with an agenda? Did you complete what you said you would do from the last meeting? If you saw signs that a team member was struggling, would you have a difficult conversation with them or avoid it? What have you done recently to advance your organization towards your vision? I could write paragraphs of test questions but these few will help you evaluate any

military leader, sports leader or business leader whose situation mirrors yours. As you read, emulate. Your leadership will improve, you will be happier and most importantly, your *team* will be happier. Successful teams usually are.

*Wayne Einhorn is the President of EDI—The Enterprise Performance Group, an organization that specializes in helping real estate leaders grow their business.*

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# Small Office Sees Huge Results with Peak Producers

HAROLD VAN WOERT | WEICHERT REALTORS, NJ



Harold Van Woert of Weichert Realtors in New Jersey first learned of Peak Producers® four years ago. He was looking for a new training and development program for his agents and asked Master Trainer Tony Love at an event what he would recommend. “Tony said they were releasing a new training system and to ‘hold on.’”



For Harold, Peak Producers was worth the wait. He’s used it to turn his office of 30 agents into one of the top producing Weichert offices, outperforming even the largest offices by volume.

Harold wasn’t a stranger to Brian’s Work by Referral System. “I learned about him about seven or eight years ago at a seminar taught by Rick DeLuca,” he says. “He mentioned Brian and his system and I wanted to learn more.” He began attending Turning Point seminars shortly after and implementing the Referral System in his office.

According to Harold, over 90% of his office has taken and retaken the Peak Producers training program. “The best thing about the program is the methodology. It gets them thinking relationally,” he says. “It’s totally changed their perspective.”

Harold liked that Peak Producers emphasized relationships and how to use them to increase business through referrals. “I tell my agents that they’re not in the real estate business, they’re in the relationship management business,” he says. He explains to them that relationships are their first priority. “When you know your priorities, you know what to do every day,” he says.

“What struck me most was how Brian built his database,” he says, referencing how Brian built his business from the referrals of 100 people. “It took the right 100 people for his business to go from rags to riches,” he says. He explains this example to his agents. “It doesn’t matter if you have to connect with 1,000 people to find the right 100 people.”

Harold has used the program as a vehicle to help all of his

agents, not just the top producers, and all of his agents have seen results. He also encourages his agents to use every part of the system to see the biggest results from it. “In order to get the best results, you have to have 100% implementation, 100% of the time,” he says. “You can’t do some things and not the others.”

His agents’ emphasis on relationships has translated into higher productivity for the office. In fact, they have the highest productivity per associate in the entire company and are on-track to grow nearly 40% this year. While some of their success might be due to the recovering economy, Harold credits the majority of it to Peak Producers and the Referral Systems. “They’re outperforming for the market of the area,” he says.

Harold keeps his agents motivated by reinforcing the Work by Referral methodology and coaching them along the way. “I always use Brian’s materials,” he says, elaborating that he shows clips from Buffini & Company’s YouTube channel and the website. “Brian is the best motivator,” he says. “He uses memorable stories to explain everything.”

According to Harold, over 90% of his office has taken and retaken the Peak Producers training program. “The best thing about the program is the methodology. It gets them thinking relationally,” he says. “It’s totally changed their perspective.”



It also helps that Harold buys into the system as well. “As a manager, you have to believe in the core so that the other agents will follow your example,” he says. Since Harold models the relational system himself, it’s easier for his agents to trust the system as well.

What advice does he have for brokers who want to increase the performance of their agents? “Just do it,” he says. “Trust the system. Don’t question it.”



## Meet Ben

**Ben went from \$300 left in his bank account to 59 closed transactions & \$22.7 Million in sales volume.**

**He did it - and you can, too!**

Ben Andrews  
*Happy Valley, OR*

Read Ben's story on page 22 and make sure watch his story on [buffiniandcompany.com/stories](http://buffiniandcompany.com/stories)

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# LESSONS FROM THE LEGENDS

AN INTERVIEW WITH **BRIAN TIENKEN**

RE/MAX Equity Group | Beaverton, OR



## **Q HOW HAS YOUR BUSINESS CHANGED AFTER YOUR YEARS IN COACHING?**

My wife and I have grown our business into a productive team and learned to delegate in order to focus on our strengths. We have a more consistent and increasing income stream, we are better at staying in touch with our past clients, we are spending less time generating leads, yet we receive more leads each year due to the stacking effect. Our clients view us as having an enhanced role in the community and we have a larger view of business and networking.

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

My life is more fulfilling. I continue to grow by being challenged by my Coach and what Brian Buffini teaches, which helps me to become more of who God designed me to be. Before Coaching I never felt successful, and my Coach has helped me to realize that success is not measured by comparing myself to others but by achieving the goals I set for myself. My Coach has helped me focus on being more grateful. I look more towards how I am blessed, and being positive towards myself like I am towards others.

## **Q WHY DO YOU STILL NEED A COACH?**

I can easily drift off course and I need someone to bring this to my attention so I can correct the behavior. I get so caught up in life and in business that I lose perspective and need my Coach to give me a realistic perspective. Without a broader view I would make short-sighted decisions. I am constantly facing new challenges and I will always need a Coach to help guide me. I do not believe I can do it alone.

## **Q HOW DO YOU STAY COACHABLE?**

I desire to learn, grow and continually improve. My Coach is always challenging me, and I look forward to our calls. I am always looking for the areas in my life and business that I need help, and I desire the help and outside perspective. Coaching creates excitement in my life because I am challenged with each call. I am convinced the desire to grow keeps me coachable.

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

When you are provided a sure-fire system, you build support around it to ensure the activities take place. Our assistants send

out the marketing pieces, and my wife, Kim, plans and executes the parties and designs our Pop-Bys. In other words: you can't do it alone, you need support! Our overall focus is on the people whose lives we touch and also how they impact us. Simply put, writing the notes, making the calls, delivering the Pop-Bys, mailing the monthly marketing pieces and providing client parties is relationship building that we thrive on. When our clients tell us that we are unique because we remember details about their family and "we throw parties that have nothing to do with selling" (even though we continually ask them for referrals at the party) it reinforces to us that our clients feel valued and appreciated.

## **Q WHAT IS YOUR ADVICE TO SOMEONE WHO FEELS LIKE THEY'RE NOT MAKING PROGRESS?**

Ask your Coach for their perspective as to why you are feeling this way and truly listen. Do not keep making excuses, because you are paying for Coaching...so listen.

## **Q WHAT IS ONE PIECE OF ADVICE YOU'D GIVE TO SOMEONE WHO JUST STARTED COACHING?**

When I started Coaching I was reminded "How do you eat an elephant? One bite at a time!" and that helped me form one good habit at a time. Begin by prioritizing your database, then pick one activity and build it into a system or daily routine. Once the habit is built, then add another.

---

**"MY COACH HAS HELPED ME FOCUS ON BEING MORE GRATEFUL. I LOOK MORE TOWARDS HOW I AM BLESSED, AND BEING POSITIVE TOWARDS MYSELF LIKE I AM TOWARDS OTHERS."**

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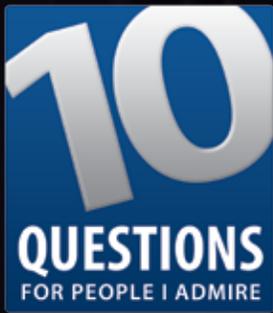
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# BRIAN BUFFINI ASKS DR. HENRY CLOUD

DR. CLOUD IS A CLINICAL PSYCHOLOGIST, ACCLAIMED LEADERSHIP EXPERT AND BEST-SELLING AUTHOR. HE DRAWS ON HIS EXPERIENCE IN BUSINESS AND HIS BACKGROUND AS A CLINICAL AND CONSULTING PSYCHOLOGIST TO IMPART PRACTICAL AND EFFECTIVE ADVICE FOR IMPROVING LEADERSHIP SKILLS, PERSONAL RELATIONSHIPS AND BUSINESS PERFORMANCE.



1

## What did your journey toward success look like?

I never really thought about pursuing success. I just started out with a passion, which I found through a spiritual awakening in my life. Success always begins with passion. You have to find out what you are good at and wired to do. When you do that with all of your heart and strength, then that's success.

2

## What does success look like to you?

Success is about finding what you were created to do and be. We were created to be people who love each other deeply, serve each other well, grow in our own abilities and talents, and serve a higher purpose. When we begin to see success as serving things larger than us, God, values, the mission, and doing that in a relational way, we grow in our skills, abilities and talents.

3

## What's the most important lesson you've learned?

The most important thing I've ever learned is that God is the source of life. I can turn to somebody bigger than me and I can ask for help. You have to ask for help.

4

## What has been your greatest challenge?

Life does things to us and we do things to life that makes it more difficult than it needs to be. I had a hip disease when I was four that forced me into a wheelchair. One of my biggest challenges was overcoming the feelings that being a kid in a wheelchair left me with. Feeling like I wasn't good enough or like everyone else. The biggest challenge we will ever face is never external. It's about overcoming the fears and resistance to growth, to change and to learn and suffer in the ways that we need to suffer, so we don't have to suffer in ways we shouldn't have to. I hate pain and yet we need pain to grow. I always have to make myself face in to it.

5

**What has been your greatest blessing?**

The people in my life that have loved me, taught me, healed me, stretched me and kicked my butt when I needed. My parents, mentors, wife and kids, they've all been a blessing to me.

6

**What habits have allowed you to stay positive?**

One of the mental habits I have when approaching something is just asking what do I need to listen to? It always starts with listening because we don't know what we don't know. Listen first and then seek to understand. If you are seeking to listen to the person or reality around you and to understand what their need is, their experience is, what they are bringing you, good or bad, the path will surface.

7

**When faced with an obstacle, how do you push through and overcome?**

First, you have to figure out if it's truly an obstacle or just noise. A true obstacle is something that limits force toward a result, and noise does not do that. Figure out what is truly a limiter and what is not, and if you don't have the resources to go through the obstacle, how can you change that? You can't defeat one you don't name and you can't defeat one that exceeds your capacity. But you do have the ability to increase your capacity. Then you go do it.

8

**What is the most critical aspect of leadership today?**

I think of leadership as the possession of, and access to power, for the benefit of others. When people are going to lead something they have to take ownership of the power of their position. Leaders have personal power, heart, mind, soul, strength and talents, and they need to own those. Capturing hearts and minds, souls and talents that benefit something that transcends the leader...that's leadership.

9

**What is the best advice you can give leaders in the marketplace today?**

In the past, you knew what tomorrow would look like. Whoever executed an idea best, won. Today, we don't know what the world will look like tomorrow. People want authentic reality and they want relationship. If we can think in terms of those two things, leaders will do pretty well.

10

**What motivates you?**

I'm inspired by my faith. God put us on the earth for a purpose. The fuel of life is my relationship with God and the people I am close to. What I value and guard the most are those relationships. If we are not motivated on some level by relationships, then whatever we are motivated to do has less meaning and purpose and it's going to be empty.

SUCCESS ALWAYS  
BEGINS WITH PASSION.  
YOU HAVE TO FIND OUT  
WHAT YOU ARE GOOD AT  
AND WIRED TO DO.



# WINNER'S CIRCLE

WORKING BRIAN BUFFINI'S REFERRAL SYSTEMS FOR SUCCESS

Janice Burtis | Grand Junction, CO

## 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?

When I started Coaching, I was building my business in a growing real estate market with a transactional approach. While selling real estate, I developed several properties into multiple lots and sold the lots. I was married and my real estate business was a great supplement to our income.

Currently, I am a successful single lady with a growing real estate business that produces income by referral. I continue to do both residential and commercial real estate and have worked very hard to have success in all five circles of life.

## Q Why did you ultimately decide to get a Coach?

Having been in the corporate world as a Vice President of Technology, I fully understood the need for professional direction when building a business and staying current with the changes in the industry. I know from the experience of educating my staff and self in the corporate world that personal growth and development are necessary to make big advances.

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

In 2005, I lost my husband to a brain tumor. In 2008, I had borrowed \$2.7M personally to complete a land development and the real estate market and financial industry fell. I became very out of balance with my business and personal life as we went through the recession. Through Coaching, I was able to stay focused on keeping my real estate business thriving and able to support myself by operating the business by referral. I was able to clear the large debt by staying focused and making many

“  
The #1 activity to win is consistency. This means doing the little things to make and keep them as habits.  
”



tough decisions that were necessary to survive. With Coaching, I continue to grow in the area of balance and significance in all five circles.

## Q What are you doing to win in this market?

The #1 activity to win at is consistency. This means doing the little things to make and keep them as habits. One must plug into the system, including plugging into the members network of those who have gone down the path before you!

## Q How is your Coach helping you win?

My Coach helps me win by guiding me on how to structure “change.” You never stay the same; you’re either increasing or decreasing. He calls a spade a spade, giving honest feedback to the results you are producing. By being a connector, my Coach has helped me find those with whom I have needed to network. He has helped me put together a winning team!

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

The best resources for me have been The Peak Experience™, MasterMind Summit® and the Success Tours. I have grown tremendously from these events! I have also used the resources on how to successfully hire an assistant and how to structure a team with a buyer’s agent. The reading list has also provided great material for personal growth.

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

Plug in and stay plugged in! Measure your personal and professional growth. It is your responsibility to get the most out of Coaching. It works if you work!

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# I'm in One2One Coaching

2013 and 2014 were amazing years. I took a collective total of six months off, traveled nearly every month, went on two large trips and still managed to get into the top 10%! Talk about living the good life! Buffini & Company's step-by-step system really does work. I am having way more fun in the business, making more money and taking more time off, what more can anyone ask for?!

**MOHAMED MANSOUR**

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