

BUFFINI & COMPANY MAGAZINE



HOW TO MAKE IT **BIG IN AMERICA**

A SPECIAL COLLECTOR'S EDITION



Praise for
THE EMIGRANT EDGE:

*"Brian Buffini has unlocked the secrets of not only his own success,
but also why so many newcomers make it big in America."*

COACH LOU HOLTZ, motivational speaker and author



*"...We need this powerful reminder that the immigrants of our country,
meaning all of us, arrive...with gratitude, unafraid of hard work,
and eyes beaming with all that's possible."*

DIANA NYAD, author, broadcaster, journalist, motivational speaker,
and the world's greatest long-distance swimmer



*"Brian Buffini has translated his own success as an immigrant into
a winning formula for anyone who wants to succeed."*

HARVEY MACKAY, author of the #1 *New York Times* bestseller
Swim with the Sharks Without Being Eaten Alive



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HOW TO MAKE IT **BIG** IN AMERICA



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it's real, and it works!*

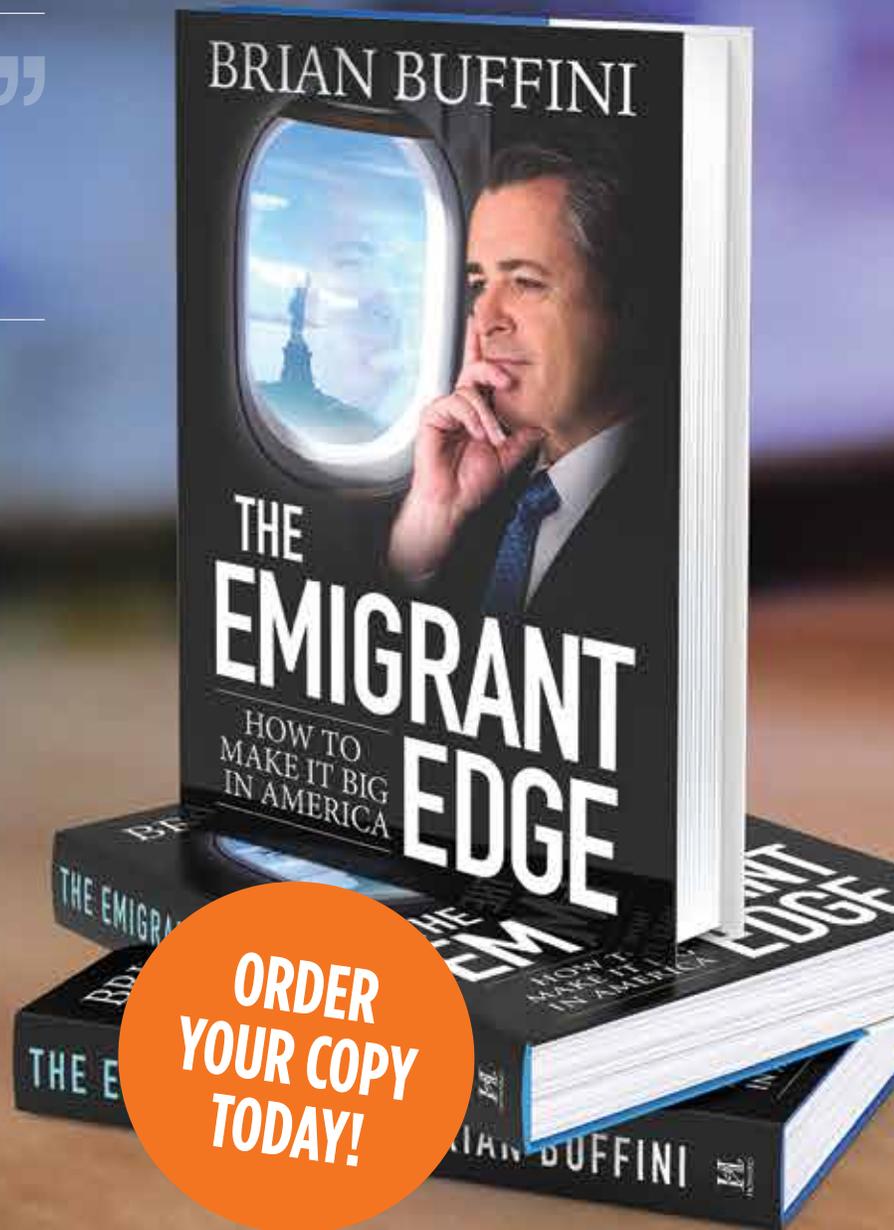


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CONTENTS

2ND BIENNIAL 2017

5 Message from the Editor

The indomitable pursuit of the best possible life

6 A Letter from Dermot Buffini

Remembering the past and innovating for the future

7 Letters to Brian

The road to the Good Life!

10 The Emigrant Edge: How to Make it Big in America

An excerpt

11 Celebrating the Emigrant Spirit

Members & Servant Leaders share their emigrant stories



16 Message from the CMO

American Heart, Canadian Soul



8 How to Make it Big in America

The opportunity is right before your eyes

17 Industry Facts & Figures

A glimpse of the U.S. and Canadian housing markets then and now

18 In a World Full of Podcasts...

Tune *out* the noise and *in* to carefully curated content

20 Extend Your Community with the Buffini Referral Network

Build your network by focusing on the one you already have

26 How Going "Blue" Will Put More Green in Your Pocket

Adopt a blue-collar mindset for a white-collar payoff

28 The View from the Peak

Cathy Shultz achieves her goals, both personally and professionally, with One2One Coaching

30 Tomorrow Will Be Better

When One2One Coaching and the emigrant mindset meet

32 The 12-Week Year

We implemented Brian Moran's business concept. Here's why you should, too!

34 The Idea X-Change

Top tips for seasonal productivity sprints

36 My Emigrant Mémère

The opportunity of each and every day

38 Let the Results Speak for Themselves

What to do when your results aren't up to par

40 Mentor Top Tips

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

42 Mentor Success Story

Mentor Mike Taylor creates a culture that's "work to live," not the other way around

44 Living on the Edge

Beverly Buffini has seen the Emigrant Edge traits at work for 30 years



46 Lessons from the Legends

Member Dave Axness runs on a track laid by his Coach

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MESSAGE FROM THE EDITOR



Mayonnaise sandwiches. Of all the stories, that's the one...

From war-torn Central Europe in the 1700s, to the false promise of refuge in Russia under Catherine the Great, through Ellis Island and then to Kansas just prior to the Dust Bowl ... these were the stories of my Papa's youth. Ingrained in him was the vision of a better life, so he left Kansas in the "Dirty Thirties" for the promise out West.

My Papa made his way riding the rails along the coast, picking apples in Washington and living on mayonnaise sandwiches. Eventually enlisting in the Air Force, he fought in World War II before ending up in LA, where he met his Italian bride, started a family and became a pioneer in the American concrete business.

This is the story I think of when Brian asks, "What would your ancestors do with your opportunity?" My Papa—and really, all who came before him—had neither money nor education; nothing but grit, verve and an unflappable optimism. Though he's no longer with us, I can just picture him sitting across from me, with a chuckle in his smile and gleam in his eye, as he'd shake his head in both disbelief and pleasure at the opportunities before me today.

It's this indomitable pursuit of the best possible life—the Good Life—that we at Buffini & Company continue alongside you. In this collector's edition of "Buffini & Company Magazine," we couldn't be more excited to bring you inspiration, business wisdom and applicable brass tacks.

Brian reveals *why* he wrote "The Emigrant Edge" and highlights a special excerpt from his book. We share the inspiring—and oftentimes harrowing—emigrant stories of many of our Members and Servant Leaders who've come to America to pursue success. We dive deep into how to utilize the Blitz sprints and new Buffini Referral Network to multiply your referrals and expand your reach. We bring you thought leaders like Brian Moran, who explains how to develop practices that quadruple your productivity



"I can just picture him sitting across from me, with a chuckle in his smile and gleam in his eye, as he'd shake his head in both disbelief and pleasure at the opportunities before me today."

by ditching "annualized thinking." And, really, that's just a start...

The fact is, Buffini & Company agents sell one out of every eight homes in America—a statistic we're extraordinarily proud of, but also driven to improve. Our goal is to build a foundation from which to Coach you and promote you—so you, as Buffini & Company agents, are nationally recognized and highly sought after as the consummate professionals you are.

And so, we continue this journey together; we embrace with optimism the opportunities ahead, innovate with passion as we prepare for the future, tackle challenges with a perseverance

that cannot be deterred and commit to winning together, no matter what.

That's the spirit—the spirit of Brian, Buffini & Company, your ancestors and mine. Remember, a lot of mayonnaise sandwiches were eaten so we could have the opportunity right before us. We just need seize it.

Dawn Brookshire
Editor-in-Chief

[Editor's Note: In his later years, my Papa swore off mayonnaise—a choice very well deserved.]

A LETTER FROM DERMOT BUFFINI

It's been a laser-focused few months here at Buffini & Company! Earlier in the year, my brother, Brian, and I sat down with author Brian Moran to find out exactly what a "12-week year" is, and how to achieve success from it! We were inspired to apply some of his principles in our business and, just as we encourage you to do (see pages 32-33), set some 12-week goals we believe will position us to continue helping people improve their businesses and lives well into the future.

One of our goals was to release Brian's new book, "The Emigrant Edge," which is now hot off the press! We also set our sights on launching the all-new Buffini Referral Network and making sure our clients have the very best Membership experience.

While Brian was writing the book, we had numerous conversations about our heritage as a family of proud Irish immigrants. Following our dreams, five Buffini brothers left our homeland in pursuit of a better life in America.

While many welcomed us with open arms, there were difficult times. Leaving behind everything and everyone you know to start somewhere afresh isn't easy. The cultural differences, lack of resources and absence of mentors: all immigrants experience these struggles and obstacles when they swap the comfort of the known for the unknown.

How do you succeed in these circumstances? By remembering where you came from, while also adapting to your new surroundings and meeting challenges head-on.

These values are at the heart of "The Emigrant Edge," and are hardwired into our DNA here at Buffini & Company. We're enormously proud of our heritage, but we also know we must keep growing and developing so both we and our clients can thrive in this competitive marketplace.

So, while our core principles never change (taking care of customers, always exceeding expectations and generating referrals), having an emigrant mindset also means looking for new possibilities on the horizon. As the world evolves, the market changes and technology alters the business landscape.

This is why Buffini & Company continues to innovate and introduce new products like the Buffini Referral Network, which connects like-minded real estate professionals and enables our Members to have a national footprint. Our vision is to raise the level of professionalism in the real estate industry and help our clients enjoy the benefits of running a referral-based business.

As we look to the future, my promise is that we at Buffini & Company will do all we can to help you not only work by referral, but enjoy the Good Life.



Dermot Buffini
CEO



"We're enormously proud of our heritage, but we also know we must keep growing and developing so both we and our clients can thrive in this competitive marketplace."

LETTERS TO BRIAN

I have been to Peak Experience three times and each time I've been impacted on so many different levels. I want to thank you for your ongoing commitment to helping others.

I am a first-generation American. My parents lived through the war in Hungary and lost everyone in the Holocaust. They met coming through Ellis Island. Your story resonates very strongly with me because of my background, and also because I've worked all over the world in many businesses with friends.

Hearing you is a constant reminder of my father speaking to me as a son, friend and colleague.

You have inspired me to start my own small business group made up of "givers" who follow a mission statement to help others. Together, we strive to assist those in need, not only in business but also in their personal lives.

Thank you again for what you do to impact lives.

Steve Geiger
Tarrytown, NY

In 1999, my life changed; I signed up for coaching and started focusing not only on my business, but on the other areas of my life as well. Eighteen years later, I'm having my best year in real estate, my finances are good, my marriage is strong as ever, I see my grandkids every month (even though they're over three hours away) and, lastly, I am at peace with my life. You have proven to be a great mentor and a great friend, Brian. It's a Good Life.

Steve Cohn
Petaluma, CA

Just wanted to say thank you for the podcasts. They're incredible and I've shared them with anyone who asks me for business advice. Keep up the good work and amazing interviews.

Gary Nobile
Santa Clara, CA

Just a quick note to let you know I truly enjoyed the GameChangers in Concord and the Success Tour in Richmond this year. We recently hit a business snag, but with the stability of your program and our Coach, I'm hopeful for a happy ending.

Erin Benford
San Jose, CA

Just want to let you know I enjoy the podcasts and have been sharing them with my database! Every other week, I send a link to the particular podcast I'm listening to in hopes my clients will tune in and be encouraged. The response from my database has been tremendous! I shared this idea with my Buffini Group the other day and they're going to start doing it, too!

I love that these podcasts have a message that's applicable to anyone—no matter their profession or if they are retired. The podcasts are just relevant for living a better life!

Cheers to the DNA that makes you—you! Thank you for consistently impacting and improving the lives of others.

Anne Marie Faulkner
Beaverton, OR

My husband and I are currently taking "Peak Producers." I cannot say enough good things about this class, you and your company! The power of handwritten notes still amazes me almost daily! Since starting Peak Producers, we've gotten three listings that have all sold—just from handwritten notes! Thank you for what you do; you are appreciated!

Andrea Looney
Tucson, AZ

Excited to share this little success ... Right now I have 17 homes under contract, all closing in two months' time. I realized today that less than three years ago, before starting the Buffini program, I sold only 15 homes for the entire year. I have more under contract in a month and a half than what I did in an entire year. So cool! I also received "agent of the month" for both April and May.

I love working by referral and your program. I've enjoyed getting to know so many people through your events, Facebook page, etc. It's nice to be able to share ideas and collaborate with others. Thanks again for inspiring me to "Live the Good Life!"

Janell Schmittling
Shiloh, IL

JOIN THE *conversation...*

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

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HOW TO MAKE IT BIG IN AMERICA



THE OPPORTUNITY IS RIGHT BEFORE YOUR EYES



By Brian Buffini
Founder & Chairman

The American Dream is defined as “the ideal that every U.S. citizen should have an equal opportunity to achieve success and prosperity through hard work, determination and initiative.” This ideal was rooted deep in my heart when I came to this country as a teenager with just 92 dollars in my pocket—and every day I’m grateful for the opportunity to live this dream.

But why have I been able to succeed

while many people born and raised here haven’t? I believe it has something to do with what I call the Emigrant Edge—a particular set of traits that have given me a leg up. In my new book, “The Emigrant Edge,” I share the secrets of these traits with you so that, no matter where you’re from or what your circumstances, you too can adopt them into your own life and attain success beyond your wildest dreams.

Now, if you’re not familiar with the term “emigrant,” let me explain. An emigrant is someone who leaves his or her own country to settle in another. When you leave your homeland, you’re an

emigrant. When you arrive at your new destination, you’re an immigrant.

Back home in Ireland, emigration has always been a very big issue. For the past 150 years, Ireland’s greatest export has been its people. Many families have lost sons and daughters to emigration—my own parents saw all five of their sons move to America. But, to me and my brothers, and millions of other immigrants like us, America has always been the land where dreams can come true if you apply yourself. This is the mindset of a successful immigrant, and it’s a winning one!

So, why have I chosen to write this book now? It's simple. My life's work has been dedicated to teaching and training people how to live the American Dream. Over the past 20 years, I've presented success strategies to three million people at seminars and events all over the globe, and I've listened to their thoughts, feelings and beliefs about this topic. I've learned that the American Dream means different things to different people. For some, it's all about financial prosperity. For others, it means educational opportunities, or homeownership, or a combination of these. At its essence, the American Dream is about a special spirit and potential for growth that's unique to this country.

But lately, I've noticed a shift in thinking. In the past, American audiences were always the most enthusiastic and ambitious about their future. However, in recent years, I've had to work harder and harder to convince Americans that a better future lies ahead; that their children can have more opportunities than they did; and that the sky's the limit when it comes to achieving success in this country.

Many Americans I talk to now believe that the American Dream is out of reach or doesn't even exist anymore. That really troubles me—so much, in fact, that I felt compelled to write this book to disprove the notion!

I believe the American Dream is still alive and well. A fish discovers water last; in other words, you can be surrounded

“No matter where you're from or what your circumstances, you too can adopt them into your own life and attain success beyond your wildest dreams.”

by everything you need to succeed and be oblivious to it. That's exactly how it is for many Americans today. We've become complacent and so used to overabundance that we've forgotten how hard the generations that came before us had to work to acquire the conveniences we take for granted today. We no longer remember that, despite challenges we might face, we are still fortunate enough to have the inalienable rights of life, liberty and the pursuit of happiness that are denied to many in lesser-developed countries.

Now, I'm not saying there's no suffering in this country, because there is plenty. But, for most of us, life is pretty good. For example, in his book, “The Haves and the Have-Nots,” for example, World Bank economist Branko Milanović says that even the poorest among us are richer than most of the world. Yet, day after day, many of us here find ourselves almost unknowingly complaining about trivial matters: we grumble when the Wi-Fi doesn't connect, we moan when our

caramel macchiato is too frothy and we whine if our fast food is served too slow.

Thankfully, there are people in this country who have a very different attitude. They see this land with fresh eyes and take nothing for granted. Despite the many disadvantages they face, they recognize the opportunities available and are ready and willing to work hard to take advantage and achieve what they want. Who are these people? Immigrants like me.

What do we have in common? We have a voracious openness to learn, a “do-whatever-it-takes” mindset, a willingness to outwork others, a heartfelt spirit of gratitude, a boldness to invest, a commitment to delay gratification and an appreciation of where we came from. These are the traits of the Emigrant Edge.

I wrote “The Emigrant Edge” to both encourage and challenge you. I want to encourage you to know that it's possible to adopt the Emigrant Edge no matter where you were born. I also want to challenge you to understand that people come to this country without knowing the language, understanding the culture or having any resources, and they become phenomenally successful. If they can do it despite those challenges, you can too!

I arrived here with practically nothing and went on to found the largest training and coaching company in North America. I may have achieved my version of the American rags-to-riches story, but I haven't just acquired material wealth since I came here. I'm also lucky enough to have obtained the sort of internal fulfillment that no amount of money can buy. I want the same for you.

It's time for a wakeup call. We need to remind ourselves who we are, what we've accomplished as a nation and how great our future can be! Read “The Emigrant Edge” and let it be your secret weapon for success. I guarantee it will change everything!



“I came to this country as a teenager with just 92 dollars in my pocket—and every day I'm grateful for the opportunity to live this dream.”



AN EXCERPT FROM BRIAN BUFFINI'S

“THE EMIGRANT EDGE”

Successful immigrants think and work differently than the average American. They have a survivor mentality. Many of them have already risked everything they have to start a new life, so a few setbacks on the road to starting and growing a business aren't going to stop them. They are pragmatic rather than idealistic about what it takes to succeed. They know all too well that the world doesn't owe them a living and that each individual is responsible for his or her success. They manage to do a lot with very little, not only because they're resourceful self-starters, but because they don't have a safety net if they fall. Above all, they're willing to pay the price required to succeed. This relentless work ethic, drive, and can-do attitude means they're prepared to start from scratch, work the hours needed, and invest in themselves and their business. They don't see this as a disadvantage, but as a fact—a reality. They can adapt to whatever life throws at them because they're realistic about the challenges they know will come, and they're prepared for overcoming them. They duck and dive and go with the flow or create a new way to overcome if necessary—whatever it takes to defeat the odds—because they're clear about what they want, they're willing to work hard for it, and they never give up. If only every business owner could tap into this mind-set, maybe we could reverse the current trend where approximately 50 percent of small businesses fail within the first five years.

I'm not, for a minute, saying that all immigrants are successful. However, I have become a student of success, and I've seen a consistent pattern amongst America's most successful immigrants. I've broken down what they do, and I've also analyzed my own journey.

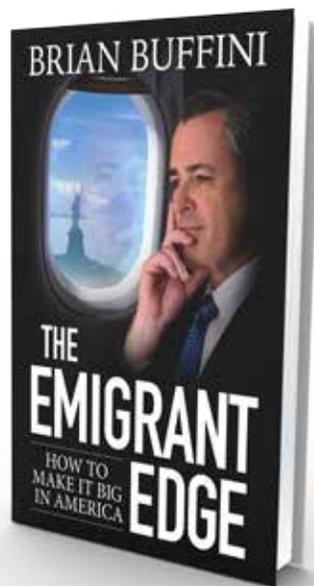
All successful immigrants share seven main characteristics or traits. These are the differentiators between success and failure, winning and losing, a life of prosperity, or one of quiet despair or status quo. The good news is these seven traits—the Emigrant Edge—are 100 percent transferable and adaptable, no matter where a person is born, or what his or her circumstances are. If you imitate these seven traits, you can tap into the DNA of who you are: You'll be better able to access the Emigrant Edge spirit in your own heart, mind, and bloodline so you can attain the same level of achievement that so many newcomers to this country experience.

The truth is, many people living here have no idea how hard it is to succeed in other countries where entrepreneurship, free markets, freedom of speech, and freedom of religion and expression are not even permitted. Life, liberty, and the pursuit of happiness are still promised in America. So while it's not simple to succeed here, it is easier than in many other places you could go. You just need to harness the Emigrant Edge in your life.

To have an Emigrant Edge, you don't have to move far away from home—you don't even have to move up the street. You just have to learn by example—study the traits of those who have this edge—and then move outside of your comfortable, old way of doing things and apply these traits to your own life. Think and behave like a newcomer and you can achieve whatever you desire. If you can rediscover and reconnect with the mind-set of previous generations, you will experience phenomenal success, just as many millions have before you.

Where
to get
the book

brianbuffini.com/ee



CELEBRATING THE

Emigrant Spirit

Members and Servant Leaders Share Their Emigrant Stories

Ingrained in the very DNA of America is the emigrant spirit, full of optimism, hope, courage, perseverance and a deep-seated belief that what we dream, we can achieve.

Buffini & Company was founded by an Irish emigrant with a glint in his eye who wasn't just content to achieve the American Dream himself, but who wanted to help countless others achieve it, too.

Here, as we celebrate the emigrant spirit through Buffini & Company Member and Servant Leader stories, we hope you're able to tap into your inner emigrant, too.



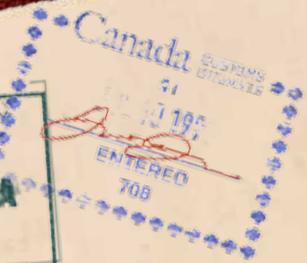
Daniel Sirka

Dallas, TX—Emigrated from:
YUGOSLAVIA, 1995

I was born and raised in what was then Yugoslavia (I still call it that), now Serbia. I'm actually Slovak by both parents and still speak the language. In the early 1990s, when civil war broke out in the region, I immigrated to Canada, and thought that's where I'd stay. After meeting and marrying my wife, we lived in Canada for a year and a half. Eventually, though, we moved to Texas, as that's where my wife had the most family and friends.

Before moving to Canada, I studied architecture in Serbia. In Canada, the only job I could get without speaking the language was in construction. I studied hard to learn the language, and soon started my own crew and became my own boss. After moving to Texas, I quickly realized it was just too hot for me to work in construction, so now I'm a Realtor!

His takeaway: You can live a good life by working not only hard, but also smart.



CELEBRATING THE
Emigrant Spirit

Rodney Diaz

Oceanside, CA—Father emigrated from:
PHILIPPINES, 1962

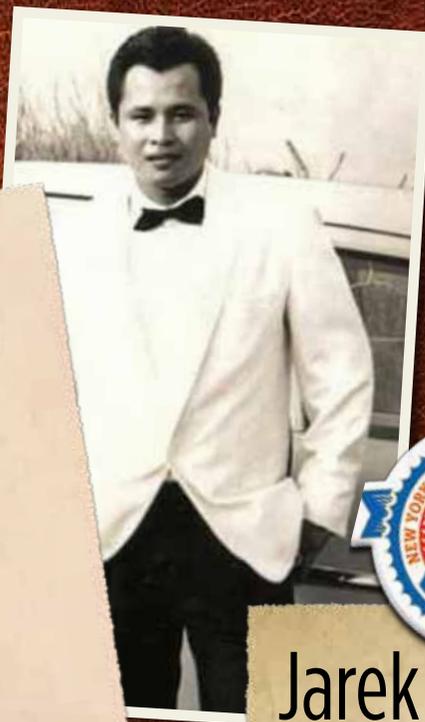


My father had big dreams and sought the opportunities the United States had to offer. He knew he could make a better living in America and provide his family with the best education possible. He gave us the good life, but always helped us remember where we came from by teaching us about his culture and language.

He worked as an engineer for the Department of the Navy, rebuilding ships. He was a kind-hearted and simple person who always wore a smile. He loved learning, teaching others and helping people whenever they were in need.

He gave us everything and taught us to make the most of what we had, to believe in ourselves and to work hard to make our dreams come true.

His takeaway: Never forget who you are and where you come from, and always be there to help and teach others.



Jarek Jastrzebski

Mt. Prospect, IL—Emigrated from:
POLAND, 1994

On May 14, 1994, my wife Kasia, our one-year-old son Kacper and I came to Chicago with no English skills and \$700. We rented a one-bedroom condo for \$500 a month, and I began to work for \$175 per week. We eventually purchased a car so Kasia could work as well.

Today, Kasia works in IT at a bank, I am a real estate agent and we own 24 investment properties. Kacper is completing his final year at Emory Law.

His takeaway: It is hard to believe, but we did it.

Lorna Kaim

Mount Laurel, NJ—Emigrated from:
IRELAND, 1982



My friend and I came here on a vacation and toured 16 cities in six weeks. After seeing how much opportunity was here compared to Ireland, I moved over to New Jersey alone, with the intention of moving to San Diego.

I didn't have a green card and couldn't drive, so I walked to local restaurants and waited tables. I was so impressed at how friendly people were and also loved that good service was rewarded with a good tip. (In Ireland, they don't tip; I have to say the service suffers because of that!)

Her takeaway: Brian's story reminds me that, despite the heartache, I wouldn't change a thing.





Ang Bruno

Vista, CA—Emigrated from:
SOUTH AFRICA, 2012

My goal from 14 years old was to emigrate to any country that would take me—for reasons of my safety and security. My goal was to start with Australia and then try Canada, as I didn't meet the eligible criteria to gain entry into the U.S.

At 21 years old, I was offered a six-month temporary work opportunity by a South African businessman who'd joined up with a Californian to create a Y2K fix. I never imagined in a million years I'd land in California! Unfortunately, the men turned out to be scoundrels; they didn't provide the apartment, car or visas they'd promised. Six months later, I was homeless and destitute.

My mom said, "come home now," but it wasn't yet time to quit. I took every opportunity by the horns; no challenge was too big, no opportunity was too small...

Her takeaway: I live every moment in gratitude.



Priya Viswa

San Jose, CA—Emigrated from:
INDIA, 2007



I came to the U.S., the land of the free, to live a better life. I got my master's degree at University of Maryland, College Park, and soon got married and moved to California! I continued school at the University of California, Davis, where I finished my degree in structural engineering!
But, bad times came, and I couldn't find a single job in the construction industry. Negativity was at a peak, as I'd also had a miscarriage. I was looking for new opportunities, as I was a person who wanted to achieve something and enjoy life! That's when we got our first condo. I loved the process and jumped straight in; I went from structural engineer to Realtor! It's been more of a passion than work, and life has been good from then on.

Her takeaway: Self-motivation! Desire to help others!

Tanya Bugbee

Oceanside, CA—Parents emigrated from:
CHINA, 1936



My grandparents, Eugene and Helen Orloff, came from a Russian community in Harbin, China. My grandmother's father was an engineer for the Trans-Siberian railroad. When the Japanese invaded China, my grandfather, who was an army officer, was captured, but was able to escape. He hid in a Russian church tower and my grandmother brought him food.

They fled to San Francisco at the ages of 18 and 20. My grandfather's first job was painting the Golden Gate Bridge. The higher he climbed the more money he made, so he painted the top! He went on to own two auto body paint shops, doing Pop-Bys to local auto dealerships with vodka. He knew the importance of building relationships and earning trust. He was well-respected and well-known in the community for being a very giving and gracious man. The more he and my grandmother earned, the more they gave back.

Her takeaway: Whatever I dreamt of, they encouraged me. There was no glass ceiling in my grandparents' home!

CELEBRATING THE
Emigrant Spirit



Colleen Lynch

San Marcos, CA—Grandmother emigrated from:
GERMANY, 1926

Germany was devastated in the aftermath of World War I. Property was confiscated, wealth was consumed and the political climate was foreboding. As the fourth youngest of nine in a once-flourishing family in Düsseldorf, my grandmother no longer had the opportunity for an education or financial stability.

At 18, she boarded a trans-Atlantic ocean liner, leaving her parents and three sisters behind, to follow her two living brothers to New York. She took work in packaging at a department store, and eventually met and married my grandfather, an immigrant from Hanover who worked as a tool and die maker for the U.S. during the second world war.

Her takeaway: My grandmother missed her family very much, her parents in particular, but she had a wonderful sense of adventure and was remarkably brave for taking a leap of faith and a chance on a better life.



Pascale Mercier

San Diego, CA—Emigrated from:
FRANCE, 1995



I studied for one year at the University of California, San Diego, in 1986, and I promised myself to come back and live here. It took me nine years, but I did! I was the lucky one who won the green card by lottery. For me, the American dream was this:
“If you work hard, everything is possible. If you fail, people won’t judge you. You just learn from your mistakes and start again!”

Her takeaway:
My life is full of new opportunities and perspectives.



Lana Rodriguez

Colorado Springs, CO—Emigrated from:
LATVIA, 2005



I came to the U.S. for school and decided to stay because I believed my family and I would have an opportunity for a better life! The first years weren’t easy; I had to recreate myself in a foreign country and hardly spoke the language. I climbed the retail career ladder before knowing the fruits of real estate! My goal of 13 years was to bring my parents to America and provide them the life they deserve. I was able to do so after the birth of my daughter, which took place two years ago!

Her takeaway: I learned how to work hard and overcome rejection by never giving up and moving forward!



Muriel Russo

Fallbrook, CA—Emigrated from:
BELGIUM, 1980



I was born in Brussels, Belgium, and didn't speak any English when we moved to the U.S. My mom fell in love with an American who was working in Belgium at the time, and we soon found our way to San Diego. My dad moved over ahead of us, and when my mom and I flew over, we were told we couldn't enter the U.S. The next day, we were sent back to Belgium! But that would not deter us ... a month later, we tried again and finally made it to our new home.

Because I was young, it was easier for me to adjust than my mom. She got a job as a receptionist, but, being the adventurer she is, she wasn't happy stuck behind a desk. So, she walked into a tourist bus office and asked for a job. She became a tour bus operator and took tourists all over San Diego and into Baja, California. Since she speaks five languages, it was the perfect job for her and she loved it!

Her takeaway:

I admire my mom for the courage it took her to leave family behind and start a new life.



Jen Tran

Pearland, TX—Emigrated from:
VIETNAM, 1975



My family was forced to leave our country with the fall of Vietnam. We had no idea where we were headed, and left with very little. We landed in Massachusetts and were sponsored by a gracious family who took us in and helped us build a life here in America.

My father enrolled in the University of Connecticut and received his engineering degree, which led us to Houston, TX. Once in Houston, my parents purchased a convenience store, where they worked tirelessly day in and day out—seven days a week. They did what they had to do to support my three sisters and me. They put us all through college so we could have a good life.



Her takeaway: I thank God every day for the blessing I've had to grow up in a country where opportunity is yours for the taking.

Khatera Shinwary

Oshawa, Ontario, Canada—Emigrated from:
GERMANY, 2006

I immigrated to Canada from Germany with my two children; we had no money and no connections. I had a background in architecture, but could not practice in Canada, so I decided to become a Realtor—despite the fact that I didn't speak English! After getting my license and teaching myself English, I was introduced to Buffini & Company. Now, I have a solid brokerage, a home of my own and three investment properties.

Her takeaway: You have to have passion and perseverance to grow personally and professionally.



A MESSAGE FROM THE CMO

American Heart, Canadian Soul



As an emigrant, Brian's book truly resonates with me. I grew up in rural Saskatchewan, alongside four generations of family, and left home to pursue a career in marketing. My professional life was on an upward trajectory when I met the man who'd become my husband—and he was from California of all places! When we married, we had to pick a country, and the palm trees won out over the snow.

So, I left my Canadian homeland for America, and found myself feeling like a stranger in a strange land. Somehow, *everything* felt different. I missed my family and friends, the freeways moved faster and I needed maps to get everywhere. The locals knew I wasn't from San Diego when I used words like washroom, chesterfield or serviette.

I had to look forward as I figured out my new life, which is why I identify so closely with the seven traits in Brian's book ...

1 A voracious openness to learn.

My first job in the U.S. was with a satellite communications company; I'd sit with the engineers for hours to learn the technology. Today, I love hearing from our Buffini & Company clients and I learn something new from them every day.

2 A “do whatever it takes”

mindset. New to California, I needed local work experience, so I took any consulting job I could find. I put together marketing for a Spanish-language taxi service, wrote real estate listings, designed resumes—you name it!

3 A willingness to outwork others.

I had to learn fast in the satellite business, and one day, the CEO asked me to work on the CE accreditation for a new invention used in our fighter jet technology. I had no idea what that was, but I figured it out!



“Our hope is that by raising the bar to which we hold our clients and ourselves, we can achieve lasting success together.”

4 A heartfelt spirit of gratitude.

I'm eternally grateful for the people who came into my life as I emigrated. My neighbors helped me find a doctor, hairstylist and more. My mentors Tom and Neil taught me all about the software business and media buys. Brian and Dermot Buffini are kindred spirits and have become amazing mentors to me.

5 A boldness to invest. You can invest in the markets, and you can invest in yourself. I consumed books by Steven Covey, Seth Godin, Zig Ziglar, Jim Rohn and many others in an effort to increase my business and personal knowledge.

6 A commitment to delay gratification. When we were saving to buy a home, the “no money down” marketing did not resonate with me; instead, we scrimped, saved and waited until the timing was right.

7 Remember where they came from.

I try to remember the sacrifices my many generations of family made so we could live a good life. It's the simple things that are often the most important.

These seven traits are ingrained at Buffini & Company's core and we tap them constantly as we help people achieve their business goals and live the good life. From Referral Maker CRM to “The Brian Buffini Show” podcast to our brand-new Buffini Referral Network, we're launching technologies to make it easier to grow a successful business by working by referral.

Our hope is that by raising the bar to which we hold our clients and ourselves, we can achieve lasting success together.

By Terri King
Chief Marketing Officer

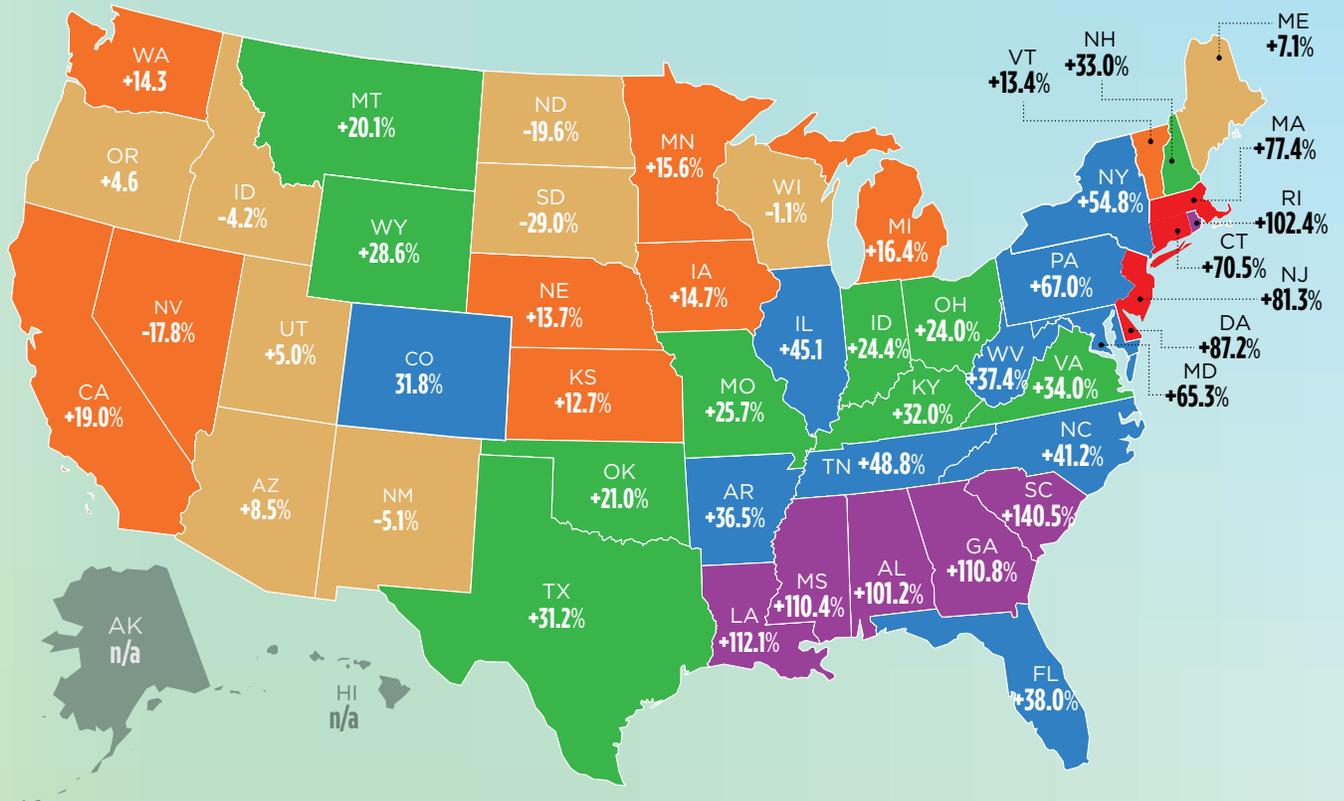
INDUSTRY FACTS & FIGURES

Real Estate Then and Now

In 1900, the United States was experiencing the tail end of the “Second Epoch” of immigrants arriving on its shores in search of life, liberty and the pursuit of happiness. This major influx of immigrants spanned 1836 to 1914. By 1910, more than 14% of the population was foreign-born. Here’s a look at how homeownership rates have changed from then to now.

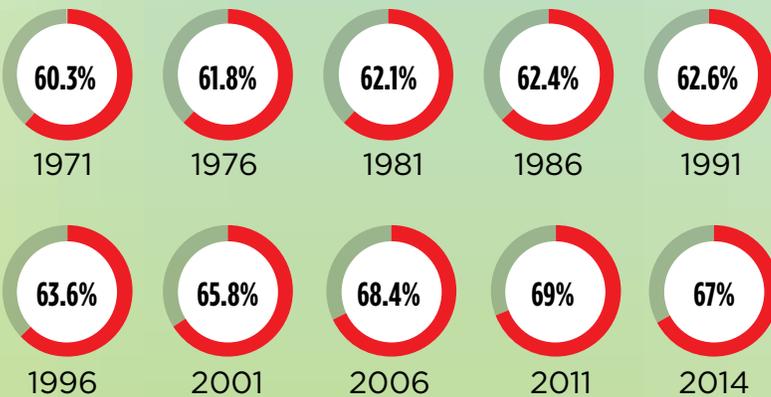
U.S. homeownership rates 1900 vs. 2017*

*As of Q1 2017

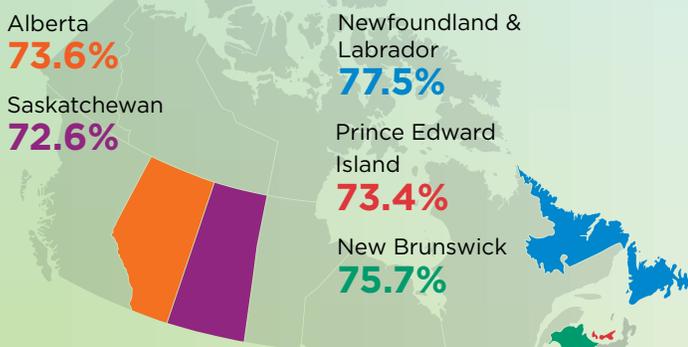


Canadian homeownership rates

Homeownership rates in Canada have been high for more than four decades.



These provinces have the highest rates of homeownership.



SOURCES: U.S. CENSUS BUREAU, STATISTICS CANADA

In a World Full of Podcasts...

Tune *out* the noise and *in* to carefully curated content

By David Lally

Director of Content Development

“So, you want to start a podcast?” says I. “I do,” says Brian. “Are you sure?” says I. “Definitely,” says he.

That was back then, and today, 1.6 million downloads later, it seems he had a good idea. Again!

As Director of Content Development at Buffini & Company, one of my jobs is to produce the podcast Brian and I first talked about all that time ago. Together, alongside our team of researchers, engineers, production and promotion crew, “The Brian Buffini Show” has become a huge success. Hitting #2 on iTunes the day of launch, it has consistently remained in the charts as a top rated and reviewed show.

I listen to a lot of podcasts—some narrative, others DIY and some still trying to find their way. There are many voices out there. In fact, depending on what day you read the stat, who’s quoting it and why, there are anywhere from 100,000 to 200,000 podcasts currently airing. That’s a big body of content. Wading through it to find a gem can be overwhelming.

I admit I might be biased about our little show, but I’ll say this—I’ve worked for Brian for 15 years, traveled with him far and wide and watched many hours of his presentations and I still find myself tuning in to the show, despite having already listened to each one during the editing process. The reason? It’s just really good content, and that’s what matters most.

We’re all busy. Life has gotten hectic in this early 21st century, and finding time for extras is hard. So if something is going to take our time, we want it to be worthwhile.

I dare you to pick a random episode and not find some value in it. No matter what episode you listen to, you’ll discover the same high quality. The reasons for this are threefold:

First, each and every episode is treated



with the same reverence; time and attention is poured into the preparation, presentation and production.

Second, the content is relevant, no matter where you’re at in life. You don’t need to be a personal growth junkie to gain from an episode like “Living an Inspired Life” (episode #024), or love economics to learn from “The One Decision that Makes a Millionaire” (episode #036). The content is both concise and principle-based.

Last, and certainly not least, Brian is a masterful presenter—simple as that. There are many podcasters out there, but not many who can take a concept or principle, dissect it and then share it in a way that resonates so deeply. That takes skill, talent and practice.

As we roll through our second year, I’m excited about where the podcast is going. We’re always looking for great people to join us on the show, so if you know anyone you think would be a good fit, send our Content Coordinator an email at julies@buffiniandcompany.com.

And don’t forget to share the show with others after giving it a listen. It’s an easy referral; “Hey, this is a free show with killer content that can bring positive change to your life.” Let’s get the mindsets, motivations and methodologies of success out to even more folks this year!



“... Each and every episode is treated with the same reverence; time and attention is poured into the preparation, presentation and production.”

Trust your referrals are in good hands



Find a great agent
anywhere in the USA.



Have your clients served by
agents we put our name to.



Track your referral's
progress anytime.

Expand your business by going from local agent to ***national agent!***



buffiniandcompany.com/BRN

INCLUDED WITH ALL LEVELS OF MEMBERSHIP-ACTIVATE YOUR PROFILE TODAY!

Extend Your Community with the Buffini Referral Network

Build your network by focusing on the one you already have



By Melanie Hitchcock
Marketing Manager

In my almost 14 years working at Buffini & Company, I've gotten to travel to many of our events across North America. My favorite part of serving "on the road," as we call it, is getting to know our Members.

I've been able to talk and connect with them on a deep level. I've learned about their businesses, their families, their

goals, their struggles and why they stay a Member with Buffini & Company. Can you guess what the number one answer is for why Members stay a part of Buffini & Company for so long? Survey says: "The Community."

Community:

A self-organized network of people with a common agenda, cause or interest, who collaborate by sharing ideas, information and other resources.

Many people believe Community isn't tangible, that it has no real measurable value; however, our Members feel very differently. All you need to do is look at our Members-Only Facebook Group, or wander through the Members Lounge at one of Brian Buffini's Success Tours, to feel the power of like-minded professionals connected by a common goal: Work by Referral, Live the Good Life.

Our Members know that if they're having a bad day or have a question about how to handle a "difficult client," they can

reach out and find someone who is on the same path; someone who wants to have the same impact in their business; someone who knows how important it is to serve their clients on a deep and meaningful level.

It's this strong Community of Members that Brian tapped for the foundation of the Buffini Referral Network. Over the last 20 years, he has specifically designed, created and implemented systems and programs that not only help the real estate agent as an individual, but the real estate industry as a whole. Recently, Brian aired a broadcast explaining what he sees as the biggest threat to the industry and how a takeover has already taken place.

With the advent of Zillow and other online

The only true lead is an endorsement; it's the approval and support you get from your clients.

lead source engines, the entire homebuying and selling process has gone through a significant transformation. Not only that, but the way in which agents generate business has taken on a completely different face and, in some ways, become faceless.

Even though many agents have shifted their focus to buying leads, data shows that more than 98.5 percent of leads purchased from an online lead service aren't leads, they're inquiries. That means only 1.5 percent were actual, viable consumers who were serious about buying or selling.

The only true lead is an endorsement. An endorsement is the approval and support you get from your clients; in other words, a referral in its truest form. When you work by referral, the way you serve your clients makes an endorsement much easier to generate. It's this endorsement that becomes a pillar for your future business.

Recently, Brian observed that the Referral Directory created by Buffini & Company almost 15 years ago was no longer serving our Members at the highest level. In this fast-changing, tech-obsessed world, the process needed to be easier and more streamlined. So, he set out to create a system that honored the Working by Referral system, while also providing the infrastructure necessary to take our Members into the new era of real estate. Introducing ... The Buffini Referral Network.

What is the Buffini Referral Network?



The Buffini Referral Network was designed to help you tap into the peer-to-peer pillar of your business. It was created to

generate more referrals for our Members, improve tracking the life of the referral, establish a feedback mechanism for the referred business and, finally, ensure our agents get paid.

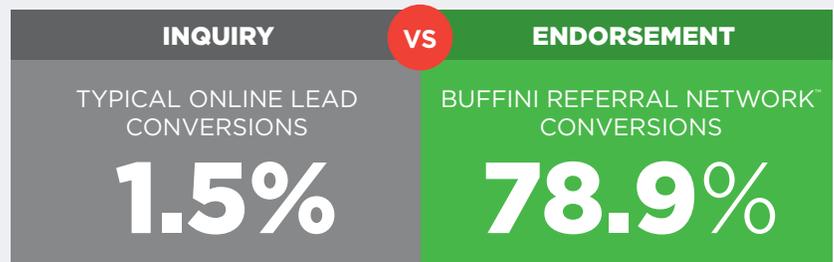
Being a part of the Buffini Referral Network is included in all levels of Membership. Members have the opportunity to customize their profile and include details about themselves (their personal and professional life) that will help create a deeper connection with those agents referring their out-of-area clients.

Currently in the first stages of release, the goal is to quadruple the number of referrals in the Buffini Referral Network in the coming year. How? With its 1.6 million downloads and two to three times that in listenership, Brian's podcast, "The Brian Buffini Show," will become focused on not only delivering the mindsets, motivation and methodologies of success, but also on educating listeners about the value of working with an agent from the Buffini Referral Network.

The ultimate goal is to generate more endorsements for our Members, while creating a consciousness in the consumer's mind that they know to look for a pro: agents who are committed to world-class service, expert negotiation and effective communication. It goes back to the both/and model Brian teaches; serving both the agent and the consumer, while developing a community of top-notch agents who serve at the deepest level.

Since its release mid-May of 2017, we've seen hundreds of high-quality referrals go through the Buffini Referral Network with an almost 80 percent conversion rate—further proving the power of an endorsement versus a lead.

The value in being a part of the Buffini & Company Community isn't just a feeling, and it just got a whole lot more measurable.



“When is a lead not a lead?
When it's an inquiry.”

—BRIAN BUFFINI



FACT:

Last year, an industry lead-generation giant produced 17 million leads—**98.5% of those were not leads, but inquiries.**

Think outside the box



Referral Maker PRO is so much more!

- ✓ Work with people you like
- ✓ Generate a steady stream of leads
- ✓ Produce a consistent, high income
- ✓ Enjoy more time with family and friends
- ✓ Get organized once and for all

REFERRAL MAKER PRO®
MEMBERS AVERAGE
MORE THAN

\$150,000
PER YEAR

Your Membership Also Includes:



Monthly Marketing Kit
Professionally designed monthly marketing materials for your clients



Referral Maker® CRM
Award-winning technology that integrates the referral system seamlessly



Buffini & Company's Blitz
3 productivity-driven sprints to earn you an extra \$121,000



Events & Webcasts
Brian Buffini's Success Tour™
Buffini & Company's GameChangers™



Buffini TV
Monthly training via webcast with J'aime Nowak



Buffini Referral Network
Tap into the most powerful network of real estate agents in the USA to send and receive referrals
More referrals = more money!



Support
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MAXIMIZE *your earning power*

"A good coach is able to get more out of you than you can get out of yourself."

- BRIAN BUFFINI

Buffini & Company
One2One
COACHING™ MEMBERS
earn an average of
\$336,698*

*Based on annual income. Buffini & Company is the only business coaching company that tracks and verifies its numbers.

Choose the solution that's best for you 

One2One
COACHING

Group
COACHING

Referral Maker
PRO

Business Coaching & Training			
Personalized One2One Coaching Sessions	✓		
Personal Heritage Profile	✓		
In-Depth Business Analysis	✓		
Like-Minded Peers in Group Coaching Sessions		✓	
Online Training & Resources	✓	✓	✓
Business Plan	✓	✓	✓
Monthly Training Podcasts & Webcasts	✓	✓	✓
Buffini & Company Magazine (<i>Biannually</i>)	✓	✓	✓
Buffini TV	✓	✓	✓
B.I.T. O'Brian Video Clips (<i>Business Inspirational Tips</i>)	✓	✓	✓
Help Desk Support	✓	✓	✓
Buffini & Company's Blitz	✓	✓	✓
Professional Marketing Tools			
Referral Maker CRM	✓	✓	✓
Monthly Marketing Kit	✓	✓	✓
eReport Emails	✓	✓	✓
Rapid Response Marketing Flyers	✓	✓	✓
Live Events & Networking			
Attend Brian Buffini's Success Tour FREE	✓	✓	✓
Attend Buffini & Company's GameChangers FREE	✓	✓	✓
Buffini Groups - Up to 20 Peers	✓	✓	✓
Buffini Referral Network	✓	✓	✓

NEED HELP CHOOSING THE RIGHT MEMBERSHIP? CALL 800-945-3485 X 4

How Going “Blue” Will Put More Green in Your Pocket



By Joe Niego
*Presenter &
Trainer*

Growing up in the blue-collar South Side of Chicago, my brothers and I worked for our dad every summer, helping him demo and lay concrete. When I started in real estate, I took my blue-collar work ethic with me into this white-collar world. The only way I knew I was working was if I was doing the activities that brought me closer to getting a listing or selling a house.

How to Go “Blue”

If you adopt a blue-collar mindset in a white-collar world, you get the white-collar payoff: more “green” in your pocket.

Show up to work. There’s a difference between showing up to work (the noun) and showing up to work (the verb). Show up to work (n) and then show up to work (vb). The cornerstone of this is accountability. In the blue-collar world, your work is your accountability. You can see whether something is done or not. Working for my dad, he knew how far my brothers and I were on a project by how much of the concrete was pulled up. In the white-collar community, accountability has to come from within; only you know how much you’ve done and what you need to do to finish a transaction or achieve your goals.

Similarly, one of the common traits of all successful emigrant stories is the willingness to outwork others. In “The Emigrant Edge,” Brian shares how his willingness to outwork others helped him build his business. He put his whole self into his business; he was all-in in his energy and effort. You have to put in 100 percent if you want to succeed.

Focus on what is being built. What you’re trying to build is a lasting, successful business. As a new agent, I wanted to win the hearts and minds of my clients, so I set goals. First, I wanted to reach 100 transactions, and when I reached that goal, I moved the bar up to 150. If you focus on what’s being built, know what you’re building and understand the law of the harvest, you’ll be able to push through obstacles when the going gets tough.

Understand the energy, rhythm and seasonality of work. In most parts of the country, blue-collar work is seasonal. When I worked for my dad, we worked hard all summer long and when the colder weather set in, we were done. Real estate also has an energy, rhythm and seasonality. We set up the Blitz to take advantage of the rhythm of the market and the seasonality of your clients, which helps you use your energy more efficiently.

“When I started in real estate, I took my blue-collar work ethic with me into this white-collar world.”

Lean into these rhythms and you’ll increase your productivity, efficiency and motivation.

Use tools to get the job done. Every profession has their tools of the trade. In real estate, your tool is Referral Maker PRO. Sending items of value and eReports to your clients consistently, in addition to making your calls, writing notes, doing Pop-Bys and hosting client parties, will help you become your clients’ trusted advisor and encourage them to refer you to their family and friends as well.

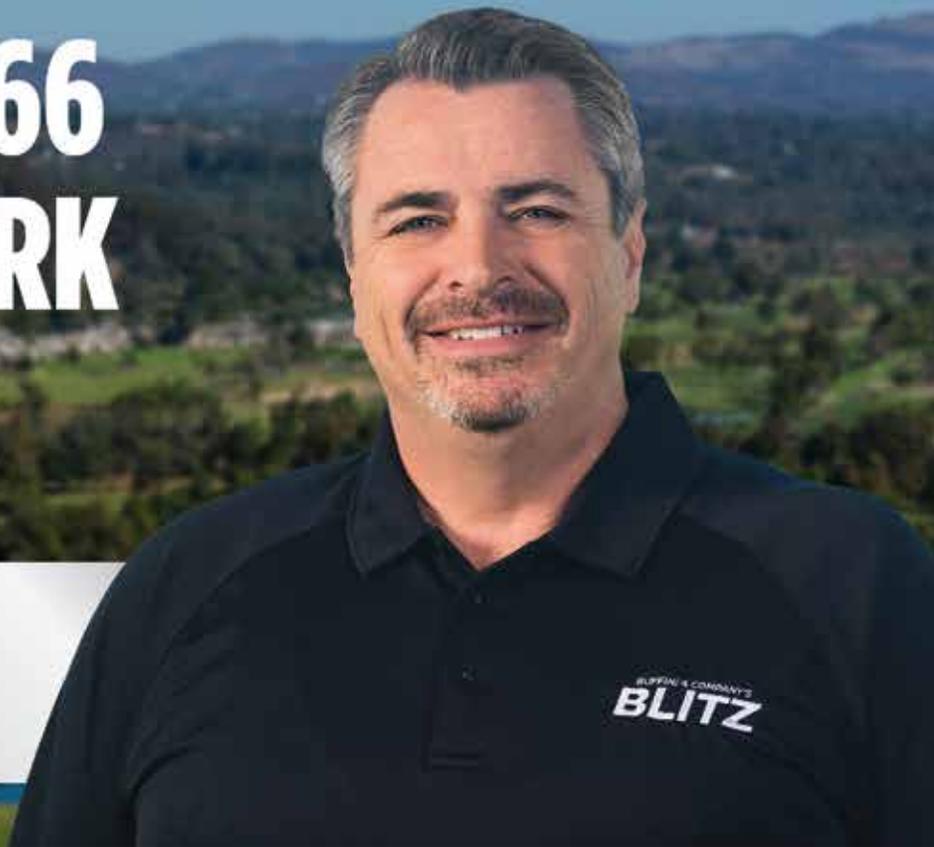
There is one thing you can be sure of: If you apply a blue-collar work ethic in the white-collar real estate industry, you’ll certainly rise above the crowd to build a lasting referral business.



Working for my dad, he knew how far my brothers and I were on a project by how much of the concrete was pulled up.

EARN \$121,766 MORE & WORK 30% LESS

with Blitz Master **BRIAN BUFFINI**,
Master Trainers **JOE NIEGO**
and **J'AIMÉ NOWAK**



Leverage your energy with the **rhythm of the real estate business** for maximum results



The first Blitz generated more than \$20 Billion in total sales: Join the largest coordinated lead-generation program in the history of the real estate business.

FREE FOR MEMBERS
\$199 for CRM Members



Learn more at buffiniandcompany.com/blitz

The View from the Peak

Cathy Shultz achieves her goals, both personally and professionally, with One2One Coaching

By Laura Foreman

Copywriter

Cathy Shultz, an agent from Jamison, Pennsylvania, has been using the Work by Referral System since 2005, when she first learned about it from an agent in her office. “Before Buffini & Company, I was stuck at \$10-11 million in sales for years and could not get past it no matter what I did, or how hard I worked,” recalls Cathy.

Like most agents, she bought leads and wasn't consistent in asking former and

current clients for referrals. “I was buying zip codes and spending money on many other internet ‘lead generation programs’ that did not work,” she reveals. “I was receiving referrals from past clients, but I wasn't very consistent about how I was getting them.”

Cathy started with Buffini & Company by taking the 100 Days to Greatness training program [later succeeded by Peak Producers] and signed up for One2One Coaching soon after. “By the second week of 100 Days to Greatness, I knew I needed help and I needed a system,” she admits.

Despite having already been in business for 19 years, she dove right in. “I wanted to be great at what I do. Since athletes have coaches and executives have coaches, I wanted a Coach.”

Natural Strengths Pay Off

Coach Renée works with Cathy to help her use her natural attributes to connect with her clients, especially if she starts going off-course. “I bring her back to ‘the



Cathy's Peak Producers Class Results



“I don't react to every text or call. I work during the day and on the nights I choose to.”

—CATHY SHULTZ

track,' or basics, where her gifts lie," says Coach Renée. "Cathy has a natural ability to present and impact her clients—a true Performer per our Heritage Profile—therefore, we leverage that gift. For example, she thrives when throwing creative client parties, so we lean into that as a lead-generation source. As she calls to invite her guests to, and remind them of, the event, she has plenty of opportunities to ask for referrals."

Cathy also enjoys delivering Pop-Bys; she's popped-by her clients with Peeps, Mother's Day flowers and windshield washer fluid, to name just a few. "She enthusiastically shares a practical gift before an event as well," says Coach Renée. "When she does so, Cathy has no fear of receiving or showing appreciation, as well as asking for the business. Her clients love to see her and give back with referrals, as you can see in her numbers."

Honing Skills with Peak Producers

To further boost her business, Cathy signed up for Peak Producers, the 12-week training program intended to help students produce consistent results and overcome the peaks and valleys that arise in business. She's taken the program several times. The second time she took it she made 149 calls, wrote 270 personal notes and delivered 133 Pop-Bys over the course of 12 weeks. Her results speak for themselves: she earned 60 leads and made \$135,908 in commissions during that time alone.

Blitzing to Success

To say the least, Cathy takes advantage of the many Membership benefits offered by Buffini & Company. When the Blitz productivity sprints were launched in early 2017, Cathy was eager to participate. "The Blitz has it all figured out for you. You just have to do it," she explains. "Every Blitz sprint has impacted my business." Not only has it improved her relationships with her clients, it's also caused her to receive more referrals. She's earned more than two-dozen referrals and closed more than \$100,000 in commissions as a result of the Blitz.

Cathy points out that the combination



"I bring her back to 'the track,' or basics, where her gifts lie. Cathy has a natural ability to present and impact her clients - a true Performer per our Heritage Profile ..."

COACH RENÉE DAMON

of the way the Blitz is designed and the seasons in which it's scheduled help the program succeed. "You work hard during the times that make sense and rest during the not-so-busy times; that way, you're not working hard in the wrong times and getting frustrated," she says. "It's helped me hone my skills, especially when it comes to being very specific in asking for referrals." To her, participating in the Blitz just makes sense. "If you can make an extra \$121,000, why would you not do it?"

Living the Good Life

"Buffini & Company has made a huge difference in my business," says Cathy. Working with her Coach, Cathy creates goals that allow her to live the Good Life. "Cathy is driven on her own account, yet identifying what

she truly wants in life has set the stage for what we need to do to achieve it," says Coach Renée. "For instance, she decided many years ago she wanted to have weekends off." Cathy and her Coach set goals that enabled her to achieve this, and positioned her to set even more ambitious goals, such as owning a mountain retreat and a boat for the lake. "We have achieved all these goals because we put them on paper with intention and the tactics to achieve them; it has changed her lifestyle!" says Coach Renée.

Today, Cathy's working 30 hours a week, down from the more than 60 hours a week she previously worked; her average sales price has increased from \$275,000 to \$396,000; her income's increased from \$250,000 to more than \$400,000; her expenses have gone down from \$45,000 a year to less than \$20,000; and the number of transactions she closes has more than doubled to 55 a year. In fact, she's had a listing or a sale every week for the last five years straight!

The system's focus on efficiency has allowed Cathy to not only make more money, but also spend her weekends at her mountain retreat. "I don't react to every text or call," she says. "I work during the day and on the nights I choose to."

"If you're really serious about your career, you need a Coach," she advises. "If you don't have one, you just have a hobby."



Cathy with a tree frog on a trip to Costa Rica. The trip was a reward for reaching her goals.

Tomorrow Will Be Better

When One2One Coaching & the emigrant mindset meet



By Dave McGhee
Vice President of Coaching & Membership

Raymond Ong is an unassuming man with a successful business. Ask Ray to share his story and he'll tell you he doesn't have one. In fact, he does have one, an inspiring story of determination, sacrifice and gratitude.

Ray was born in Taipei, Taiwan. In 1973, when Ray was 14 years old, his family emigrated to the United States—without him. Ray's family wanted to take him, but they couldn't. Taiwan was ruled by Martial Law, and once a boy turned 14 he was forbidden from leaving until he fulfilled a compulsory military commitment.

Ray learned of his family's plan just two weeks before they left. Two weeks later, he moved into a boarding house. His new home was an 8x10 room with cardboard walls and a shared bathroom.

From 1973 to 1977, Raymond spent

almost every hour of every day preparing for university entrance exams. He would go to school from 7:30 in the morning to 4:30 in the afternoon, attend a preparatory boot camp until 8:30 at night, then return "home," only to study some more before going to bed.

This was a low point for Ray. He was lonely and missed his family. He made it through by focusing only on the next step, working hard and telling himself tomorrow would be better. His work ethic and discipline paid off. He was accepted into the university, but a year later, he dropped out.

Why? The average income in Taiwan was equivalent to \$5,000 a year, and the government would be deciding Ray's career path (working for the government or as a middle manager at a large corporation, etc.). That's not the life Ray wanted.

He wanted freedom. He wanted opportunity. What Ray really wanted was to move to the United States and be with his family. To do that, he would need to fulfill his military obligation. So, to the military he went.

Two years later, in 1980, Ray moved to the San Francisco Bay Area and was reunited with his family. There, he was

faced with yet another challenge: he didn't speak English. So he did what he knew best—he set a goal, and he worked hard. "Every setback, every difficulty is an opportunity to move forward," says Ray.

Later, he enrolled at the University of Chicago and earned his degree in economics. After graduation he struggled to find a job, so he enrolled at San Jose State University, earned a degree in accounting and eventually took a job as an auditor.

He hated that job. "I was ready to jump out of a window I was so bored. I wanted relationships with people," explains Ray. His feelings prompted him to seek advice from his sister, who worked in real estate. Three weeks later, he had his license.

Real estate wasn't easy. Ray went nine months without selling a home and thought about quitting, but that wasn't in his DNA. By his second year in the business he'd duplicated his accountant's salary, and in year three he doubled that. By his fifth year he was earning four times what he earned as an auditor. He knew he'd found his opportunity.

Ray and his wife Leighann now own Realty World Champions in Sunnyvale, California—a thriving real estate sales and property management business. Ray is a leader in his community and is often sought out for his counsel.

For the last six years, Ray has been a One2One Coaching Member, which he says keeps him focused. His Business Coach, Rachael Yeaman, says, "Ray is an inspiration to many. He delivers nothing but excellence for his clients, and he works tirelessly to improve and grow every day."

But that's Ray—an unassuming man with a successful business and a story to share. Just don't tell him that.

"Every setback, every difficulty is an opportunity to move forward."

—RAYMOND ONG



© R. Ong

TUNE IN OR CATCH UP!



EXPLORE THE MINDSETS, MOTIVATIONS & METHODOLOGIES OF SUCCESS FROM BRIAN AND GUESTS: DARREN HARDY, DAVE RAMSEY, SHAYNE SWEENEY, BRIAN MORAN, LOU HOLTZ, JUSTIN FORSETT, JOHN O'LEARY, TIM SANDERS, JON GORDON, ALISON LEVINE, SHAD HELMSTETTER, DAVE LINIGER, DIANA NYAD, NEIL ARMSTRONG, SALLY HOGSHEAD, AND MANY MORE.

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THE 12-WEEK YEAR

Buffini & Company implemented Brian Moran's business concept. Here's why you should, too!

By Laura Foreman
Copywriter

What if you could become more effective, efficient and productive, personally and in your business, by working in 12-week spurts throughout the year? That's the premise of Brian Moran's best-selling book, "The 12 Week Year: Get More Done in 12 Weeks Than Others Do in 12 Months." Moran, the founder and CEO of The Execution Company, has consulted with Fortune 1000 companies to help boost growth and productivity using principles borrowed from the training programs of professional athletes.

The idea behind "The 12 Week Year" is periodization, a concept utilized by the U.S. Cycling Team in which athletes train in four-to-six week cycles that focus on one aspect of cycling, such as sprinting or hill climbing, instead of trying to improve everything at once. After each cycle, there's time for rest and recovery before moving on to the next skill or discipline.

Moran felt this concept could be applied to business, as well as other areas. Many businesses and people make the mistake of trying to be great at everything at once. Often, instead of achieving greatness, they become overwhelmed and lose sight of their goals. In the book, Moran states: "The fact is, every week counts! Every day counts! Every moment counts! We need to be conscious of the reality that execution happens daily and



"Execution happens daily and weekly, not monthly or quarterly."

—BRIAN MORAN

weekly, not monthly or quarterly."

It's simple: focus on improving a skill or achieving a goal for 12 weeks and, on the 13th week, take time to recover. Buffini & Company liked the concept so much we used it to execute on some of our own business goals this year.

Instead of setting annual goals, as

we've done in the past, leaders from each department came together and created company-wide and departmental goals to achieve during each 12-week period. A couple of our company-wide goals pertained to launching the Buffini Referral Network and publishing Brian Buffini's new book, "The Emigrant Edge."

Each Servant Leader posts these goals where they can see and recommit to them each day. It's allowed us to focus on what matters most to our business and deliver excellent service to our clients, instead of getting caught up in the tasks and projects that don't move us forward toward the ultimate goal.

Thinking for Success

If you want to change your actions, start with your thinking. The 12-week year is organized to help you change the way you think, and eventually the way you act. Your thinking influences your actions and your actions impact your results. When you change your thinking, your actions will begin to realign and you'll start to experience breakthrough results.

One of the biggest reasons people don't reach their goals is they try to achieve them over a long period of time—often, 12 months. No wonder it's so easy to lose the motivation to achieve them! The beauty of working in 12-week sprints is it creates a sense of urgency to take action in a brief time span that allows you to get everything done while maintaining your motivation. Instead of procrastinating or quitting when it gets tough, you'll continue to have the motivation to focus on the execution. The results will be more pronounced and will show in the increased amount of things you get done each day.

3 Principles of Success

These three principles, when combined with the five disciplines of execution (below), make up the eight elements of high performance.

1 Accountability. People often mistake accountability for consequences; they talk about holding someone accountable or having someone hold them accountable. Accountability isn't about consequences; it's about ownership. When you're accountable, you're willing to take ownership over your actions, no matter the circumstances. You don't have to do something; there's always a choice. Thinking of tasks and actions as a choice, rather than a burden, creates a feeling of empowerment.

2 Commitment. According to Peter Drucker, "Unless commitment is made, there are only promises and hopes; but no plans." To reach your goals, you have to commit. If you want to commit to your goals, you must have a strong desire, keystone (core) actions, an assessment of costs and the ability to act

on commitments, not feelings. In the 12-week sprint, you only have to commit for that 12-week period, not for a 12-month timeframe.

3 Greatness in the moment. It's difficult to live in the moment when we're always checking email and social media so we don't miss something "important." It's getting harder and harder to relax our minds and enjoy downtime, but when we prioritize being in the moment it allows us to think clearly and focus on the tasks at hand. You can't change the past, but the decisions you make in the present can help you steer your future. If you want to be great, it's vital to live in the moment.

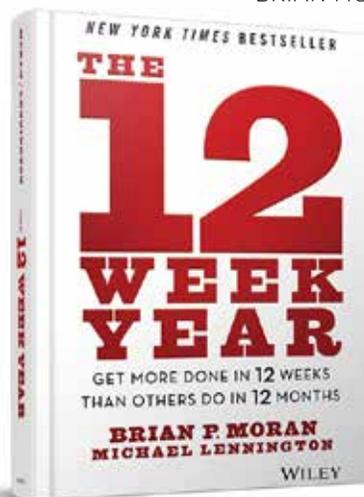
The 5 Disciplines of Execution

In order to achieve the most out of each 12-week sprint, it's crucial to have the following five disciplines.

1 Vision. Nothing is achieved without a clear view of the future. Start with your life—your business is part of your life—and focus on what you need to do in the next 12 weeks to help you get further on the path to achieving your

.....
"Focus on improving a skill or achieving a goal for 12 weeks and, on the 13th week, take time to recover."

—BRIAN MORAN



Listen to Brian Moran on the Brian Buffini Show podcast episode #58: brianbuffini.com/podcast

.....
goals. In this practice, less is more, so work on one goal at a time and focus on your actions.

2 Planning. A plan allows you to clarify and refine the top priorities that will help you achieve your vision. Develop a weekly plan and you can win each week by focusing on an activity that will help you succeed.

3 Process control. This consists of the tools and events that reconcile the activities you do each day with the activities that are critical to your plan (e.g. your daily proactive lead-generating activities).

4 Scorekeeping, or measurement. When you measure your execution, you control your actions. Your weekly plan becomes a scorecard that helps you see where you're winning and what needs improvement.

5 Time use. If you control your time, you can control your results. It boils down to three questions: what do you want, what matters most, and are you doing it?

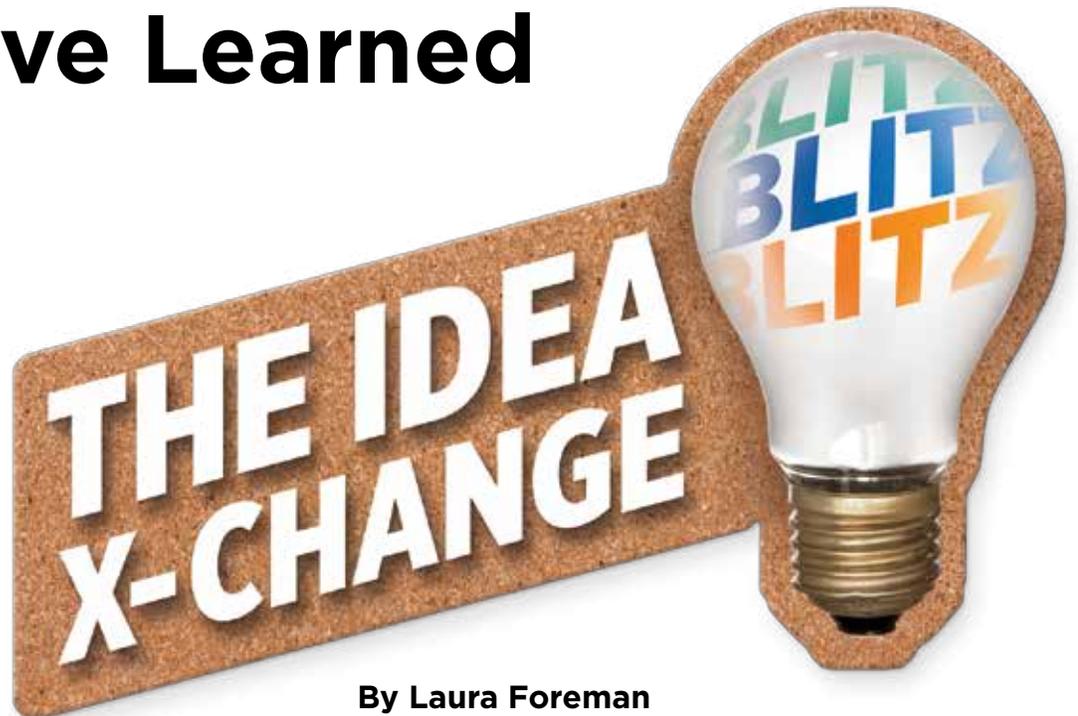
Remember, life is not a marathon; it's a series of sprints. You'll get more done working in focused bursts than you will by working continuously with no breaks. Change your thinking and start working in 12-week intervals and you'll be amazed by how much you can accomplish.

For more about the 12-week year, visit 12weekyear.com

Members Share What They Have Learned

The Buffini & Company

Blitz is a series of three seasonal productivity sprints designed to help participants capitalize on market highs and lows so they can earn more money, and that's exactly what Blitzers are doing. Nearly 20,000 people have "Blitzed" in the first half of the year, and together they're tracking well over \$20 billion in total sales. Here, Blitzers share their top tips. Take note, and get Blitzin' today!



By Laura Foreman
Copywriter



This year, I had my most successful spring ever, and I attribute a lot of that success to the Blitz and Buffini & Company. In January, the Blitz was a perfect program to help me hit the ground running. It kept me working, focused on my clients and generating more business. Here are my top three Blitz tips:

1. Look ahead in the Blitz book to see what the coming weeks entail, so you know the game plan and can get your-

self organized. Don't try to remember it all, though. Take each day and do each task one at a time.

2. Embrace the Blitz! Focus on the daily tasks and trust the system—because it works! Also, have faith in yourself—that you'll get it done—and don't get overwhelmed.

3. Have fun with it! Don't stress over what Pop-Bys to buy, etc. Just do as much as you can.

Amy Layton

Royal LePage Niagara
St. Catharines, Ontario



For me, it's important to remember why I'm doing the Blitz. It's to make sure I work on my business, not just in it, and lay the groundwork for future business. My Blitz Buddy and I keep in touch via text so we can

check in on and encourage each other—and send funny or uplifting videos, too!

I make it a priority to plan, schedule and block time to do the activities. At the same time, though, it's important to be flexible. If the Blitz program calls for a certain activity on a specific day, and you have a conflict, double up the following week (e.g. I recently couldn't schedule a business lunch because I was off, so I scheduled two for the next week)!

Jeanne Koerner

RE/MAX Realty Affiliates
Gardnerville, NV





For example, when Phoenix temps recently reached newsworthy levels, my husband popped by all our favorite clients with sunscreen. It's great to show our clients "we weather the temps for them." I was showing houses in those same temps, but, with teamwork, we were able to Blitz and complete the tasks.

Don't overthink it or get hung up on going above and beyond. The Buffini system is already extraordinary. We follow the system, use the resources

If I don't plan ahead, the action steps simply don't get done. I calendar/time block the tasks every day with audible reminders to help prioritize. To maximize efficiency, I plan Pop-Bys in one big swoop. We like to have fun with our Pop-Bys and keep them relevant.

and reap the rewards.

Last week, I thought long and hard about whom I haven't pre-qualified that I refer business to regularly. I was able to add people to my database I already have relationships with, yet had sadly overlooked. They are excited to be a part of our client appreciation program, and I am excited to receive their referrals. This is why we LOVE Buffini!

Andrea Crouch
HomeSmart Elite Group
Phoenix, AZ



One Blitz activity is a business mixer. I hosted a happy hour, which was the first of its kind for me. I'm relatively new to the Austin, Texas market, even though I

was in business in Florida for 13 years.

Because I don't have many past clients in my current market, I sent email invitations to business owners/professionals about four weeks ahead of time. I also followed up with phone calls and three other emails leading up to the event. I reached out two days before the event by phone again and encouraged them to bring someone else with them, someone they considered to be a person of influence.

As a result, I had 39 total attendees and made eight new connections, which I followed up with after the event and added to my database.

I provided beer, wine and hors d'oeuvres at a total cost of about \$335. A lender and title company partnered up with me, so in all it only cost me \$8. That's right: \$8.

Dan Forbes
RE/MAX 1
Cedar Park, TX



One of the biggest successes I've had during the Blitz is tying our Pop-By gifts to a conversation about our Annual Client Appreciation BBQ. The week prior to Fourth of July, my team did Pop-Bys with ketchup, mustard and relish packets with tags.

While we were talking to our clients, we reminded them about the annual BBQ and asked them to let us know if they had any friends that might be considering buying or selling. We then shared that we'd love to

invite them to our BBQ as well. Our clients really appreciated the gifts and the gesture to include their friends in our annual event.

Our BBQ usually includes a live band, giant bounce house, water slide, petting zoo, pool, catered BBQ, corn hole tournament (winner gets a set of corn hole boards with our name and logo), raffle gifts and prizes. Typically, about 200 to 250 people attend.

Our clients love the event and it's a great way for us to connect and show appreciation, too!

Steve Marable
The Real Estate Group
Chesapeake, VA



My Emigrant Mémère



I just finished reading “The Emigrant Edge” and I have to say, it’s filled with hard-earned, practical wisdom that we can all learn and benefit from tremendously. It got me to thinking about my ancestors, who sacrificed and risked it all to make sure I had a better opportunity.

Specifically, I am reminded of my “Mémère” (a term of endearment we of French heritage use for grandmother). This woman, both ordinary and extraordinary, left an indelible mark on my heart and soul and greatly influenced the way I live and lead today. Here are a few traits she embodied, and modeled, for me...



By J'aime Nowak
Director of Corporate Development & Training

1 Mémère, named Alice Peloquin, was born in 1911 and grew up in Quebec until the age of 14, when her family decided to come to America. Despite being unfamiliar with her new home, Alice went right to work as a governess to help provide for the

family. She did not know English, nor was she afforded the means to learn at a school; instead, she taught herself using labels on canned foods at the grocery store. While she took care of her family, she also made time to assist other families in need, living out one of her biggest values: always

be of help.

She met her love, my “Pépé,” at a dance and they married two years later. In the 12 years that followed, they had eight children. As with everyone’s version of the American Dream, along with her many blessings came a fair dose of struggle. Before their children were grown, my Pépé got very sick, and soon after she became the sole provider





My Mémère original cookbook—she'd make special animal-shaped crepes for me, covering them with butter and syrup.

and caretaker for the entire family. It fell to her to not only care for him, but also raise the kids and provide for all of them on what she earned alone.

I can't help but think many would've given up under the same conditions, but it just never occurred to her. Her mind was made up, and, against all odds, she made things work. She was tough as nails and full of love.

Though we all face different circumstances, each one of us has this same opportunity every day—to choose to persevere and never give up.

2 As the saying goes, "Necessity is the mother of invention." This certainly applied to my Mémère. She was a small-business owner before it was hip. She cooked for other families during the day, and worked as a seamstress—learning on the job—many nights after the kids went to sleep.

If you ask her kids, they never knew they were poor. She was creative and did the best she could with what she had—stretching meals and resources, bartering services and making every penny a prisoner. She did this throughout her life...working, inventing and always determined. Sound familiar? The spirit of the emigrant! We all have it. The real question is, do we choose to embrace it?

3 Some of my best memories of Mémère are waking in the early morning hours to her soft whistling while she worked in the kitchen. She'd make special animal-shaped crepes for me, covering them with butter and syrup.

Through it all—the good, the bad—she was ever the caring optimist with a poised, knowing smile. She understood that this life and its moments are precious; that challenges and circumstances will happen and, through it all, "We get to..."

- take care of our family
- help others in need
- work hard and use our gifts
- do our best every day
- make up our mind and do what it takes
- be grateful for what we have
- pursue life, liberty and happiness

Mémère passed away at the beautiful age of 95. Although she is no longer here physically, her spirit encourages and challenges her eight children, 23 grandchildren and 33 great grandchildren (and counting!).

We continue her legacy. I aspire to live as she did, and the best way I can honor her sacrifice and commitment is to follow her amazing example. Every day, I ask myself the question Brian challenges us all with: "what will I do with the opportunity before me?"

So, I ask you, who is "your emigrant?" What values did they teach you, and what will you do with the opportunity they gave you? Every day, our choices have great power.

If your struggle is figuring out where to begin, here's some great news: you don't have to do it alone. Our community of world-class professionals and our

Coming up on Buffini TV!



As host of Buffini TV, I'm so excited to bring you behind-the-scenes content from Brian's three-part series, "How to Make It Big in America." Brian will be covering key precepts on "The Brian Buffini Show" podcast, and then we'll dig in even deeper with exclusive content for the Buffini TV platform. Make sure you tune in and watch, especially if you're in a Buffini Group (your group discussions will stem from the content)!

For those of you familiar with Brian, he needs no introduction, but for those new to the Working By Referral System, here's a little taste of what to expect from Brian's series:

"From broke Irish emigrant selling t-shirts on the beach, to business magnate, best-selling author and chart-topping podcaster; over the years, multi-passionate entrepreneur Brian Buffini has built fortunes, lost them, then made them again. In this three-part series, Brian shares key tenets he's learned along the way and crucial mindsets for making it big."

top-notch Coaches and Servant Leaders at Buffini & Company are here to help on this great adventure. Let's honor those who've gone before us and create our own version of the Good Life every day—for them, for us and for our future generations. It is a Good Life.

Let the Results Speak for Themselves



By Ed Sablan
*Referral Maker
CRM Product
Manager*

A wise person once said the definition of insanity is “doing the same thing over and over again and expecting different results.” We all seek to drive our business to the next level, but sometimes we continue to do the same things over and over again and expect different results—driving ourselves into a perpetual circle of

frustration.

To be fair, without having the proper tools in place, it can be difficult to pinpoint where you need

to make changes. Luckily, we have a lot of features within Referral Maker CRM to help you make the right decisions for your business.

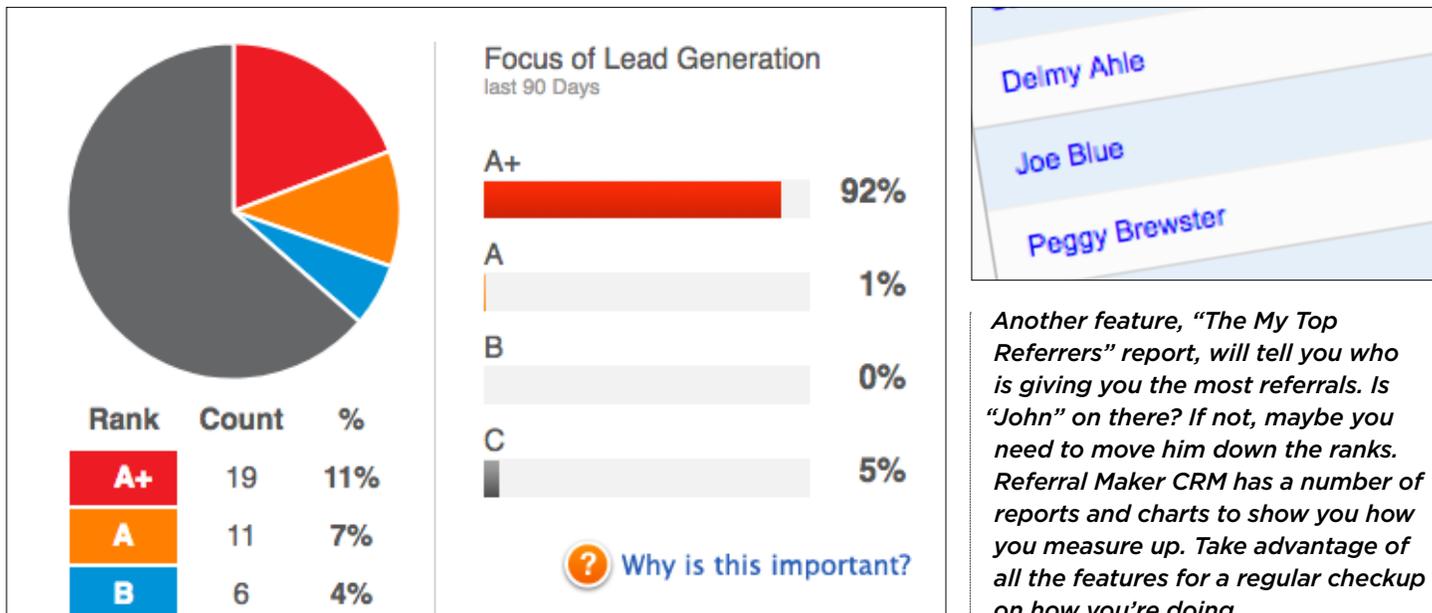
Setting the tracks to success

The key to understanding how you’re doing in your business is to track and measure your progress and results. Just as Brian mentions, “History is a predictor of the future.” Your history will tell a story of what your results may be.

Keep in mind, if you put bad stuff in you’re going to get bad stuff out. So, if you’re only entering half of the information into your system, you’re only telling half the story. Be truthful about what you’ve actually accomplished. Make every effort to enter all the activities you’ve been doing and let the results speak for themselves. If you don’t like the results, then do something about it!

Measure up

Entering your lead-generation activities in Referral Maker CRM gives you a clear picture of your business. You can look to the data to tell your story and answer the questions.



Are you doing the right things? Are you calling the right people? Is “John” really an A+ client? “My Database” in Referral Maker CRM will tell you where you’re spending most of your efforts. If your results aren’t up to par, then maybe you need to go in and re-sort and requalify your database.

Small changes

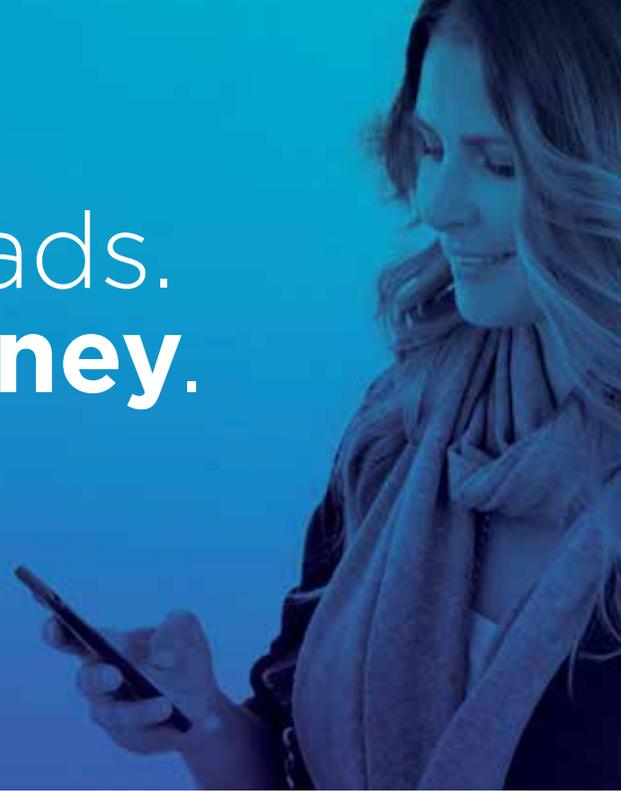
Seeing the reports and metrics can sometimes be startling; and as we see what is and isn’t working, it can be an instinctive response to want to change everything. I recommend making small, iterative changes so it becomes easy to identify what caused the results. If you change multiple things at once, there are too many variables to draw a proper conclusion. Keep it simple. It doesn’t have to be complex. Small changes can make a big impact!

Stop Chasing Leads. Start Making Money.

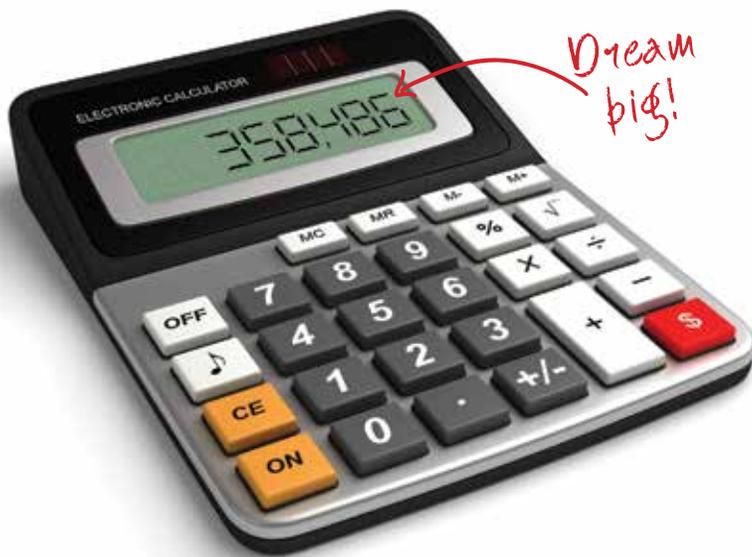


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MENTOR TOP TIPS

Get motivated with these great tips from Buffini & Company Certified Mentors

MARK JOYNER

NAPIER ERA | GLEN ALLEN, VA



I began my real estate career as a sales associate, and though I was doing well, I was on a fast track to burnout.

Once I was introduced to Brian's Referral Systems, my business took off; more importantly, I began to achieve balance in the other areas of my life. As I reviewed my journey, I realized I wanted to help others do what I had been able to do.

When the time was right, I became a managing broker and got certified as a Buffini & Company Certified Mentor. My best tips are twofold:

First, find your passion and incorporate that into your profession. My passion is helping other people hit their goals, realize their "why" and balance the different areas of their lives.

Second, make sure you and your agents adopt the rest/run cycle. Real estate professionals tend to be givers, and it can be easy for them to keep working instead of taking time off. It's important to remember, you'll run better if you rest some.

JIM POJDA

ALAIN PINEL REALTORS | LOS GATOS, CA



Each time I facilitate the Peak Producers program I catch something I didn't notice before; I absorb the curriculum with a new set of eyes and ears after living through different experiences and trials. I share that phenomenon with the agents—that every time they take the course they'll learn something new.

Whenever I'm leading a group of agents, I always remind them to listen for the "gold nuggets" during each class. One of my favorites is Brian quoting his father's financial advice: "When you're on top of the mountain, throw a little dirt in the valley; it'll break your fall."

LYN HASTON

ERA SELLERS & BUYERS REAL ESTATE | EL PASO, TX



At the end of each session of Peak Producers, we take an additional 15 to 20 minutes to discuss the subject of the day's video. I identify the most important points and further illustrate them with actual examples from my own professional experiences and those of the other Peak Producers in our office. We then take that information and apply it to real-life situations that class members are facing. At the end, we discuss how these principles can be implemented in our market.

At the conclusion of the program, we celebrate and include our past Peak Producers graduates. This validates Peak Producers further, as seven of our top 10 agents last year are Peak Producers graduates!

HAROLD VAN WOERT

WEICHERT REALTORS | FREEHOLD, NJ



Helping agents set up and use Referral Maker CRM prior to the first class pays huge dividends for the entire Peak Producers program. Getting agents mentally prepared and thinking from the same baseline allows everyone to focus better on program content, promotes better dialog amongst participants and drives commitment to complete the daily action items once class starts.



More than 54,000 agents have taken Peak Producers!

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SUCCESS STORY

Creating a culture that’s “work to live” and not the other way around



MIKE TAYLOR

ERA WILDER REALTY
ELGIN, SOUTH CAROLINA

Every new agent at Eulalie Salley & Co was required to take 100 Days to Greatness [Peak Producers’ predecessor]. The success of the program was undisputed; all of the company’s agents were strong producers. So, though Mike wasn’t a competing broker, he decided to take the course to learn more about it. He immediately recognized the power of the program and became a Certified Mentor.

Over the course of his career, Mike had watched agents suffer demoralizing peaks and valleys. Today, the agents Mike mentors through Peak Producers, however, are different; especially those who closely follow the system and take time to prospect every day. Some of his most successful agents have taken Peak Producers multiple times, each time seeing something a little different than how they saw it before.

Another benefit Mike sees from Peak Producers is how it impacts his managers. First, his managers take Buffini & Company’s Ultimate Recruiting Solution program, which can even get newbies up and running. The biggest payoff, however, is when those same managers become Certified Mentors and begin teaching Peak Producers classes themselves. Many of the same principals used by agents to build and manage their client database and gain referrals can be used by brokers to recruit. Those who use the system best also are the best recruiters.

Mike has been utilizing Buffini & Company’s systems for 11 years now. He admits to learning more with every class he teaches and has become a better leader and resource because of the principles Buffini & Company shares. “The core values, work ethic and life balance lead to a successful career and a life well-lived,” he says. The ongoing reinforcement of that vision flows straight to the agents and their continuous growth, professionally and personally.

“Don’t live to work; work to live.”
—Noel Gallagher

Late last year, Certified Mentor Mike Taylor met with one his top agents for her year-end review. Her production was down and Mike was concerned. He started the conversation with, “Tell me about your

year,” and wasn’t quite sure what to expect. Mike knew this agent had enjoyed peak years where her income had greatly exceeded what it was now. Her answer both surprised and pleased him. The agent told Mike it was the best year of her real estate career. “That’s great,” Mike said, “tell me why.”

The agent went on to explain that while her income was down, her “me time” was up significantly. For the most

part, she didn’t work weekends, took several weeks of vacation and only worked with past clients and personal referrals. She was able to accomplish this by implementing what she’d learned from the Peak Producers class Mike facilitates.

Mike had always been a student of the real estate game. For years, he’d followed other real estate trainers, but, in 2006, a company co-owned by Mike bought Eulalie Salley & Co. It was through this course of events Mike was introduced to Brian Buffini and his training.

“SOME OF HIS MOST SUCCESSFUL AGENTS HAVE TAKEN PEAK PRODUCERS MULTIPLE TIMES, EACH TIME SEEING SOMETHING A LITTLE DIFFERENT THAN HOW THEY SAW IT BEFORE.”



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Living on the Edge

For 30 years, I've had a front-row seat to The Emigrant Edge traits at work

By Beverly Buffini



When I first met Brian, back in December 1986, his right leg was in a cast from his foot to his hip. We were at the home of a mutual friend, who was hosting a Bible study. I knew there was something different about this guy, and it wasn't just his jet-black hair and his thick Irish accent. He had a look in his eye that told me he knew he was going places. His energy was contagious.

Over 30 years later, he's still got that fire in his eyes and he's finally put down in a book what's behind it. I've been asking him for 10 years to share with others what makes him tick, as well as offer advice to newcomers who desire to become successful in America. So, I couldn't be more thrilled for the release of "The Emigrant Edge." I believe it will be a roadmap to success for all people, no matter where they were born.

When I meet people at Buffini & Company events, many ask what Brian's "really like." Admittedly, this question is confusing for those that know Brian on a personal level, but some people only see Brian on stage in expensive suits and hear stories of him flying in Learjets to present around the world. It communicates a lifestyle image of the rich and famous.

However, where I observe Brian in his comfort zone is when he's interacting and talking to our Serbian contractor, Momo, or our Macedonian gardener, Lazo, or our painter from Montenegro, Peter. The truth is, Brian is still an immigrant, who comes from a blue-collar family and finds

most in common with blue-collar tradesmen here in the states.

It would be hard to imagine people from more different backgrounds than Brian and I, but the same seven traits Brian ascribes to the Emigrant Edge I can totally relate to in my own journey. For the sake of this article, I'm going to cover three of my favorite emigrant traits: an attitude of gratitude, a voracious openness to learn and a willingness to outwork others.

An attitude of gratitude.

Because of my faith, I have a heartfelt spirit of gratitude to our Creator. Brian and I began to teach our children as infants, through sign language, how to communicate "please" and "thank you." As we continued teaching our children thankfulness—by our example, through songs and in literature—Brian and I noticed a grateful heart greatly lessens complaining, groaning and griping. The fruit of thankfulness has added sweetness of life in our family.

A voracious openness to learn.

Brian likes to joke that I "finished the Internet," because once I start researching something, I pursue

it with great tenacity. When I was pursuing my dream of playing on the USA national volleyball team, it was that openness to learn that separated me from so many college all-stars who weren't able to make the team because they were stuck in their past successes. I was willing to learn new techniques, new methodologies, and even new ways of training to be successful and become the best I could be.

A willingness to outwork others.

This has always been my mindset, whether it was competing in high school sports, playing the clarinet, working on school projects, participating in college sports or playing on the USA national volleyball team. I've always done my best to cross the finish line first. I resolved in my mind that no one was going to work harder than me.

Often, when people hear me talk about my willingness to work harder than others, they equate that with having to work more hours, but nothing could be further from the truth. It's not the quantity of the hours but the quality of the commitment that makes the difference.

If you desire to develop your work ethic, here are a few tips I've picked up over the years.

First, develop a sense of urgency. Take action now, eliminate your excuses, and the death of procrastination is sure. Second, be 100 percent committed to reaching your goal. Decide what you want and why you want it, then keep a visual reminder of your goal in front of you where you can see it every day. Lastly, understand the law of the harvest. It's been proven again and again: you reap what you sow. Whatever you put into your business, your body, your relationships and

"Growth is the great separator between those who succeed and those who do not. When I see a person beginning to separate themselves from the pack, it's always due to personal growth."

—JOHN C. MAXWELL



“The truth is, Brian is still an immigrant, who comes from a blue-collar family and finds most in common with blue-collar tradesmen here in the states.”

Brian still paints; only now he paints the rooms of his home.

your life—that’s what you’re going to harvest.

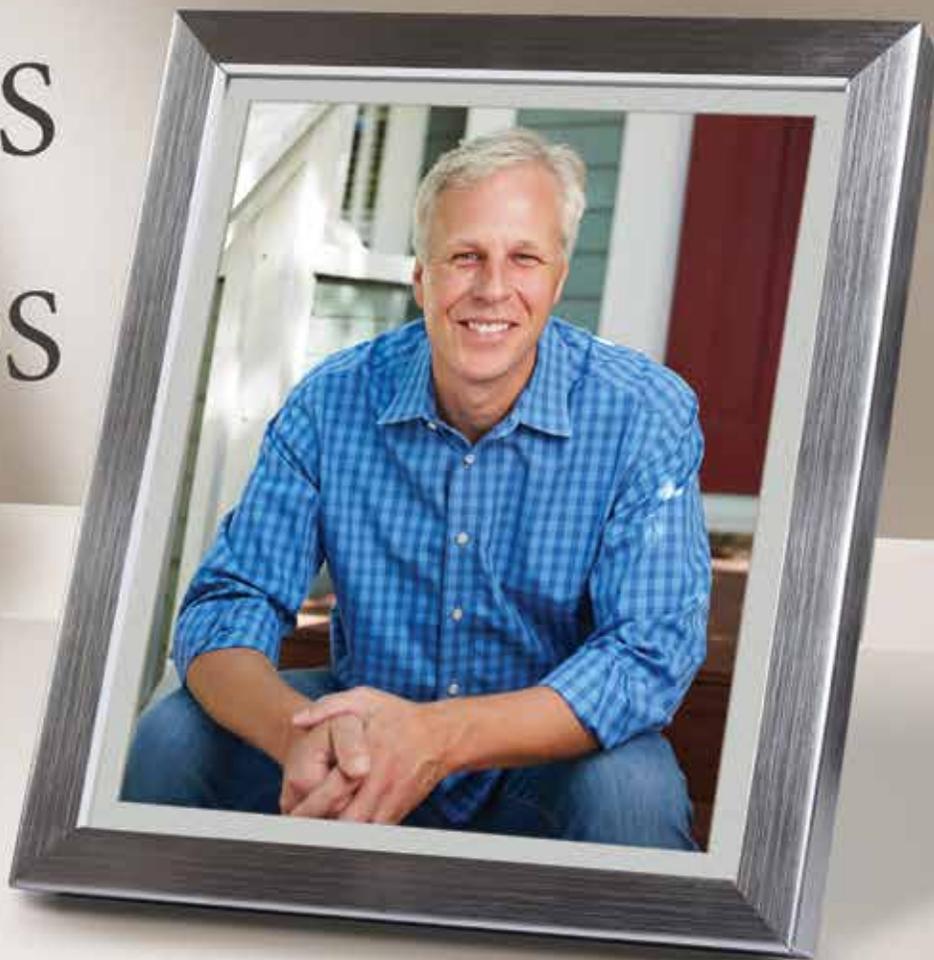
They say the proof of the pudding is in the eating. For 30 years, I’ve had a front row seat to the Emigrant Edge success traits at work. Most importantly, we’ve

taught these principles to our children, who, even though they’re American-born, have embraced the emigrant mindset. I’ve watched all six of our children adopt and apply these principles in their lives, which makes me confident they’re transferable and applicable for

anyone who has a desire to succeed.

Brian’s hair might not be as black or his accent as thick as when we first met, but that gleam in his eye is as sharp as ever—he still has the edge. If we can start there and end up here, I can only imagine where we’ll be 30 years from now.

LESSONS FROM THE LEGENDS



AN INTERVIEW WITH DAVE AXNESS

AXNESS & KOFMAN REAL ESTATE, LAKE OSWEGO, OR

Q WHAT WAS YOUR BUSINESS AND LIFE LIKE BEFORE YOU STARTED COACHING?

I had just gotten into real estate, back in 1999, and was told by my broker to go see this guy, Brian Buffini, present in Portland. This turned out to be quite fortunate, as it allowed me to implement Brian's Referral Systems at the start of my career. On the personal side of things, I was driven, but not well organized. And I'd never been introduced to the concept of personal growth, so Coaching opened up a whole new world to me. I started writing goals, reaching them and setting more ambitious goals every year—achieving levels of business I wouldn't have imagined even two or three years earlier.

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

Since I've been in Coaching, I've gotten more focused on goals and the specific steps I need to take to reach them. I've also been on a steady diet of personal growth; both from Brian and from authors and speakers he's introduced us to over the years. I feel like my kids have been raised the "Buffini" way, because I've passed down to them the many tools we've learned for listening, gratitude and respect for others.

Q WHY DO YOU STILL NEED A COACH?

If I didn't have a Coach, I doubt I'd still be in the business. I'm a very driven person, but my Coach, the amazing Kelli Snyder, gives me direction, perspective and a track to run on that I wouldn't naturally create for myself. Kelli asks me what my goals are and then holds me to the action steps I've committed to in order to reach them. We all need a trusted outside perspective; otherwise, we

think we are ahead of the game when we're not—or we think we're behind when we're ahead!

Q WHERE ARE YOU NOW IN BUSINESS AND LIFE?

I've never been so content with where I am professionally and personally. Buffini & Company has helped me be a better father and husband, even though the Coaching is focused on business. You can't separate the personal side of life from the business side, and I've learned in Coaching that growing as a person not only helps my personal and family life, but also increases my income and deepens business relationships.

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

I'm a very independent person

and have always challenged everything that is told to me, even by people I trust. That said, I've learned through this system that I can build my business by referral, and work the system, but at the same time innovate and be creative with my marketing and relationship building activities. For instance, I love to teach, so I've taught homebuying and selling classes for more than 15 years; it keeps me engaged.

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

I'd suggest two things: first, make sure your goals are YOUR goals and truly compel you. You're not going to work hard if your goals aren't emotionally meaningful. Second, tell your Coach what your goals are and trust them to help you create a path (and accountability) to move you toward those goals.

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