

# BUFFINI & COMPANY MAGAZINE

YEARS OF IMPACTING & IMPROVING LIVES

SPECIAL 20TH ANNIVERSARY EDITION







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# MESSAGE FROM THE EDITOR



**“If you want to go fast, go alone.  
If you want to go far, go together.”**

—AFRICAN PROVERB.

**T**hey say time flies when you’re having fun and they’re absolutely correct! I joined Buffini & Company almost 14 years ago and, looking back, I can’t believe how fast those years have flown by—and how much fun I’ve had along the way.

In my role as Content Development Manager, and more recently as the producer of our new podcast, *The Brian Buffini Show*, I work mostly behind the scenes. Over the years, I’ve stood backstage listening to and learning from many remarkable and inspirational speakers and guests. Behind the scenes is an interesting place to be because it’s often where people let down their guard and reveal their humanity. In my experience, no matter how famous or important people are, at the end of the day they’re all just like you and me. They want to connect with others and they want to be part of a community.

Community matters. Here at Buffini & Company, it’s what matters most to us. Our mission of “impacting and improving the lives of others” isn’t just another meaningless corporate slogan that’s rolled out when the curtain goes up. It goes to the heart and soul of what we’re all about. Whether under the glare of the public spotlight or behind the scenes, that mission never falters. Many things have changed during the years I’ve worked

here but it’s amazing to me that, through all the years of growth, change and development, I’ve never once seen the company’s core values fluctuate.

I’m from a big Irish family with five sisters and two brothers, so I grew up in the thick of lots of activity, noise and love. Working here sometimes feels just like that! Buffini & Company isn’t just a business, it’s a family. Together with those we coach and train, we have a common purpose: to do great work with quality people in a way that makes them feel appreciated and cared for.

In this issue, we’ll celebrate the 20-year milestone with insight and stories from the people, events and partnerships that have enhanced this incredible journey to date. As you read, take stock of how far we’ve all come, and then get ready for the exciting new developments we have in store. Together, we’ve achieved so much, but there’s always more to do. We promise to keep learning, and keep growing and we hope you’ll do the same. The next chapter is going to be a phenomenal one!

*David Lally*  
David Lally,  
Editor-in-Chief



# A LETTER FROM DERMOT BUFFINI

**F**or the past 20 years, our mission at Buffini & Company has been to impact and improve the lives of people. That's an ambitious and far-reaching objective for any business to have. For other companies, it might even be an impossible task. Fortunately, we have a secret weapon. There's a reason we're able to fulfill our mission every day. You!

Our Members are special people—hardworking, dedicated and eager to learn and grow. They care as passionately about nurturing their businesses and serving their clients as we do. Our core mission has also become theirs—to impact and improve the lives of their clients—and the ripples we create as a community are extremely powerful.

Over the years, we've had so much fun together. Like Brian always says, "When you laugh, you learn!" We make sure to never take ourselves too seriously; however, make no mistake, we take the work we do very seriously. In fact, we are so serious about transforming the businesses and lives of our Members that we leave no stone unturned or avenue unexplored in our quest to help them live the good life. Our systems are the best in the business, and so are our people. It's no wonder that, together, we've achieved so much!

I remember a prospective client once asked me an interesting question: "If you reach a certain level of success, shouldn't you be satisfied?" I explained to him that, of course, that's great, but if we don't keep improving and growing then we can get stuck in a rut—and that quickly turns into a negative place to be.

In today's world, far too many businesses just limp along. Instead of improving, they get complacent and start to stagnate. They're what we call plateau performers. They survive the initial learning curve and achieve a certain standard of success, but then they stop. They get stuck repeating the same moves, over and over again. They're in their comfort zone, and they're unwilling to try something better that could take them to the next level. Eventually, the service they provide for their clients becomes stale as do their work habits and their expectations for their business.

What a waste! The truth is, if we don't keep striving to improve in all areas of life, we can expect one of two outcomes: failure or mediocrity. A comfort zone is called that for a

reason—it can be a great place to laze around and relax, but nothing ever grows there!

As CEO, it's my job to ensure we practice what we preach. Excellence is our minimum standard and going the extra mile is what we do. Our mission is an attitude of the heart so deeply ingrained in our company's daily operating system that it's part of our DNA.

As we celebrate our 20th anniversary, I want to take this opportunity to thank each and every one of you for sharing this journey with us. Let me assure you that we are as committed as we ever were to building your success and helping you be the best you can be. As always, our passion for innovation continues and we have many new developments in the pipeline that I can't wait to share. The next chapter is going to be a very exciting one!

Oh, by the way...remember that prospective client I mentioned earlier? He listened to my advice and chose to sign up for our Coaching program. The even better news? This past year was his best ever!



Dermot Buffini,  
*Buffini & Company CEO*



**“As CEO, it’s my job to ensure we practice what we preach. Excellence is our minimum standard and going the extra mile is what we do.”**



# LETTERS TO BRIAN

I'm certain you receive many notes each week letting you know what an impact you've had on folks. Hopefully, it doesn't get old because this is another one of those notes.

In July last year, I found myself in a mountain of debt and back at my desk wondering where my next transaction would come from. On July 16, 2015, my 21st wedding anniversary, I picked up the phone, called Buffini & Company and asked to be assigned a Coach.

I'm sure it comes as no surprise that July 16, 2015 is now a day I will never forget. It's the day I jumped in – ALL IN – and never looked back. I now wake up each day feeling joyful, excited about the day, grateful for the hard work that lies ahead and thrilled to be pushing through obstacles that had previously challenged me. My wonderful Coach, Muriel Russo, keeps me accountable and is the voice inside my head when I find myself starting to side-step around uncomfortable tasks.

It will also come as no surprise that my income has taken off. I ended 2015 having earned less than \$85,000 total. By the end of the first quarter of 2016, I will have earned almost \$110,000. I have paid off one credit card, significantly paid down another and will have the final card paid off by September 2017.

Simultaneously, I am building up my savings and was able to contribute the maximum amount to my SEP when I filed my taxes a few weeks ago.

I want you to know that the Buffini & Company system and Coaching has had an enormous impact on me, on my business, on my finances and on my personal life. Thank you! It's a Good Life!

**—Jennifer Powers**

*Sotheby's International Realty  
Sonoma, CA*

Peak Producers was a life-changing experience to say the least. Thank you. I am just starting out in my career. I was laid off from my design position with a home builder and decided to

start my real estate career, putting my architecture and business degrees to good use. I knew it was going to be an intense road to travel for the next year or two, but I did not really understand why. I thought it was simply difficult work. Your book recommendation put me on a journey of discovery and understanding. I am about to settle my second deal, but that is not nearly as fulfilling to me as what I have learned about myself, being human and the world that is out there, waiting to be conquered. So I wasn't ready for success when I started—mentally, emotionally or spiritually. That was August of last year. I am ready now and it's already feeling like the good life. I'm looking forward to Coaching in the fall. Thanks for making an impact in my life!

**—Jason Piebes**

*Berkshire Hathaway Homesale Realty  
Timonium, MD*

I just wanted to say thank you for all you do for us. I went to my first event in 2007 in Richmond and signed up for Coaching. I've never looked back!

This past year my Coach, Laura Sanano-Hawkins, encouraged me to go to Peak Experience and I did. Oh my goodness! How my world has opened! Since May 2015, I've hired a bookkeeper, a transaction coordinator and a social

media/client/marketing assistant. I've also started using newer agents to help me get my buyers into more houses.

Why I really decided to write was because of the power of the eReport I sent out in February. A solid "B" client called and said, "We've been thinking about moving and this email was just what we needed." Today, their home is under contract for \$551,200. They are buying a home for \$752,500, and have referred a friend who will probably spend about \$500,000 or so. And, last year, I did 34 transactions. This year, I'm already at 27.

It's a Good Life!

**—Leigh Hulcher**

*Napier Realtors ERA  
Glen Allen, VA*

I wanted to thank you for your years of motivation and encouragement! I went to my first MasterMind Summit® this past year and loved it! I've been in your system for years and am on my second Peak Producers class. I wanted to tell you I am having my best year ever! I listened to your CD a while back and I wanted to tell you this personally. Thank you Brian; you are the best!

**—Lisa Racz**

*United Brokers Group  
Chandler, AZ*

## JOIN THE *conversation...*

✓ Get **INSPIRED** ✓ Keep in **TOUCH** ✓ Reach your **GOALS**

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BRIAN BUFFINI / FOUNDER AND CHAIRMAN,  
BUFFINI & COMPANY

# 20 Years of Impacting and Improving Lives

When I first started working in real estate, I was pretty wet behind the ears! I knew little to nothing about buying or selling homes. The one thing I did know was that I wanted to follow in my father's footsteps and always exceed my customers' expectations. My father, like his father, was a painter by trade, but regardless of different professions, the values ring true. By devoting myself to providing my core clients with first-class service, just as my father and grandfather had before me, I soon developed a powerful system to grow my business, 100 percent by referral. Thanks to this system, in a few short years, I went from being a penniless immigrant to one of the top REALTORS® in North America. By anyone's standards, I was successful.



**B**ut, even after achieving so much, so quickly, there was still something missing in my life and it bothered me. A little voice inside me said, "If your referral system can bring you so much good fortune, it could do the same for other people. There's enough business to go around."

Now, I like to make a habit of listening to that little voice, so I went and explained my system to some Realtors whom I knew could use it to help their own businesses. Soon, word spread. More and more people began to ask me about the system and how it could work for them. And a funny thing started to happen—the more I helped these good folks, the more I got back in return. As my parents always told me, "Give to givers and they give back."

Over time, I came to the realization that helping other people become successful was even more enjoyable than any of my own accomplishments! I knew I had to do more to try to impact and improve the lives of others, but I wasn't sure how to go about it.

It was my bride, Beverly, who crystallized things for me. After hearing me speak at a real estate event, she came to me and said, "Brian, you've got a gift for public speaking and you should be using it. You need to go and share your system with others."

It was the push I needed. After that conversation, and with the advice and assistance of some people close to me, I started a small training company. I soon found out that not only was my referral system transferable, it was transformational for many people and all sorts of businesses. The company began to grow and grow. We refined, improved and corrected as we expanded. We gained clients, Coaches and staff. We moved to larger offices. The events became bigger and better and we welcomed Members from all over the country.

Twenty years later, Buffini & Company is now the largest real estate training company in North America. However, the journey hasn't always been plain sailing. There have



been highs and lows. We've had mishaps, misadventures and near disasters as well as victories, joys and incredible successes. There have been countless highlights, among them life-changing events with legendary speakers such as Neil Armstrong and Jim Rohn. Famous faces notwithstanding, I have met some remarkable people along the way.

Our Members never fail to inspire me. I can't tell you how often I have been humbled by their amazing tales of triumph over adversity. They are hardworking, fiercely loyal and full of community spirit. Whether it's to support a sick Member or give aid to those in need, such as the project we undertook to build homes for displaced families in devastated Baton Rouge after Hurricane Katrina, my heart always swells with pride and gratitude when we come together to help others.

As you can probably guess, I could talk for days about what I have learned over the last two decades! However, on this, the 20th anniversary of Buffini & Company, here are three of my top takeaways:

**1 Give It a Go!** Many of us want to change our lives, but getting started can often seem overwhelming. I know it was for me. It takes courage and conviction to really strive to fulfill your potential, but what do you have to lose? Give it a go! Yes, there will be challenges and obstacles along the road but, as Lou Holtz says, "If you're not growing, you're dying." For the past 20 years, I've had the privilege of teaching over three million people in 37 countries strategies on how to build business in such a way that they get to live the good life. It all started with just one small step in the right direction. You too can take that leap of faith!

**2 Give First!** Giving is the foundational bedrock to building trust with people. Earning trust is what makes people do business with you, return time and time again and even refer their friends, colleagues and business associates to you. By giving, you gain. This principle requires a deep and abiding commitment to the Law of the Harvest: if you sow plentifully, you will reap



Brian and his crew help build homes for displaced families in Baton Rouge, LA, after Hurricane Katrina.

abundantly. You must focus on forging positive relationships with your customers, suppliers and business associates. If you fail to consistently engage with and care for your clients and colleagues, then the relationships you have with them will be purely transactional, not relational; there will be no depth or longevity. On the other hand, if you give freely and authentically to those with whom you want to connect, then powerful relationships will develop in an organic way and your business will flourish and grow as a result.

At Buffini & Company, we teach thousands of people how to build long-

**“If you work to impact and improve the lives of others, then they will impact and improve yours in turn.”**

—BRIAN BUFFINI

lasting, quality relationships with their customers and business peers. On average, our real estate clients earn eight times the industry standard! But, our system doesn't just apply to the real estate sector. Being good to people is good for every kind of enterprise. Today, we work with more than 37 types of businesses and industries. They all have one thing in common; they give their all to their customers and, as a consequence, receive back in abundance.

If you work to impact and improve the lives of others, then they will impact and improve yours in turn. Give to people and they will give back, often many times over.

**3 Give Thanks!** It can be all too easy to focus on the negative things in our lives. When we look in the mirror, we see the wrinkles and the spare tire. When we take stock of our finances, we worry about our bills and obligations. When we focus on our relationships, we fret about the family issues that are getting us down. Is it any wonder we're so stressed when we never make time to be truly thankful for all we have? It's scientifically proven that an "attitude of gratitude" is one of the most powerful personal resources we have at our fingertips. It gives us more energy and optimism, creates stronger bonds with others, improves physical and mental health, and increases resilience when the going gets tough. As the old saying goes, "If you've forgotten the language of gratitude, you'll never be on speaking terms with happiness." We all have the ability to cultivate gratitude and increase our satisfaction with life as well as strengthen our relationships with other people. So, work on being thankful. It pays off.

When I look at Buffini & Company today, I can hardly believe how far we've come and how many people we have helped reach their goals and live their best lives. But, our work isn't done yet! We're constantly looking forward and developing new and innovative ways to help our Members meet the challenges of this business. This year we rolled out *The Brian Buffini Show*, one of the most listened-to business podcasts in the world, and an invaluable resource to learn the mindsets, motivation and methodologies of success. We also developed our cutting-edge MarTech Trends event, a supreme master class on all the technological trends and marketing strategies for today's business.

Twenty years after I first set out to impact and improve the lives of others, I can say it's been a privilege and an honor to travel this path of learning with so many of you. Here's to another 20 years of the good life!





# BRIAN BUFFINI ASKS DANIEL GOLEMAN

Dr. Daniel Goleman is an internationally known psychologist, author of the best-sellers, *Emotional Intelligence* and *Leadership: The Power of Emotional Intelligence*, co-founder of the Collaborative for Academic, Social, and Emotional Learning and co-director of the Consortium for Research on Emotional Intelligence in Organizations. Recently, he collaborated with the Dalai Lama to create A Force For Good, a movement to inspire people to act with compassion and improve the world.

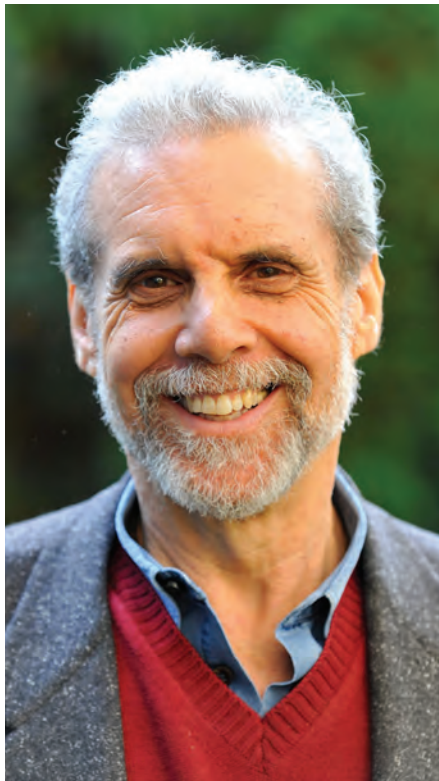
**1 What makes a great leader?** One of the most important traits is self-awareness, which is managing yourself, making good decisions and sensing what's going on in your body. The second most important trait is empathy, particularly caring empathy. Leaders make people feel cared for and respected. Leaders make people feel not just good about themselves, but good about the relationship.

**2 What if an intense personality makes people afraid to let you down? How do you help them feel free to be creative?** When you're goal oriented, your brain turns on the circuitry of goal-focus; however, it also turns off circuitry that fosters creativity and relationships. A better strategy is to articulate really clear goals, but remember to let people get there their own way so they feel empowered.

**3 You've worked with Fortune 500 companies. Are there similarities among them?** There are styles of leadership that work and ones that don't. If you become familiar with them and think about how you lead, you can fine-tune your style. Luckily, we can master better styles!

**4 Have you been brought into a situation where the leader has embraced emotional intelligence and you saw improvement?** I'm more like a trim tab. A trim tab is a smaller rudder on a very big rudder of the ship. By turning the trim tab you turn the rudder, which turns the ship. I help people tune into their best traits and improve their leadership styles.

**5 What makes a bad leader?** The first thing is a lack of empathy. The second is no self-awareness or self-control. I have a friend who's selected many CEOs for global companies. He did a study of people who didn't work out and it always boils down to a lack of empathy. How you relate to people is the bottom line.



**6 What would you say to someone who's interviewing for a key position in their company?** Have a trial period. You'll only know the chemistry of that person with you and with your clients after a few months. Review honestly after a 60 or 90 day period, and make any hard decisions at that point.

**7 How can we show people we're paying full attention to them today?** We can get better about paying attention. Everything is pulling at our attention from moment to moment. When you meet someone, mention something from a past conversation. When you pay full attention, it registers a memory. If you bring up something spontaneously, it shows you paid attention and it has a deep emotional impact on people.

**8 What is a technique for listening and paying full attention to people?** Put aside internal and external distractions and keep turning your attention back to the person. Every time you bring it back, you're strengthening your neural circuitry. The mind is a muscle—and we need to work it out. In general, your mind wanders 50 percent of the time.

**9 How can we positively influence the next generation?** I co-founded the Collaborative for Academic, Social, and Emotional Learning (CASEL) and it's bringing exercises in self-awareness and empathy to kids across the country. We need to get more methodical about giving kids emotional and focus skills. If we're going to deal with what's trending in society now, we have to face the fact that our old education model isn't sufficient. We have to add to it.

**10 What are some of the principles for A Force For Good?** People should: 1. Have emotional hygiene, or emotional intelligence; 2. Have an ethic of caring and compassion; and 3. Take it on the road. Each of us is an influencer. Everyone has a sphere of influence.



# INDUSTRY FACTS & FIGURES

## The real estate market 20 years ago and now

The real estate markets in the United States and Canada have changed over the last two decades since Buffini & Company opened its doors. Interest rates are lower, home prices are higher and homes are slightly larger. What else has changed? See how the numbers compare.

### 1996

### 2016

#### AVERAGE MONTH SUPPLY

 **6 Months**  
(April 1996)



 **4.7 Months**  
at current sales pace

#### HOMEOWNERSHIP RATE

 **65.4%**

 **63.5%**

 **64.4%**

 **69.0%**



#### MORTGAGE RATES (30 Year Fixed)

 **8.3%**

 **3.7%**

#### AVERAGE HOME PRICE

 **\$107K**

 **\$232.5K**

 **\$151.7K**  
(April 1996)

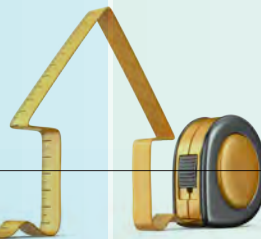
 **\$508.1K**  
(April 2016)



#### AVERAGE HOME SIZE

 **2,469 sq. ft.**

 **2,521 sq. ft.**



#### PERCENTAGE OF FIRST-TIME BUYERS

 **46%**

 **30%**



Sources: 1. Federal Reserve Bank of St. Louis 2. National Association of REALTORS, April 2016 3. U.S. Census Bureau 4. Trading Economics, Canada Home Ownership Rate 5. Statistics Canada 6. HSH, National Mortgage Rates by Week from 1986 to 2016 7. Canadian Real Estate Association 8. National Association of Home Builders, Eye on Housing, May 2015

# Offline Versus Online

Joe Niego discusses how the technology used in real estate has changed in 20 years



**By Joe Niego**  
*Presenter & Trainer*

As many of you know, Brian Buffini and I go back nearly 25 years. Although we grew up in different countries, our families and work experiences are very similar. We both developed a blue-collar mentality working in family businesses. Brian's grandfather would point to a completed paint job and ask his crew, "Can you put your name to it?" He was really asking them, "Did you do your very best?" Well, my father said the same thing when my brothers and I laid walkways on the Southside of Chicago. We literally embedded our company's name into the

soft curing concrete. When you serve your clients well and help them achieve their dream of homeownership, you are putting your name to your work. After being in real estate for more than 25 years, I've used that philosophy to sell more than 2,500 homes.

## Embrace Change

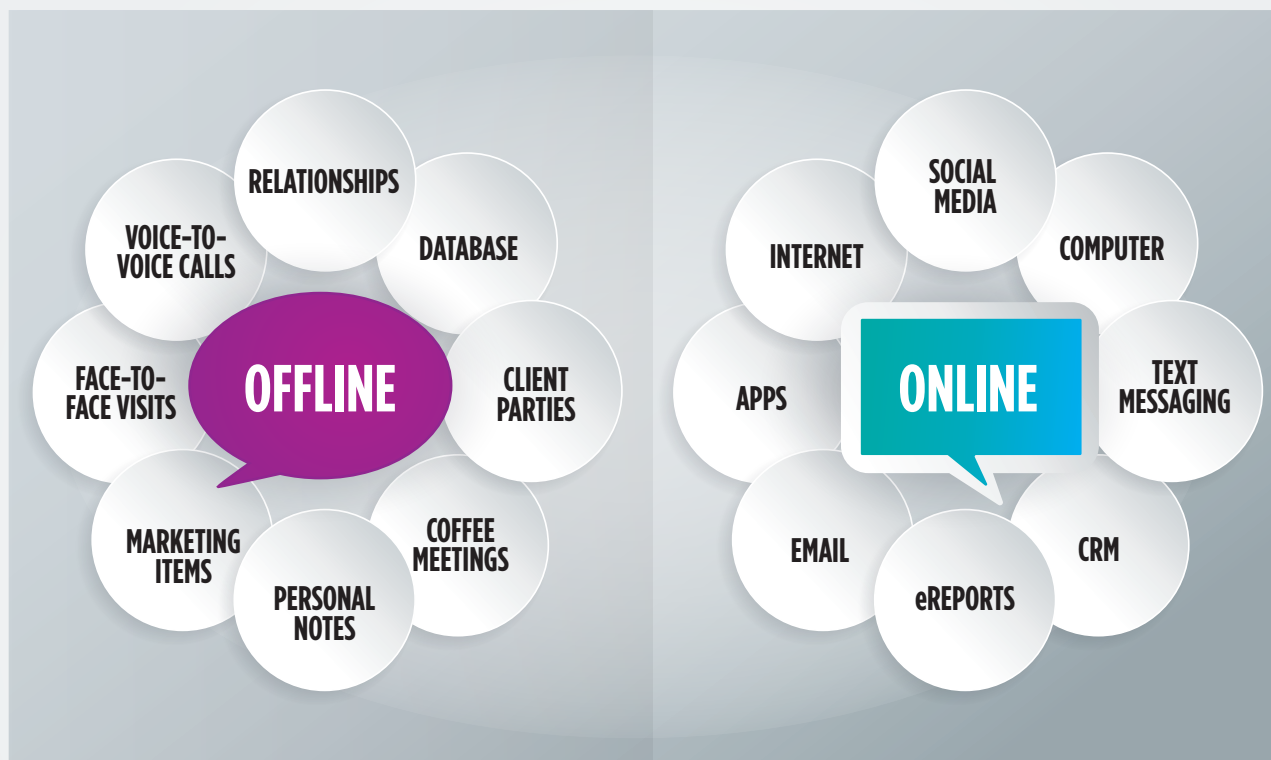
The market has certainly changed over the years. Technology has helped us become more organized and gather large quantities of information and market homes effectively. As a result, the market is moving faster than ever, and many agents are inundated with confusing and overwhelming technology presentations, pitches and products. They don't want to be left behind, but they don't want to engage in meaningless "techno-activity" either.



**"No matter what the latest technology is, if you don't have real-world relationships, no amount of technology will help you succeed."**



# Offline vs. Online Understanding



## Offline encompasses any activity not connected to the internet or social media.

Voice-to-voice calls, face-to-face visits and personal notes are all offline activities. Offline also includes the marketing items you send to your database each month, as well as client parties. Online activity includes anything digital, such as internet or social media marketing on Facebook, Twitter, Instagram, etc.

## Offline activities are still essential

While most agents should spend their time doing offline activities, they tend to gravitate toward the online stuff because it's more fun. They enjoy "liking" or "commenting" on Facebook much more than picking up the phone and making a call or meeting in person. I'm not saying there's no use for the online world, just that it is important to meet our clients where they are.

When agents come to me for insight about technology, they ask, "Do I need to get a personal website? How many followers should I have on Facebook? How often should I tweet?" You may be entertaining the same questions. Here's my advice in regard to digital marketing. You must understand the correlation between your offline business and your online presence. I'll tell you one thing, no matter what the latest technology is, if you don't have real-world relationships, no amount of technology will help you succeed. If people don't like you in real life, they won't "like" you on Facebook. If they won't follow you in the real world, they won't "follow" you on Twitter. You must understand the correlation. I call this the "Offline vs. Online Understanding."

## Bottom Line

If you want to be on the cutting edge of technology, establish solid offline business habits. Offline is essential. Online is supplemental. I guess what I'm saying is, it all comes back to calls, notes and Pop-Bys!

Over the past 20 years, Buffini & Company has been improving and impacting the lives of people. The technology may have changed, but one thing is for sure, when you offer your clients a high level of personal service and work hard to develop your relationships, you'll always achieve success.

Oh, by the way...give me a "like" on Facebook.

# Technology is Transactional; Real Estate is Relational



**By Brian Wildermuth**  
*Vice President  
of Business  
Development*

More than three decades in the industry has taught me no matter how technology has changed, real estate is still all about relationships. While technology may have made things easier, at the end of the day more than 80 percent of all transactions stem from some form of relationship.

Unfortunately, many agents get caught in the technology trap. While some invest in every shiny new app on the market, others aren't sure what to use and when.

It's easy to lose sight of the role technology should play in your business. Technology is meant to make you more efficient and productive so you can serve your clients better, not replace the need to build your relationships with your clients.

So, how can you harness the power of technology to help you connect with your clients and build relationships? Follow these steps:

## **Have an online presence. Go where your clients are—online.**

In this day and age, a professional and consistent online presence is essential. Gone are the days when you could use the same headshot for a decade or longer on a printed promotional flyer. Your website should not only tell current and potential clients who you are, it should include testimonials from your happy buyers and sellers.

Also, don't forget about social media. Many agents get caught up in which platform to use. Since the vast majority of adults are on Facebook, start there. Remember, social media is a client engagement tool, not your entire sales and marketing plan. Use it to interact and engage with clients, but don't make it a substitute for face-to-face or voice-to-voice communication.

## **Get mobile.**

Advances in technology allow you to run your business from your smartphone.


With the help of a few apps, you can connect with your clients, allow them to sign important documents and even manage your business' finances. One of the reasons we were so excited to launch the Referral Maker® CRM mobile app is it allows you to work by referral from anywhere you are. Not only is your entire database in your pocket, your daily action plan is too. You'll always know who to contact, how to contact them and what to say, and can squeeze your calls, personal notes and Pop-Bys between appointments when you're out in the field. You'll be more efficient and productive with your time and energy so you can deliver the highest quality of service to your best assets—your clients.

## **Incorporate video into your marketing.**

Video is a great way to create credibility with your clients. It's also the next best thing to communicating with them in person. Use video to tell stories, whether

it's your personal story of how you got into the business and why you love working with your clients or your clients telling the world why you're their trusted advisor. Capture a short video of the community's summer picnic in the park or your client summer party and post it to social media or on your website. You can also create short listing videos and give tours of the neighborhood. The possibilities are endless. Video will become even more popular in the future, so the more comfortable you are incorporating it into your marketing now, the more you'll be able to separate yourself from the competition later.

By all means, invest in technology that makes you more efficient in your business and effective to your clients; however, don't forget to invest in your relationships with your clients. After all, it's the connections you build that drive your business and generate leads, regardless of the type of technology you use. While technology can improve the way you connect with your clients, it'll never replace the valuable connections you make with them. If you want to succeed, invest in your clients.

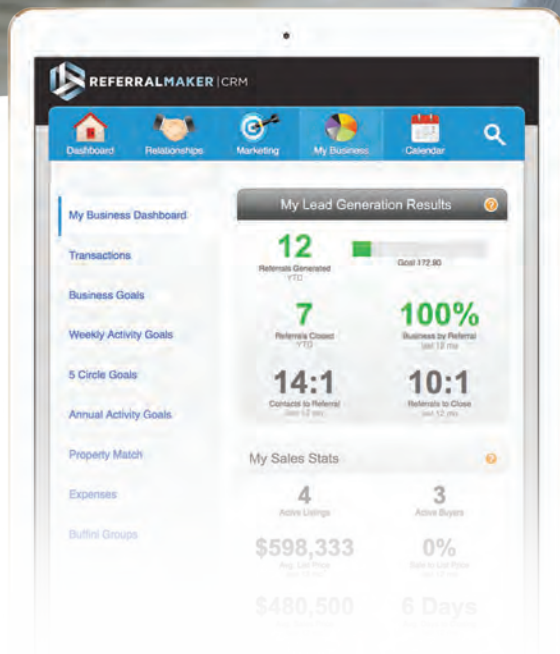


**“Technology is meant to make you more efficient and productive so you can serve your clients better, not replace the need to build your relationships with your clients.”**



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# The Changing Face of Coaching

Dave McGhee shares the impact of Coaching over the past 20 years



**By Dave McGhee**  
*Vice President  
of Coaching and  
Membership*

In 1849, French novelist Jean-Baptiste Alphonse Karr wrote, “The more things change, the more they stay the same.” These words seem to hold true today. Buffini & Company is celebrating its 20th anniversary this year, 20 years of impacting and improving the lives of people. I was recently asked how Coaching has changed in the past twenty years. My answer was, “Everything has changed, and nothing has changed.”

The tools, technology and tactics are vastly different today than they were in 1996 when Buffini & Company began coaching small business owners, but the fundamentals, the strategy and the purpose are not.

Two of the original six Business Coaches, Barbara Albanese and Judy Hummerich, are still plying their trade at Buffini & Company. So, I sat down with Barbara to get her take on the changes over the past 20 years (at the time of this writing, Judy was on a 500-mile pilgrimage across Camino de Santiago in Spain—yes, you heard me right).

Barbara confirmed my suspicion that the tools had changed. In 1996, when we first started coaching the Referral System, there were no pre-produced Items of Value or Pop-By tags. Our Business Coaches would help our Members develop a plan, then come up with the ideas for their marketing effort. It was up to the Member to create the marketing flyers and tags.

Twenty years later, Buffini & Company has a dedicated team whose sole function is to produce professional marketing pieces to help you easily Work By Referral.

In 1996, there was no Referral Maker CRM®, in fact very few people had computers. Coaches would ask their Members to track their activity by hand

**“Our Business Coaches would help our Members develop a plan, and then come up with the ideas for their marketing effort. It was up to the Member to create the marketing flyers and tags.”**

and report their progress on each call. Today with the Referral Maker CRM, building a plan, assessing your progress and achieving your goals is almost automatic.

If the tools and technology have changed over the past 20 years, so have the tactics. When Buffini & Company started, we were pioneers in the Business Coaching industry. There wasn't story after story of success to prove that Coaching worked. Members had to take it on faith and trust our Coaches could help them achieve their goals.

Today the success is evident: our average Member earns almost eight

times the national average in income. Our Members sold one out of every eight homes in the U.S. in 2015. Today, almost everyone knows they can achieve more with a Coach than without one. So, our Coaches spend less time convincing people coaching works and more time helping our Members achieve their goals.

As you can see, it seems everything about Coaching has changed in the last 20 years. At the same time, nothing has. The fundamentals are the same.

Our Coaches still work to help Members arrive at their destination. Our Coaches continue to help our Members clarify their goals and build a plan, in sequence, to achieve those goals. Our Coaches still hold our Members accountable to an action plan. And, our Coaches still draw out of our Members their unrealized, limitless potential.

Over the past 20 years, our full-time, professional Business Coaches have amassed an average of more than 12,000 Coaching hours each. In looking back, I can honestly say with confidence, the more things have changed, the more they have stayed the same—only better.



The Buffini & Company Coaching floor.



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# What I've Learned in 20 Years...

**By J'aime Nowak**

*Director of Corporate Development  
and Training*

**W**ay back in 1996, I was finding my way in the world. Newly licensed in real estate, I was terrified and excited. I was broke, in debt and thrilled to receive my first pager! It feels like yesterday, only I'm very different. My lessons and experiences, my research and circumstances, my failures more than my successes have gotten me closer to the person I'm capable of being. And, I'm not close to done. Here are some things

**"I made the list. My health & wellbeing, my family and relationships, and doing good work that helps people were at the top of my list."**

I've learned on my journey so far. I hope they resonate with you, make you stop and ponder or simply remind you of the wisdom you've gathered along the way:

**The good life takes hard work, grit and hustle.**

There is no getting around this, is there? Passively waiting for a great lead to call us is not the way to a fundamentally sound and lasting business. The great thing about this principle, is we each have direct control over how incredible or how mediocre our business is. We can't control the outcome, but we can control our activities and the attitude with which we take on each opportunity to grow our business every day. There is power and promise in that. When I'm anxious or frustrated that my goals aren't happening fast enough, I've learned that positive action in any area creates momentum,

feelings of empowerment and, eventually, results! The bottom line? Real estate rewards action.

**Lasting success is built on good habits practiced consistently over time.**

Of course, we need to keep that momentum we've created going. Through trial and error and implementing proven systems (Working by Referral comes to mind), we learn what processes work for us, make us happy and get us closer to our goals. Our habits and routines are then built around even just a few of those things. Many years ago, as I was getting ready to hit the road and share these systems across North America, Brian Buffini gave me some excellent advice. He said, "Be violent in your routines."

"Violent? That's a bit extreme, isn't it?" I asked. "Not at all," Brian said. "It's the difference between success and failure in all that we do. If you major in the minors of life and business, you won't go very far." We all know this, but many times we behave very differently. We live haphazardly, waste precious time and are neck-deep in the urgent or the minutia. Silly or stupid things often steal our joy. Traffic. Gossip. Waiting. We get riled up about the stuff that doesn't really matter. So, I paid attention to what my Mentor shared with me. I answered the question "What are the things that really matter?" I made the list. My health and wellbeing, my family and relationships, and doing good work that helps people were at the top of my list. Then I determined what time and activities I needed to devote to that list. I started there and focused on the





important. Not all day every day, of course, but spending small chunks of high-quality time on the right things was a difference maker. If we are intentional about where we focus our time and energy then our priorities will not become casualties.

### **While in pursuit of the good life, expect adversity.**

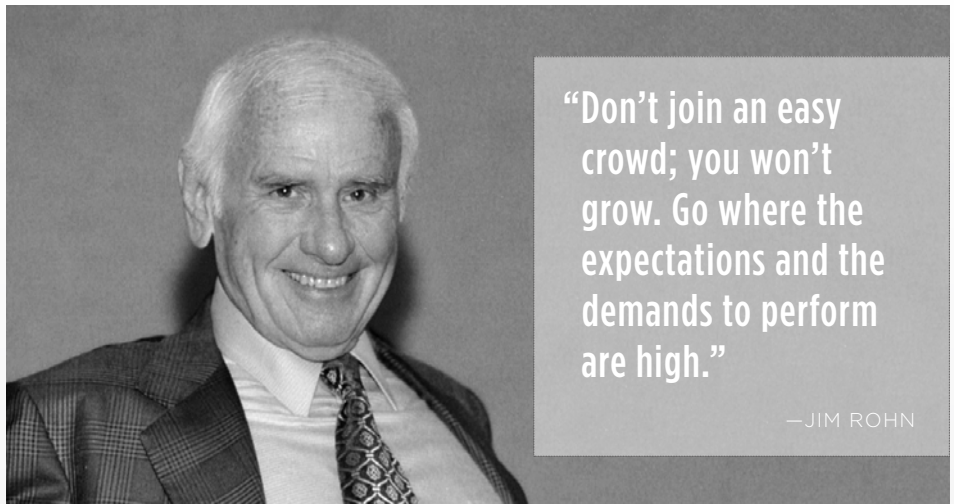
Nothing good comes easy. No matter the challenge or circumstance, don't give up. You never know what is waiting for you around the next corner. I've found that some of my greatest blessings have come from my biggest adversities. You never know how close you are to that next blessing, that next victory. Keep moving one step forward even if you're thrown two steps back; there is always hope. You are stronger than you think you are.

### **Attention, not time, is our most valuable asset. Be present wherever you are.**

Ordinary moments are the true magic of life; they create and embody its richness. The experiences we have with the people we love and making time for our favorite passions, the things that fill us up, are what we are all working for, aren't they? Morning coffee with my husband. Taking in the sunset. Tasting my dinner and enjoying our family conversation after a busy day. Tucking my boys in at night. I've learned to savor these moments—to slow down and be there. If we look for the beauty in the ordinary, we will realize it is actually extraordinary.

### **We need space to think, breathe, reflect and be silent.**

The speed of life and the amount of distraction in today's world is a formidable opponent. That hustle I spoke of earlier that is absolutely necessary to get your business off the ground and thriving is the frenzy we can get caught up in long term. We're terrified to ease up and that can lead to burnout, fractured relationships and an empty soul. It doesn't have to be that way. When I'm on that crazy train, I've learned that being silent and tuning into myself through journaling, breathing, praying or meditating is one of the best things I can do to get clarity.



These practices also give me more capacity to handle what life throws my way, plus it's proven to make me healthier, too.

### **We are wired to do life better together.**

Sometimes, when things are tough or business is down, we tend to isolate ourselves and that is dangerous. We drift from our good habits and can get negative and discouraged. Or, we may find not everyone is as excited about change, our goals and future possibilities, and that's okay. It's important to stay connected to those birds of a feather who are on a similar path of learning and developing themselves. When you need it most, they will lift you up, support you and believe in you! I love this quote from Jim Rohn, "Don't join an easy crowd; you won't grow. Go where the expectations and the demands to perform are high."

### **Gratitude is the way to happiness.**

I start every day with, "Thank You." Even on the rough days, my list of blessings is too long to get through. It's easy to fall into Facebook Envy. We look at people's carefully procured posts of the perfect meal or their special and tight relationships and we think they have everything in order, making us feel like big fat failures! Realize what you're seeing is not the whole story, but rather the one made for public consumption. Comparison is the thief of joy. Instead, I

aspire to be content with all I have while I pursue all that I want. To help me in my efforts, I avoid Pinterest baking and craft pictures and ideas at all costs!

### **Relationships are the pulse of life and business.**

Crucial connections are the lifeblood of our business, the strength of our families and the substance of our lives. We must nurture them, handle them with care and invest time and energy so they will blossom and grow. That's why I feel truly blessed to be working for Buffini & Company, where our goal is to help professionals like you consistently implement powerful systems to make people feel important. Isn't it such a cool opportunity that, every day, our job descriptions require us to make the lives of others better? I could go on and on. As I've looked back, these lessons have been both rich and painful, sobering and beautiful.

I hope you take away a few nuggets from what I've shared, and will apply them to your own life. I invite you to take stock of what you've learned over the last five, 10 or 20 years. I promise, it'll be staggering. Oh, how far you and I have come! Now, let us look forward to the next decade with hope and ambition, dedication to the right things and people and a powerful vision of all we want to do and who we want to become. Forge ahead with the conviction that no matter what mistakes, success and lessons are ahead, this incredible community and Buffini & Company will be with us every step of the way.

Here's to the journey.



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**Our One2One Coaching™ Members earn an average annual income of**  
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Business Plan	✓	✓	✓
Monthly Training Podcasts & Webcasts - <i>Brian Buffini</i>	✓	✓	✓
Buffini & Company Magazine ( <i>Biannually</i> )	✓	✓	✓
Buffini TV	✓	✓	✓
B.I.T. O'Brian Video Clips ( <i>Business Inspirational Tips</i> )	✓	✓	✓
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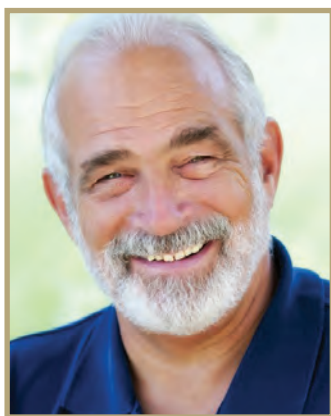
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# Profiles of Success

We're celebrating Buffini & Company's 20th anniversary by profiling the success stories of three of our longtime clients: Larry Underhill, Julie Morris and Ed Jue. Read on to learn how One2One Coaching™ has helped them reach their goals and achieve success.



## LARRY UNDERHILL

STATESMAN REALTY, LODI, CA

Larry Underhill of Statesman Realty in Lodi, California has been a client for 19 years. Larry attended his first event in 1997—a free half-day workshop. He later attended a Turning

Point Retreat™ in Monterey, California and was able to speak with Brian personally. “I told him, ‘I think you’re working for the same boss that I am!’ He assured me that he was. I signed up on the spot,” Larry says. “I knew I wanted the whole package! I’ve never regretted it.”

He had tried other training programs before. “I had been looking for a trainer who lined up with John Maxwell’s famous definition of success: ‘True success is when you’re loved and respected the most by the people who know you the best.’”

Larry started Coaching in 1997. “My Coach and I are well-matched in that we share many core values,” he says. “He encourages me to improve in all ‘five circles’ of life. Since he’s outside of my day-to-day busy-ness, he has a unique, detached perspective that’s enriched by the many years we’ve worked together.”

Back then, he was closing 55 to 60 transactions a year and working 70 hours a week. “I managed to spend

quality time with my wife and kids, but I was stretched to the limit all the time,” he says. “One of the first things he helped me with was my misplaced pride in long hours. Over time, I managed to reduce my hours while maintaining and ultimately increasing my number of closed sales.” In 2015, Larry and his team closed 88 transactions and made \$26.5 million in sales. By summer

**“IF YOU TRULY EMBRACE THE SYSTEM AND FOLLOW THE ADVICE OF YOUR COACH, YOUR FUTURE WILL OPEN UP FOR YOU IN WAYS YOU CAN’T IMAGINE.”**

—LARRY UNDERHILL

2016, they had already closed 51 transactions worth \$18 million in sales so far. “I expect 2016 to end up well beyond my 2015 numbers,” he says.

His Coach also helped him with delegation. “I’ve found that by leveraging my time and adding great people, I’m doing more deals and working less hours,” he says. “The added volume means a bigger net to me when all is said and done, and more fun along the way!”





**JULIE MORRIS**  
 HOMESMART REALTY, SCOTTSDALE, AZ

Julie Morris of HomeSmart Realty in Scottsdale, Arizona has been a client for 17 years. She attended a Half-Day Seminar in Mesa, Arizona in 1999 and signed up for Membership at the

Turning Point Retreat afterwards. “I was already doing some of the things Brian talked about, monthly database contact, notes and calls, but didn’t have a system,” says Julie. “Joining Coaching was a ‘no-brainer’ for me. Brian had solutions I already knew I needed and I got a Coach out of the deal!”

“My Coach seems to zero in on what is most important today, help me determine my priorities, then create action steps that move me forward,” says Julie. “Having a Coach grounds me, gives me perspective and helps me take action, so I can get out of the quicksand, instead of remaining paralyzed.”

Her Coach helped her implement systems, build up her business, and encouraged her to hire her first assistant. Not only that, she has given her the support

**“ONE2ONE COACHING™ IS THE BEST INVESTMENT YOU CAN MAKE IN YOUR BUSINESS BECAUSE IT’S AN INVESTMENT IN ALL AREAS OF YOUR MOST VALUABLE ASSET, YOURSELF.”**

—JULIE MORRIS

and understanding necessary to overcome her personal struggles by getting to the heart of the problem and offering action steps to move forward. “Sometimes, moving forward in business is actually solving an issue in another circle of life.”



**ED JUE**  
 RE/MAX, PLEASANTON, CA

Ed Jue of RE/MAX in Pleasanton, California first heard of Brian Buffini when he signed up for a two-day Turning Point Retreat in Newport Beach, California in 1999. “It

was the best thing I could have done,” he says.

“Brian taught a system that was simple and grounded; putting clients before profits in a systematic way,” Ed explains. Although he had been implementing most of the process already, the system helped him fine-tune his

style. “I went home after the event and told my wife I was seriously thinking about joining the program. Her words were, ‘Honey, you know your business more than I do and what you need to do to succeed!’” he says.

One2One Coaching helped him find balance and perspective in his life. “Coaching helped with making my choices easier between balancing my business with the needs of my family,” he says. “I have learned to say ‘No’ to my clients in a kind way and without feeling guilty.”

“I am a free spirit and at times my Coach has brought me back to earth and kept me grounded,” Ed says. “He has held me accountable for continued goal setting and follow-through.” Coaching has also helped him work less while improving his productivity. “Before Coaching I averaged about 44 hours a week, now it’s more like 32 to 36 hours a week, but the time spent is 100 percent more productively.” He’s also been able to share what he’s learned, and help others find balance in their lives as well.

**“COACHING IS WORTH ITS WEIGHT IN GOLD.”**

—ED JUE

# 20 Years of Observing You

Beverly Buffini's take on 20 years of watching Buffini & Company clients grow and succeed

## By Beverly Buffini

It's been 21 years since Brian first came to me and said, "I want to impact and improve people's lives in a significant way, on a grand scale." He presented me with pages and pages of notes from his journal that communicated his vision for what Buffini & Company could look like.

What's remarkable is how many of those details he envisioned have come to pass: huge events, 12-week training programs, Business Coaches training on a one-on-one capacity, small groups of agents meeting monthly around the U.S. and Canada, and a whole community of people dedicated to exceptional customer service and building long-term relationships with their clients.

It's been an incredible journey, one that has impacted our family in a profound way. I don't get to attend as many events as I used to, but when I did attend MasterMind Summit® and Turning Point events on a regular basis I had the opportunity to interact with many of you and drill down into some great conversations. One of the most common questions was, "What does it take to succeed?" Having observed the process for more than 20 years, I think I can boil a client's success potential down to three factors: a true willingness to grow, a vision for your future that compels you and staying connected to your support system.

## 1 A true willingness to grow

Everybody believes they're open to growth; but, in truth, very few are. Brian always said, "Most want to change their circumstances, but few want to change themselves." I have to agree with my hubby on that one. When you hear feedback you don't like, how do you respond? Do you take it personally or do you try to utilize it professionally? When you get criticism from a client, do you acknowledge and thank them for helping make you better and providing you with the opportunity to make it right, or do you just rationalize and say they are whiners and complainers?

When your Coach holds you accountable and makes you feel uncomfortable, do you say, "This coaching isn't working for me," or, "I need a new Coach," or do you take it onboard and implement?

I know this sounds very black and white, and life is not always so clear, but many of us, myself included, see ourselves as being very open and willing to grow, when in fact sometimes we're reluctant and stuck in our ways.

It's easy to make changes and pursue winning when everything is running smoothly, but often very difficult to stay the course when facing adversity. As many of you probably witnessed in the NBA finals this year, the Cleveland

Cavaliers had to make strategic changes in their team play in order to counteract







**“I had the opportunity to interact with many of you and drill down into some great conversations. One of the most common questions was, “What does it take to succeed?”**

—BEVERLY BUFFINI

the successful play of Golden State. In the end, the Cleveland Cavaliers prevailed and won the Championship because players on the opposing teams disregarded the game plan and reverted back to the familiar.

As Joe Niego, our own NBA level guy said, “Winning is dependent upon persistence, and in order to persist you must remember why you do what you do. To make a change, you must have a game plan (and stick with it), you must know what you are striving to achieve and be ready to attain it.”

One of the common denominators in our most successful clients over the last 20-plus years has been the degree to which somebody has been willing to submit to the process and work the game plan with their Coach and stay the course—this is in direct proportion to how fast and far someone succeeds.

## **2** Vision for your future that compels you

One of my favorite passages in the scriptures is, “Where there is no vision the people perish.” I know, speaking for myself, when I have a clear picture of what I’m trying to accomplish and why, it gives the challenge of every day much

more meaning and significance. Brian and I have always worked hard to create goals that cover both the here and now, and far into the future.

A few years ago, Brian taught his system for 10-day, 10-month and 5-year goals. That has been very helpful for us in our home. For example, we will often write out a list of things we’re trying to get done in the next 10 days and, later, evaluate. Annually, we try to get away, even for a day, to revisit our goals and write new ones. We have observed that having a clear vision of where you want to go and sharing those dreams and goals with your loved ones usually yields success. Likewise, holding yourself accountable to your Coach is a sure-fire recipe for success.

## **3** Staying connected to your support system

John Donne wrote the famous poem, *No Man is an Island*.

No man is an island,  
Entire of itself,  
Every man is a piece of the continent,  
A part of the main.  
If a clod be washed away by the sea,  
Europe is the less.

As well as if a promontory were.  
As well as if a manor of thy friend's  
Or of thine own were:  
Any man's death diminishes me,  
Because I am involved in mankind,  
And therefore never send to know for  
whom the bell tolls;  
It tolls for thee.

The human being living alone is like a person on an isolated island. Also, our lives affect one another. There's no escaping that fact.

Over the years, I have witnessed so many people trying to succeed alone. This type of thinking normally results in failure. By the way, there's no special prize if you manage to do it by yourself; it just takes a lot longer and with more mistakes. We all need love, acceptance, encouragement and help from others if we want to thrive and grow.

In humility, there is strength. The question isn't just if you have a Coach, but are you connecting with your Coach? Are you cooperating with your Coach? Are you letting your Coach hold you accountable? Are you connected to the community?

The most surprising part to me of what Buffini & Company has become over the past 20 years is this amazing vibrant community of like-minded people who share one another's burdens, give insight and advice, and refer each other business. Some have told me 25 percent of what they earn every year comes from leads given by other Members. I've also noticed those who don't get involved in a Buffini Group usually drift from their Coach and tend not to foster relationships with other Members, whether through attending events or networking in the Members Lounge. The formula is quite simple: get connected and stay connected. Brian has never created anything for people to participate in just so they could do something. He's extremely intentional and is respectful of other people's time. He told me when he started Buffini & Company he wanted to create the support systems based on what he needed when he was doing real estate.

I'm looking forward to the next 20 years and I know if you follow these three principles, I'll be getting a chance to read your success story.

You can, you will, believe!



**1996:** Brian Buffini starts Providence Seminars to share his proven techniques with others.



**1996:** Brian Buffini hosts his first Half-Day Event at the Mission Valley Radisson in San Diego with 156 attendees and two Turning Point™ Event sales.



**1996:** The first ever Turning Point Retreat® is held in Long Beach, with 62 paid attendees and 21 sign-ups for the ClubNet™ Coaching program.

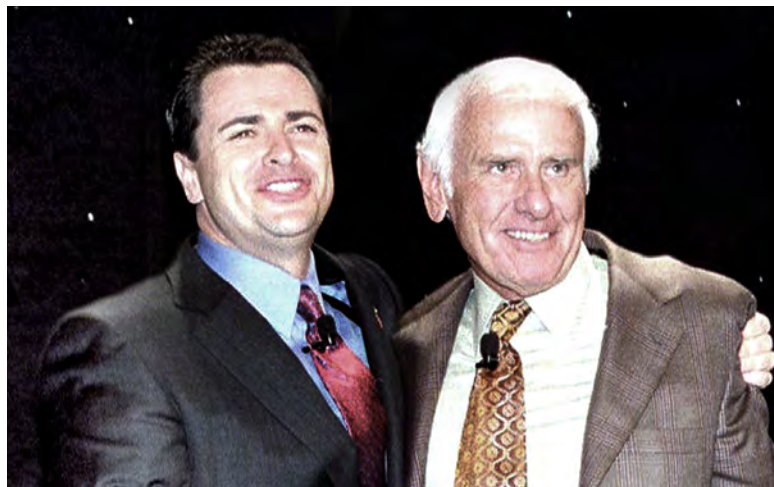


**1998:** Heritage Profile™ is launched to give clients insight into their strengths and abilities.

# 20

## YEARS IN 1996 TO 2016 PICTURES

Over the past 20 years, Brian Buffini and Buffini & Company have impacted and improved the lives of millions of real estate and small business professionals around the globe. The photos on these pages offer a glimpse into our journey as we celebrate two decades of delivering our mission of working by referral and helping others live the good life.



**2001:** Brian Buffini and Jim Rohn onstage at MasterMind Summit.



**1992:** Brian Buffini met Joe Niego for the first time at an elite agent conference at the Sir Francis Drake Hotel in San Francisco. The rest is history.



**1999:** First MasterMind Summit® is held at the Town & Country in San Diego with 352 attendees.



**2003:** Early workout on the beach during the first Peak Performers™, held in Maui.





**2002:** Brian Buffini interviews the first man to walk on the moon, Neil Armstrong, at MasterMind Summit held in Las Vegas.



**2004:** First Mentor School class held.



**2003:** It's a Good Life® Magazine was first given out at MasterMind Summit



**2003:** Brian Buffini interviews Jim Rohn and Zig Ziglar onstage at MasterMind Summit in Orlando, Florida.



**2004:** The Buffini warehouse reaches the milestone of a quarter of a million lead generation kits shipped.



**2004:** Brian Buffini introduces the new company name and logo to reflect his father's and grandfather's painting and decorating business.



**2004:** The Buffini brothers with their father, George Buffini.





**2006:** Captain Jim Lovell shares his experiences with the MasterMind Summit® audience.



**2005:** Beverly Buffini and the "A-Team" join Brian onstage to close out MasterMind Summit.



**2004:** Brian presents a first paycheck to his mom, Therese, for her work helping the company.



**2005:** Brian Buffini becomes a U.S. citizen.



**2003:** Zig Ziglar visits Buffini & Company and poses for a quick photo with the Buffini brothers.



**2011:** Filming of Peak Producers® with audience of Buffini Members who flew in to attend.



**2012:** First Peak Producers classes are offered.







**2013:** Dermot Buffini is promoted to CEO of Buffini & Company.



**2008:** Brian Buffini visits Zig Ziglar in one of his last public appearances.



**2010:** Lou Holtz and Brian Buffini share a laugh at MasterMind Summit.



**2007:** Beverly Buffini laughs at a joke with her parents, Julie and Jim Robinson, at MasterMind Summit.



**2012:** Referral Maker® CRM is launched to make Working by Referral easy and fun.





**2014:** Brian & Beverly Buffini pose for a portrait with their children, the "A-Team."



**2014:** Brian Buffini and his brother, Kevin, on stage at The Peak Experience® in San Diego, CA.



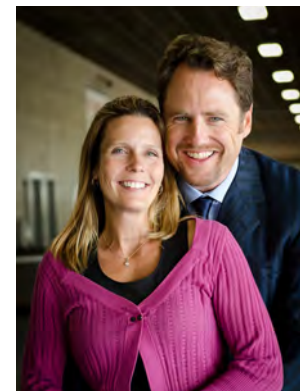
**2009:** Joe Niego kicks off The Blitz at a rally inside Buffini & Company.



**2010:** Brian Buffini knocks out Joe Niego in a MasterMind Summit skit.



**2013:** Beverly Buffini challenges Members to eat healthier in the 90-Day Health Challenge.



**2011:** Joe Niego with his wife, Julie.



**2014:** Brian with his wife, Beverly.





**2006:** Hands of Hope volunteers built homes for families who lost theirs in Hurricane Katrina.



**2007:** The Buffini home burned to the ground in the wake of wildfires.



**2014:** Dermot Buffini during an interview on KDOW radio.

**20** YEARS  
**1.5** MILLION COACHING CALLS  
**774** THOUSAND COACHING HOURS



**2008:** Brian Buffini and Joe Niego before their Referral Brothers performance at MasterMind Summit.



**2016** John O'Leary shares what he has learned with employees at the Buffini & Company studio.



**2014:** Brian Buffini talks with the live audience at a Buffini TV shoot.



**2015:** Coaches' training with Dave McGhee, Vice President of Coaching & Membership.





**2012:** Buffini & Company moved down the street to its new headquarters on Palomar Oaks Court.



**2014:** First ever Brian Buffini's Success Tour is held in Seattle.



**2015:** They make the magic happen. A behind-the-scenes peek at the men and women who help the Success Tour run smoothly.



**2016:** Brian Wildermuth and Dermot Buffini reflect on the meaning behind the fountain in front of headquarters.

**2015:** Buffini & Company expands its campus into a 4th building.







**2015:** Employees kick off Referral Rally in their "Got Referrals?" tees.



**2015:** Employees fill donation bins to capacity with toys for children at Casa de Amparo.



**2016:** Joe Niego, J'aime Nowak, Brian Wildermuth and Tony Love speak at the MarTech Trends event, launched just this year.



**2016:** Brian inspects the progress on his state-of-the-art podcast studio.



**2016:** MarTech Trends rehearsal.



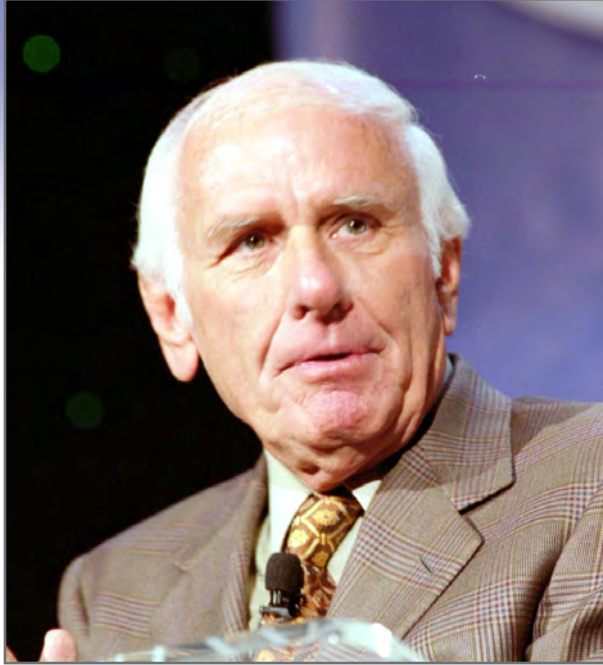
**2016:** Brian Buffini launches his new podcast, *The Brian Buffini Show*.



# 20 YEARS OF GREAT SPEAKERS & PERFORMERS



**RUDY RUETTIGER**  
*MasterMind Summit\**  
2000, 2005



**JIM ROHN**  
*MasterMind Summit* 2001, 2003



**BRUCE JENNER**  
*MasterMind Summit*  
2003



**JOE EH RMANN**  
*MasterMind Summit*  
2004, 2005



**DR. SHAD HELMSTETTER**  
*MasterMind Summit*  
2002, 2004



**TONY SCHWARTZ**  
*MasterMind Summit*  
2004



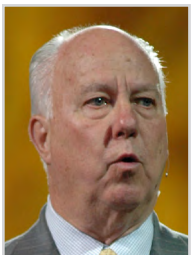
**ZIG ZIGLAR**  
*MasterMind Summit* 2003, 2010



**RICK DELUCA**  
*MasterMind Summit*  
2007



**NEIL ARMSTRONG**  
*MasterMind Summit* 2002



**LOU TICE**  
*MasterMind Summit*  
2005



**JACK CANFIELD**  
*MasterMind Summit*  
2006



**JIM LOVELL**  
*MasterMind Summit*  
2006



**LIAM O'CONNOR**  
*MasterMind Summit*  
2005



# MASTERMIND SUMMIT

# BRIAN BUFFINI'S SUCCESS TOUR

# THE PEAK EXPERIENCE

# BUFFINI & COMPANY'S MAR TECH TRENDS



**ERIK WAHL**  
MasterMind Summit  
2007, Success Tour  
2005



**CHRIS GARDNER**  
MasterMind Summit  
2007



**LOU HOLTZ**  
MasterMind Summit 2005, 2010



**ALISON LEVINE**  
MasterMind Summit  
2007, 2012



**WINTLEY PHIPPS**  
MasterMind Summit  
2007, 2009



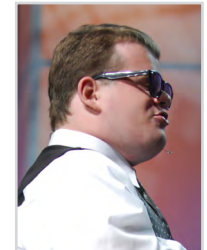
**PAUL POTTS**  
MasterMind Summit  
2008



**MARCUS BUCKINGHAM**  
MasterMind Summit  
2008



**NIDO QUBEIN**  
MasterMind Summit  
2008, Success Tour  
2015



**PATRICK HENRY HUGHES**  
MasterMind Summit  
2008



**HYRUM W. SMITH**  
MasterMind Summit  
2009



**SINBAD**  
MasterMind Summit 2006, 2009



**DANIEL COYLE**  
MasterMind Summit  
2010



**JON GORDON**  
MasterMind Summit  
2011, Success Tour  
2014



**DAVE RAMSEY**  
MasterMind Summit 2011



**ERIC THOMAS**  
MasterMind Summit  
2012



**TIM HAWKINS**  
MasterMind Summit  
2011



**HARVEY MACKAY**  
MasterMind Summit  
2013



# 20 YEARS OF GREAT SPEAKERS & PERFORMERS



**DR. JOEL FUHRMAN**  
*The Peak Experience  
2013, MasterMind  
Summit® 2014*



**RUDY GIULIANI**  
*Success Tour 2014*



**DAN BUETTNER**  
*MasterMind Summit  
2013*



**JOHN O'LEARY**  
*MasterMind Summit  
2014, Success Tour  
2015, The Peak  
Experience 2013*



**LES BROWN**  
*MasterMind Summit  
2015, Success Tour  
2014, 2015*



**DR. MAYA NICOLE  
BAYLAC**  
*The Peak Experience  
2014*



**JEFF LOWE**  
*The Peak Experience  
2014*



**CAPT. D. MICHAEL  
ABRASHOFF**  
*The Peak Experience  
2014*



**SHAWN ACHOR**  
*MasterMind Summit  
2013, Success Tour  
2014*



**MAGIC JOHNSON**  
*Success Tour 2016*



**ARTHUR BOORMAN**  
*MasterMind Summit  
2012*



**ARON RALSTON**  
*MasterMind Summit  
2014*



**DARREN HARDY**  
*MasterMind Summit  
2015*



**DR. HENRY CLOUD**  
*The Peak Experience  
2015, MasterMind  
Summit® 2016*



**TIM SANDERS**  
*Success Tour  
2015*



**DIANA NYAD**  
*MasterMind Summit  
2015, Success Tour  
2015*





**MITCH ALBOM**  
*The Peak Experience*  
2016



**DR. DANIEL GOLEMAN**  
*The Peak Experience*  
2016



**SCOTT STRATTEN**  
*Success Tour*  
2015, 2016



**SALLY HOGSHEAD**  
*Success Tour*  
2016



**EMMITT SMITH**  
*Success Tour*  
2016



**ANDY ANDREWS**  
*MasterMind Summit*  
2016



**PETER SHEAHAN**  
*MasterMind Summit*  
2016

# OVER 3 MILLION TRAINED IN 37 COUNTRIES



**BEVERLY BUFFINI**  
*Featured Speaker*



**JOE NIEGO**  
*Featured Speaker*



**KEVIN BUFFINI**  
*The Peak Experience*



**J'AIME NOWAK**  
*MasterMind Summit, Success Tour, MarTech Trends*



**TONY LOVE**  
*Master of Ceremonies*

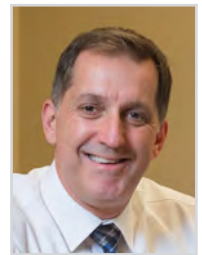


**BARTH EDDY**  
*Master of Ceremonies*

**BRIAN BUFFINI**  
*Headline Speaker*



**BRIAN WILDERMUTH**  
*MarTech Trends*



**DAVE MCGHEE**  
*Success Tour*

# What Our Seasoned Members Have Learned from their Years in Real Estate

by **Laura Foreman**  
Copywriter

Over the past 20 years, our Members have reached their goals set in business and other circles of their lives. While some Members have been with us their whole careers, others were in real estate for several years before becoming a Buffini & Company Member. We asked some of our longtime Members, “What have you learned in your years in real estate?”



“What have I learned, you ask? Coaching has been the best investment I’ve ever made, frankly. The insight, accountability and advocacy from my Coaches have propelled me far beyond what I could have hoped to achieve on my own.

Brian continues to be “out in front” and leading us. I’m realizing how important this quality has become in my career. There are very few trustworthy voices I can follow. Brian continues to be the foremost leader in real estate I lean on.

I appreciate the new and innovative ways Buffini & Company serves us: the mobile app, CRM, *The Brian Buffini Show* podcast, multiple gathering opportunities throughout the year, etc. Lead-generation is not that sexy, and it comes down to me doing the work needed; however, these other tools and experiences really help keep me focused and on top of my game.

I’ve learned to impact and improve lives around me through watching Brian. Business owners have a significant influence in their communities. Let’s continue to make a difference in others’ lives through stewarding well the opportunities we’ve been given in this business.”

**Morgan Davis**

Member for 18 Years  
Keller Williams, Portland Central, Portland, OR



“Trust the system. Trust your Coach. Trust yourself. Trust and enjoy the journey. And track. Track your activities and your numbers, so when you are feeling like you are not moving quickly enough, you can look back and see how far you have come. It will energize you and give you confidence to reach for your next set of goals.”

**Katie McBride**

Member for 19 years  
RE/MAX Executive Realty  
Hopkinton, MA





“I have been a Realtor since 1988, about 10 years before I started Coaching.

I think one of the most important realizations I have had over the years is the transaction is NOT about me. It is about my clients and their needs, wants, dreams, experiences and journey. I am there to facilitate, motivate and negotiate the best possible experience for them, in order to help them get where they want to go. The process tends to go more smoothly and less emotionally when I can leave my agenda at the door and focus on them. It sounds simple, and I have found it to be a powerful and efficacious way of doing business.”

**Joell Mower**

Member for 18 years  
David Lyng Real Estate  
Capitola, CA



“Consistency counts! No matter what may be going on in any of the five circles, just keeping ‘one oar in the water’ is the key! The great thing about it is that an oar makes ripples in the water, which not only affect me, but all those around me. Connection with like-minded folks and knowing myself helps keep the oars in my hands.

When I was in my sophomore year of college, I obtained my real estate license. I have been a real estate agent for over 34 years! In 1986, I joined the National Association of Realtors and have been a member since.

One of the greatest blessings in my life was to join One2One Coaching™ in 1997. During a Half-Day event in Manchester, New Hampshire, I had the life-changing opportunity to meet Brian Buffini and have never looked back. It’s a daily challenge to lean into my Heritage Profile and honor and own who I am. Wonder what the next 19 years will bring?”

**Maggie Emerson**

Member for 19 years  
Locke Associates, Inc, Gilmanton, NH



“The most important thing I have learned is to keep seeking education and be open to new ideas. The more you know, the better you get at problem solving; that is one of the key assets we have for our clients. That is why I attend at least one training program each quarter and why I have had a Coach for 17 years. It is easy to get off your path, so having someone to be accountable to who helps you focus where you want to go and how to get there is very important.”

**Steve Cohn**

Member for 17 years  
Keller Williams, Petaluma, CA



“I’ve been in real estate since 1992. What I’ve learned is my database is my goldmine. I work on it every day, reaching out to people, getting to know them better and finding ways I can serve them. There are always opportunities to go deeper and improve my relationships.

Also, the positive mental nutrition we get from Brian and other inspirational sources strengthens us and helps us get through the hard times that are inevitable in life. I lost my husband to cancer in 2009, and it was the positive foundations I had put in place that enabled me to persevere and thrive after that very difficult loss.”

**Cathy LaMon**

Member for 19 Years,  
Keller Williams, Atlanta, GA

# MENTOR TOP TIPS

Increase your profitability with these best practices from Buffini & Company Certified Mentors

## DJ DOSS

**Century 21 Award | Rancho Santa Margarita, CA**



“After more than 32 years, my best piece of advice for anyone in the real estate industry is, ‘go to work!’ You now own a business and it’s up to you to make it a success or allow it to fail. Focus, or the lack thereof, always seems to be a problem. Allowing distractions in will only delay your success and increase your chance of failure. Belief and trust in the system, yourself and the profession are key. It’s your responsibility to elevate the level of professionalism in the industry by being skillfully trained, self-aware and truly dedicated to being your best. If you love what you do, you’ll never work a day in your life!”

## MARK POISSON

**First American Title | Phoenix, AZ**



“What I’ve learned is that with an addition of a 4th ‘C’ in the Working by Referral system, you can achieve your goals. Peak Producers® teaches Contact, Care and Community, and all of these complemented with Consistency equals amazing results.

On day one in each of my past 21 Peak Producers classes, I’ve encouraged our agents by telling them if they trust the contents of the class and do the activities, results will come. Overthinking anything will cause analysis paralysis and then nothing gets accomplished.

Success in real estate can be simple with focus. The industry throws so many different ‘squirrels’ at agents they have a hard time focusing on building relationships. Focus on building your database, going deep with your relationships and providing the best service possible and you will succeed. Oh, and get accountability by hiring a Coach!”

## DONNA KREPS

**FC Tucker | Indianapolis, IN**

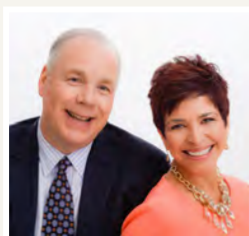


“I love the system and have been teaching it for 11 years. I’m still excited each time I have a new class. I just had a former student tell me the system is ‘idiot proof.’ I would say it’s foundational; building a real estate

business in this format means a business that lasts! Helping my agents articulate their ‘why’ helps me keep them focused and on track. I’ve learned to celebrate their successes and how important celebration is. I’ve been able to build long-lasting relationships with our agents; as a result of this training program, I have been able to recruit agents back who once left our company because of the relationship I built with them during 100 Days to Greatness and/or Peak Producers. It’s been an honor and privilege to be a Mentor.”

## DAN & MARIA O’DELL

**Keller Williams Realty Partners | Overland Park, KS**



“We’ve enjoyed inviting our vendors to take the Peak Producers class. It’s helped us strengthen our relationships with them on many levels, helped them better understand our competitive edge and is a nice mix with the Realtors and lenders in the group. Our ambassadorship allows us to invite agents from other franchises, so the fact that we are sharing what we know with our competitors has given us more credibility in the marketplace and helped us in competitive situations when our clients are competing for properties. It’s been a great win-win all the way around.”



“GREAT THINGS IN BUSINESS  
ARE NEVER DONE BY ONE PERSON, THEY’RE DONE BY A  
TEAM OF PEOPLE”

STEVE JOBS

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## SUCCESS STORY

# Mentoring Agents for Lasting Success



## TONY KETTERLING

EQUITY REAL ESTATE, SANDY, UTAH

Before Tony Ketterling completed 100 Days to Greatness®, he worked for a transaction-based company.

"It was a challenge in my own mind to get my head around the concept of selling by referral as a valid way to do business," he says. "Once I started and totally believed in the system, my challenges evaporated and I started working by referral myself. This helped me

more effectively teach my agents because I was 100 percent committed to the system."

He completed 100 Days to Greatness and received his Mentor Certification in Orlando, Florida at a RE/MAX convention in 2007. Through Brian Buffini's proven system, Tony learned to hold himself accountable to his activities so he could grow his brokerage and business.

—TONY KETTERLING He started with his current company, Equity Real Estate,

in 2010. "When I started, it was just me," he says. "I recruited and set the example for my team, staying positive and working the system every day." Persistence and a commitment to the system paid off. "I went from one agent to 270 agents and growing," he says. Last year, he recruited 107 agents, a company record. This year, he's recruited 50 so far.

More than 100 of his agents have participated in 100 Days to Greatness training and Peak Producers® since 2010. "I went from driving a friend's old pickup to now having

close to no debt," he says. "The road has been a lot of work, but I enjoy training, mentoring and watching my agents grow and expand their business and improve their lifestyles. It is very rewarding."

As Tony and his agents continue to work the referral system, the company's profitability continues to increase 35-40 percent every year. In 2010, the company closed 46 deals. Five years later, they closed 894. "My agents are selling more and getting more referrals from their clients," he says. Since the clients are receiving great service, they're much happier. "The best part of selling by referral is I, as a broker, deal with fewer upset sellers and buyers. They're being served, so they're very happy!"

To keep his agents engaged and keep their skills sharp, Tony has implemented a Boot Camp and Mentor program in the office this year. "I have the agents work with a Buffini-Coached agent (a requirement to be one of my Mentors)," he explains. "They are with them through four transactions and an eight-week training followed by the Peak Producer program." The results have been great so far. "This has been a home run. Our agents are really getting a great start to living the good life," he says.

Tony is experiencing the benefits as well. In addition to selling about \$3 million in volume last year in real estate and recruiting a record number of agents, he was also able to take eight weeks off of work. "My income is increasing every year by 50 percent over the previous year. Life is good!" he says.

"The one major thing I have learned is to stay the course and continue to grow every year, and don't do it on your own," he says. "I could not have done as well as I am doing without Buffini & Company. The Coaching and training is invaluable to me and my agents. We just keep working and getting better with the support of a positive company. Who could ask for more?!"

**"THE ROAD HAS BEEN A LOT OF WORK, BUT I ENJOY TRAINING, MENTORING AND WATCHING MY AGENTS GROW AND EXPAND THEIR BUSINESSES AND IMPROVE THEIR LIFESTYLES. IT IS VERY REWARDING."**



# THE BRIAN BUFFINI



**EXPLORING THE MINDSETS, MOTIVATION AND  
METHODOLOGIES BEHIND TRUE SUCCESS.**



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# WINNER'S CIRCLE

WORKING BUFFINI & COMPANY'S REFERRAL SYSTEMS FOR SUCCESS

**Jamie Hopkins** | Team Metro Real Estate | San Diego, CA

**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?**

Brian Buffini and I worked in the same office. It was my third year in business and I was struggling. I was doing all the things we were taught to do—cold calling, chasing expired listings. I was in the office one Sunday and Brian pulled me into the conference room and told me how he did his business. It took time to get traction but I stuck with it. I've been working by referral for 22 years, and am closing about 50 transactions a year.

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

It was only natural. Brian was my first Coach. I traveled with Brian for a couple of years as the example of the system at work. As Brian got busier building his business, I got a new Coach. I've had about seven Coaches through the years, as people have retired and relationships changed. My Coach now, Kelli Snyder, is very tough, but she loves on you too, in a tough way.

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

In the beginning, I kept the faith everything would work out. It seemed counter to everything in our industry. Brian was so resolute that his system was right; I wondered, "Could I have the same effect?" But, I kept with it and believed it would work.



**"I always thought I was offering good service, but realized I had to improve communication. Although I was selling homes quickly, I wasn't staying in touch or doing any unexpected extras."**

**Q How is your Coach helping you win?**

Coach Kelli is all about helping me stay on the basics and keeping me accountable. She makes sure I do what I need to do.

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

I haven't jumped on the social media and technology trend. There's a dance and mindfulness in real estate; it needs a human touch. While millennials expect to do everything online, the older crowd—people over the age of 30—understand technology can't replace the personal touch. I remind younger clients that you can't do everything using an app alone. Put me in front of anybody and I can present my value.

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

The Referral Directory has been the most helpful. I've given and received referrals with it. Knowing you have access to a network of agents all over the U.S. and Canada, you feel honored to be handed a referral and more motivated to do a great job.

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

Get a Coach right out of the gate. You have to decide how you want to run your business and stick to your system. Are you doing everything you should? We often get off-track because we're not doing the basic fundamentals. Going through the motions isn't enough. A Coach holding you accountable to your actions can help you get back on track.



BUFFINI & COMPANY'S

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- DIMINISH COSTS
- BOOST EXPOSURE
- ENHANCE WEB TRAFFIC



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America's Best Listing Agent



**J'AIME NOWAK**  
Master Trainer



**BRIAN WILDERMUTH**  
Technology Veteran

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**KATHY MARTIN**

Signature Premier Properties, Northport, New York

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