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**CHIEF MARKETING OFFICER** Terri King  
**CREATIVE DIRECTOR** Franz Krachtus  
**EDITORIAL DIRECTOR** Courtney Klepsch  
**EDITORS** Kelli Kyle, Lauren Thatcher

**CONTRIBUTORS** Beverly Buffini, Brian Buffini, Dermot Buffini, Madison Greene, Niamh Greene, April Hundza Gutierrez, Salvador Gutierrez, Melanie Hitchcock, Jeff Hooker, Terri King, Kelli Kyle, Lisa Luczyk, Joe Niego, J'aimie Nowak  
**GRAPHIC DESIGNERS** Cosette Faridniya, Dave Schindler  
**PHOTOGRAPHER** Franz Krachtus

**CONTACT**  
Buffini & Company  
6349 Palomar Oaks Court  
Carlsbad, CA 92011  
1-800-945-3485 | buffiniandcompany.com

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# Our No. 1 Priority: Your Wins

For 23 years, the team at Buffini & Company has focused on helping people win. When our clients win, our company wins. When our company wins, we all win! This year, I'm very proud to say we have helped our Members and clients win in more ways than ever before.

To start the year, we launched The Pathway to Mastery—Essentials. Unlike anything else in the marketplace today, this course is the most in-depth and comprehensive training program ever created for the real estate industry. It takes a deep dive into lead generation, buyer and seller tactics, negotiation strategies and more, focusing on the fundamentals of real estate to build a rock-solid business foundation. After all, when a foundation is strong, it's easier to win! As my mother always says, "The proof of the pudding is in the eating." In other words, you must experience something firsthand before truly understanding how great it is. I'm delighted to say more than 8,000 of you are a testament to this — you've experienced the life-altering power of The Pathway to Mastery—Essentials for yourselves, and you've won big through implementing its principles. We can't wait to see more phenomenal results when the program's Advanced and Mastery levels are released down the road.

In conjunction with The Pathway to Mastery, we've been busy hosting a whole range of events dedicated solely to your success. As always, our Buffini & Company GameChangers and Success Tour events have been held at several locations around North America. These events are extra valuable, not only because of the roster of incredible guest speakers they feature, but because they are specifically designed to help you win in your local market.

Also, for the first time ever, we held not one, but two Peak Experience events in May. These three life-changing days gave agents the priceless

"We are ready and equipped to provide you with the best tools and resources you need to succeed in business."



opportunity to network, grow and experience amazing content from Brian. If you missed out, make sure to reserve your spot for one of the two weeks in 2020.

I'm also especially proud Master-Mind Summit, our flagship event, expanded this year. Bringing the event back to the San Diego Convention Center meant even more people had the opportunity to grow, change their lives and win! Meanwhile, our One2One Coaching continued to support Members and help them win in all Five Circles of their lives — spiritual, family, business, financial and personal. Our dedication to helping you win is stronger than ever.

Many of you have been on this winning path with us for years. Recently, one of our biggest wins was rolling out our Member Anniversary Awards Program, which recognizes Members who have been learning, growing and winning with us for five,

10, 15 and even 20 years! We love celebrating the success of Working by Referral with you, which is why I really want to hear more about your wins. Email me at [ceo@buffiniandcompany.com](mailto:ceo@buffiniandcompany.com) or tag Buffini & Company when you post your story on social media.

At Buffini & Company, we have a deeper commitment to your success. We are ready and equipped to provide you with the best tools and resources you need to succeed in business. As Brian's mentor Zig Ziglar once said, "To be a winner, you must plan to win, prepare to win and expect to win." Here's our promise to you: we will help you plan to win and prepare to win so that you can always expect to win!

Here's to many more wins to come!

A handwritten signature in black ink that reads "Dermot".

**Dermot Buffini**  
Chief Executive Officer

# LETTERS TO BRIAN

■ We have never met, but, because I have become an avid listener of your show, I feel like I know you. I recently discovered you via The Dave Ramsey Show. I have been hooked ever since. I have listened to “The Emigrant Edge” three times. That book has led me to other great books and other great motivators. I am 51 and fired up. I wish I had heard this stuff years ago, but that’s okay. Great things are coming in my future and I wanted to thank you for sharing your story and mission to help others. I am truly inspired.

**Tony Insua**  
*Winter Haven, FL*

■ It was an honor and pleasure to meet you on the elevator at the 2018 Monterey Success Tour, even if I had a little “deer in the headlights” moment when you asked me to stand up during the event.

When I told you that you changed my life, I meant it. What I neglected to say is that you changed me first, which led to the tripling of my business. Through the podcasts, coaching, training, tools, resources, events and reading (yes, I actually read books now!), my entire mindset is changed.

Beyond business, your work has helped me better my relationships and investment strategy, empowered me to pay off the more than \$40,000 in consumer debt that was suffocating me and ultimately enabled me to be a better person and agent. I’m so glad I allowed myself to be open to growth and tutelage. Thanks again for all you do for us.

**Kevin Collins**  
*Livermore, CA*

■ Thank you so much for your words of encouragement! I am happy to say I joined Referral Maker PRO in October 2018. Having only closed six properties by that time, I decided to participate in the Blitz with a goal of getting six transactions under contract and closed in the

fourth quarter — pretty ambitious. Much to my own amazement, I did get six under contract, and four closed by December 31. In March, I had over \$4 million in sales for 2019 in the works. It’s all because I kept making calls and writing notes to my past clients. I know more work will come my way this year, too. At this rate, I will pay off my debt from when I was out of work recovering from heart surgery, and I’ll have money in the bank by the close of 2019. Stay tuned. The depression and frustration I felt over my situation lifted once I realized I did not have to go it alone. Through exploring the mindsets, motivation and methodologies of success, you and your staff have blessed me and so many people with the means to create a better life. I cannot thank you enough, but I will keep trying!

**Gail LaPrino**  
*Scarborough, ME*

■ I showed a house that hasn’t changed in 50 years and saw the old Irish blessing on the door. I live in Newfoundland and Labrador, Canada, and our culture is heavily Irish influenced. This made me smile. I’m a religious podcast listener, and seeing that made me feel like I was in the right place doing the right thing. Thank you.

**Nicole Darbaz**  
*St. John’s, NL*

■ Thank you for “The Emigrant Edge.” I was raised on a farm in Romania by my grandparents through the age of six. Aside from my grandparents, my best friends were a goat, a duck and several chickens. I didn’t have much, but I didn’t know any better. Your book helped me remember my roots. Thank you.

**Christopher Paun**  
*Hawthorne, NJ*

■ You have changed my business and my life. I was so happy to meet you in person and achieve my goal of getting a high five from you. I got two! And then, you challenged me to set another goal right away. Thanks, Brian. You are amazing!

**Becky Miller**  
*Mauldin, SC*

■ Your organization, Buffini & Company, is only an hour and a half away from me, and I’d never been there until recently! The fabulous Derek Jones gave me the tour. It was great to see how all the departments were laid out and to meet many people I’ve only talked to on the phone or seen at events over the years. Also, it was fun to see my coach, Bev, and her space, so I can better visualize our biweekly phone conversations. But the

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icing on the cake was getting to spend 10 minutes with you in the podcast studio. I have learned so much from you, both personally and professionally, in the last 15 years. You are a fantastic public speaker with a great sense of humor. You are compassionate and intelligent, and I have nothing but respect for you. Over the years, we've met briefly and said quick hellos or had a quick exchange, but it was pretty cool to walk into the podcast studio's green room with just you, David Lally and another Servant Leader. I felt like I was meeting an old friend. It was a cool day, and I'm glad I finally made the trip after all these years.

**Anne Marie Reggie**  
*Long Beach, CA*

My name is Martha Montgomery, and tomorrow is my final Peak Producers class. This has been a wonderful journey that will continue throughout my real estate career. Peak Producers has taught me a lot, and it has given me the courage to tell all my friends and people I meet I am never too busy for their referrals. That is very important, because many people think I am super busy and might not have the time for their referrals. Now, I am on track by following the system and taking friends and business connections to lunch and dinner. Thank you very much for establishing such a wonderful company.

**Martha Montgomery**  
*Greenville, SC*

I listened to an interview you did on the Inspire Nation Show with Michael Sandler. I was very affected by your words and felt compelled to reach out. I recently left my very corporate role at CVS Health to pursue a career that feels more aligned with who I am. It was scary to make the jump, but I knew I needed this sabbatical to gain clarity.

The good news is I figured out what I want to do. You once stated that a person can read self-help books and listen to all the podcasts they want, but if they don't act, their ideas will die on the vine. Guilty as charged! I'm finally in the action stage, and it feels great.

Also, after listening to the Inspire Nation Show interview, I got to thinking about my great-grandparents who came from Ireland, Germany and Italy and how scary it must have been to come to America. They all worked so hard. It actually made me feel guilty. I need to put myself out there and do more. I wanted to thank you for your wise words and for lighting a fire under me. All the best to you and your family.

**Carol Campos**  
*Boston, MA*

I'm a few weeks behind on the Blitz because of a vacation, but I'm getting caught up. Last week I moved a buyer off the fence and got a contract accepted. I also found out there's a \$2,000 bonus from the seller if we close before the end of the month. Winner, winner, chicken

dinner! This happened all because I followed the steps on the Blitz. These folks loved the note I sent after we connected last week. They said they loved how I just "knew good things were coming." They are first-time homebuyers with two babies in a one-bedroom apartment. This is why I do what I do — to help impact and improve lives. Thank you for the systems that work and for Coach Melissa!

**Kathy McDermott**  
*Orland Park, IL*

I listen to all of your podcasts, and episode #148 Principles for Better Living is probably one of the best. I truly believe courtesy, respect and hospitality are missing in our society today. If people want to be uplifted, I encourage them to tune in and listen. Thank you, Brian Buffini, for all you share.

**Penny Love Crownover**  
*Oklahoma City, OK*

From one Irishman to another — it was only recently that I was introduced to your podcast and, in truth, all the success you've created since coming to America. I really, really enjoy the podcasts for being both informative and entertaining.

As good as the podcasts are, your mother steals the show each time with that blessing — she sounds similar to my late grandmother and I love hearing that blessing. It's a great way to finish and shows you'll never lose your roots! Thanks again for all the great content.

**Richard Elliott**  
*Belfast, Northern Ireland*

Just a note to sincerely thank you for your weekly podcasts. Listening to these every day is changing me in ways I never dreamed possible. Your passion for helping others become better people is an amazing gift shared, for free, with strangers like me.

**Alice M. Galeotti**  
*Spokane, WA*



# The Power of Teamwork in Your Business



Steve Jobs once said, “Great things in business are never done by one person; they’re done by a team of people.” The beauty of this quote is in its simple truth. There’s nothing like a team of talented people coming together to achieve a goal.

## When You Win, We Win!

At Buffini & Company, one of our goals is “Winning Together.” What does that look like? When our clients win, we win! We’ve had the privilege of impacting and improving the lives of thousands of people, and their success stories are what help get us out of bed in the morning. One major way we maintain this commitment is by harnessing the power of teamwork. Our clients are served by more than 230 Buffini & Company Servant Leaders dedicated to helping them grow their business and Live the Good Life.

Effective teamwork is crucial for any organization. Throughout my career, I’ve had the pleasure of working on several

teams with many talented individuals. From that experience, I want to share with you a few strategies that top teams implement to thrive in their business.

## Get on the Same Page

Establish a vision for your team everyone can collectively work toward. Think of this as the collective “why” to power your operation. Work with your group to set goals and achieve the vision. Keep those goals top of mind so you know where you are going and which milestones you need to reach along the way.

## Be Willing to Collaborate

Encouraging input from individual team members is essential for producing creative and unique work. In my career, I have yet to find the person who has the one secret formula for success. Maybe they’re out there somewhere, but I believe the best results happen when your team is open to collaboration. This way, the end product has the space to evolve into something even greater.

## Play to Each Other’s Strengths

Understand how your team members work, and what they need to do to be successful. If you tour Buffini & Company, you’ll notice two papers that resemble scrolls displayed inside dark wooden picture frames on each desk. This is the Heritage Profile — all of our Servant Leaders have one. We use these profiles to assess each person’s strengths, their communication and work styles, as well as their natural perspectives. From there, we align people’s strengths with the goals we’re trying to achieve. It’s a great tool for maximizing productivity while also empowering each individual.

## Celebrate Wins!

When the members of your team win, everyone wins. Make it a priority to recognize individual and team wins. Have team meetings where you include shoutouts. Host quarterly gatherings to acknowledge all you have accomplished that season. Great teams recognize achievement and celebrate success together.

...

In any business, it’s this positive synergy that leads to a consistent and productive outcome. I’m so proud of all of the innovative resources, trainings and events our Buffini & Company team assembles to help you win in your business and life. It’s an honor to work with this great team and impact and improve more lives each day!

A handwritten signature of Terri King in cursive script.

**Terri King**  
Chief Marketing Officer

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# BALANCING the Circles of Life



BY BRIAN BUFFINI

Life is like riding a bicycle — to keep your balance you have to keep moving. In today's fast-paced world, many of us experience a lack of balance between our professional and personal lives. Because we're so switched on and connected to our business 24/7, we're often too drained and exhausted to really show up in other areas of our lives, such as our family or favorite hobbies. The truth is, balancing requires continuous adjustments. It's a constant and conscious work in progress.

Years ago, when I created the Buffini & Company logo, balance was at the top of my mind. Our logo consists of Five Circles, each one representing a different area of life — spiritual, family, business, financial and personal. Sometimes we need to focus more on one area than another, but being aware of how each one is important and affects the others will help you succeed and win. Let's take a closer look at each circle.



# Spiritual

**S**pirituality is a big concept which includes a sense of connection to something bigger than ourselves. The spiritual circle is often overlooked in favor of the more tangible and pressing areas of life. You might be someone who has never considered this area, or it may be something that has been important to you from a young age. In any case, it is an area that has the potential to bring you great rewards. Ask yourself: How are you feeding your spirit? Where are you in your faith? How can you move forward in this circle? Here are a few ideas for bringing balance in this area. Connect with others in a small group of those who share your faith. Read a book by a theologian or other spiritual mentor. (There are also videos and blogs online.) Commit to setting aside daily time for prayer and/or meditation. You might decide to consistently contribute to or volunteer in honest ministries that make a difference. Or you could choose to regularly attend worship services.

“

**Ask yourself: How are you feeding your spirit? Where are you in your faith? How can you move forward in this circle?**

”

# Family

**W**hether family means a spouse, partner, kids, parents or extended family and friends who are like family, these are the most important people in our lives. A family environment needs to be a positive, safe place where members can give and receive affirmation, affection and acceptance. To have the best possible relationships with these folks, we need to be intentional about how we interact and make sure we spend dedicated time with them. Years ago, Beverly and I took some time to identify core values for our family: the deeply held values that we wanted to live by. These have helped us maintain stability during the storms of life. They have kept us from following every fad that our culture embraces and have helped us make decisions. Making the time to think through and write out your family's core values will be a huge help to you, also. In all of your decisions you can ask, “Does this align with our core values?” It is easy to rush through each day and not give appropriate attention to those we care about most, so it's important to be intentional and to plan ahead. Set a routine of sharing a meal together each week or every day, if possible. Plan vacations and weekend time to really connect by talking and listening to each other. This is a great opportunity to set goals together as a family — Beverly and I have always done that with our kids; it's a fun and really powerful way to get on the same page and achieve your dreams together, while tapping into that winning team mentality!



# Business

To be balanced in business, you need to be very clear on what your goals are and you must write them down. Secondly, you need to have a financial plan which includes a working budget for both your home and business. Third, you need to manage your time by setting priorities and following systems that support those priorities. Because everyday challenges can make it difficult to stay on track, a coach or accountability partner can be a huge help, as they can encourage your consistency with effective habits and routines to keep you on course. Most importantly, find and commit to a business system that matches your values. I designed Buffini & Company to provide events, tools, training and coaching that help folks grow and find balance in life. I firmly believe that committing to a business model that prioritizes relationships, service and skills means you'll always be on track to win, both professionally and personally.

# Financial

In our culture, many people spend money they don't have to buy things they don't need to impress people they don't know. Being bombarded by commercials and pop-up ads everywhere we go, it is easy to spend all we earn (or even more than we earn) by the end of the month, unless we have established a working budget and made some things automatic. Balance in your financial circle is found through consistent actions, such as putting aside day-to-day expenses and setting up separate automatic savings accounts to fund your investment, travel and quarterly tax goals. Investing is a great way to make your money grow and work for you, so seek out professional advice on how to start. I personally think real estate is still the single greatest investment!

“

**You can be hugely successful  
in business and still have  
the time and energy for your  
family and interests.**

”

# Personal

This is the final circle in the series. It should go without saying that it's vital to take care of your health and fitness, both physical and mental. Still, many of us neglect this area of our lives and believe it's selfish to prioritize ourselves. This is really counterproductive. If you don't take care of yourself, how can you take care of other people? Think of a parent and child on an airplane flight. In case of emergency, adults are always instructed to put on their own oxygen masks first, before helping those around them. It's the same in everyday life. Take care of yourself first, or you won't be able to help other people as effectively as you would like. This isn't a selfish attitude; it's actually the opposite. Being healthy and well means you can also devote your time and energy to helping others.

...

We all face challenges when it comes to balancing our work and personal lives. At times, it can seem impossible to have both a rewarding career and a full and happy life, but it's not. You can be hugely successful in business and still have the time and energy for your family and interests. You just have to be open to a new way of thinking and working. You must run your business, not the other way around. We want to help you take charge and find the balance you want — the good life you've always dreamed of is there for the taking!





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# Real Estate vs. Family:

## The Laws of Balance Help One Mother Win Her Case



**BY KELLI KYLE**  
*Marketing Writer*

For Lindsay Herrell, achieving success went hand in hand with finding balance. A former lawyer, working around the clock at the firm was the norm, and a healthy work-life balance remained just a distant dream. After having her first baby and returning to the office, Lindsay's supervisor presented her with an unfortunate ultimatum:

"Are you on the partner track? Or, are you on the mommy track, where you're going to have a family life?"

As someone who had always aspired to raise a family with her husband, Judd, Lindsay knew the lawyer life and family life would be difficult to balance. She decided to quit her job and spend some time at home with her son before beginning a seemingly more flexible career in real estate. At her brokerage, Lindsay was introduced to Buffini & Company training right away, and found tremendous success early on with Working by Referral. Still, the bustling nature of the business made it difficult to balance her

career with family.

"Real estate can be a 24/7-type business, and my personality is not very good at saying no to things," Lindsay says. "I was finding myself just putting business before family again."

This imbalance intensified when Lindsay's second child was born. Complications toward the end of the pregnancy warranted an emergency C-section. Lindsay and her husband felt scared, overwhelmed and totally helpless as they waited two weeks for their new baby girl to return from the neonatal intensive care unit. Fortunately, their little one made a full recovery and got home safely. During this time, real estate was the last thing Lindsay wanted to think about, but with a bustling business and no planned maternity leave, it was impossible to avoid.

"It was survival mode, it really was," Lindsay acknowledges. "I wasn't taking a step back to focus on what I really needed to focus on in my family or my business."

So, when Lindsay and Judd were expecting baby number three, they knew something had to give. With the support of several Buffini & Company agents in her network, Lindsay decided to start



One2One Coaching in 2015. She was determined to implement the structure she had been missing in her family and career — and her coach, Deborah White-Rice, helped her find it. Lindsay remembers that, instead of focusing on lead generation during her initial coaching call, Coach Deborah centered their



**"We planned that first client appreciation party ..."**





**“My coach established these little systems during that first call that put really amazing boundaries in my life, so I could be very present for my family and very fulfilled by that.”**

— LINDSAY HERRELL

conversation on helping her prioritize family time using small tactics, such as setting a voicemail message saying she would not return calls past 6 p.m.

“My coach established these little systems during that first call that put really amazing boundaries in my life, so I could be very present for my family and very fulfilled by that,” Lindsay explains. “Then, when I was working, I could be very present in my business and for my clients.”

Those first few calls also helped Lindsay establish a planned maternity leave — a luxury she had never imagined possible.



**it was a huge success.”**

Time spent with her now-complete family did not include scrambling to manage her real estate business — but did include closing a few deals.

“While I was on maternity leave, the leads were still rolling in, and I actually earned Agent of the Month at my brokerage because of the deals I had put together before I had my daughter,” Lindsay recalls.

Another huge win for Lindsay with One2One Coaching was the introduction of her annual client party. A people person at heart, Lindsay has always loved that Buffini & Company systems include several client appreciation events. Since day one, she dreamed of hosting an Easter egg hunt and brunch for all the families in her database. Within her first year of coaching, this became a reality.

“We planned that first client appreciation party, and I hosted it when I was about seven months pregnant,” Lindsay remembers. “We had about 100 people there. It was a huge success.”

Her time in coaching helped bring another major family goal to life. In 2014, Lindsay and her husband attended the inspirational Buffini & Company MasterMind Summit, where Judd set what seemed like a pretty lofty-yet-serious goal. Naturally, Lindsay peeked over at his workbook.

“I remember vividly that he wrote down, ‘Buy a cabin at Big Bear Lake up in the mountains.’ It was bolded, in all caps and underlined,” Lindsay says. “I thought, ‘Wow, he’s really serious about this.’”

After MasterMind, they took several family trips to the mountain town, each visit providing more motivation to buy a place of their own. About a year later, with support from Coach Deborah, the couple turned their goal into reality, closing on their dream cabin.

“I couldn’t believe we owned a second home and that we had accomplished that,” Lindsay admits. “It was definitely a big dream realized for our family.”

Since joining One2One Coaching, Lindsay’s gross commission numbers have more than doubled. She has reduced expenses by 35% and nearly cut her working hours in half while still growing her real estate team. Lindsay describes the guidance of

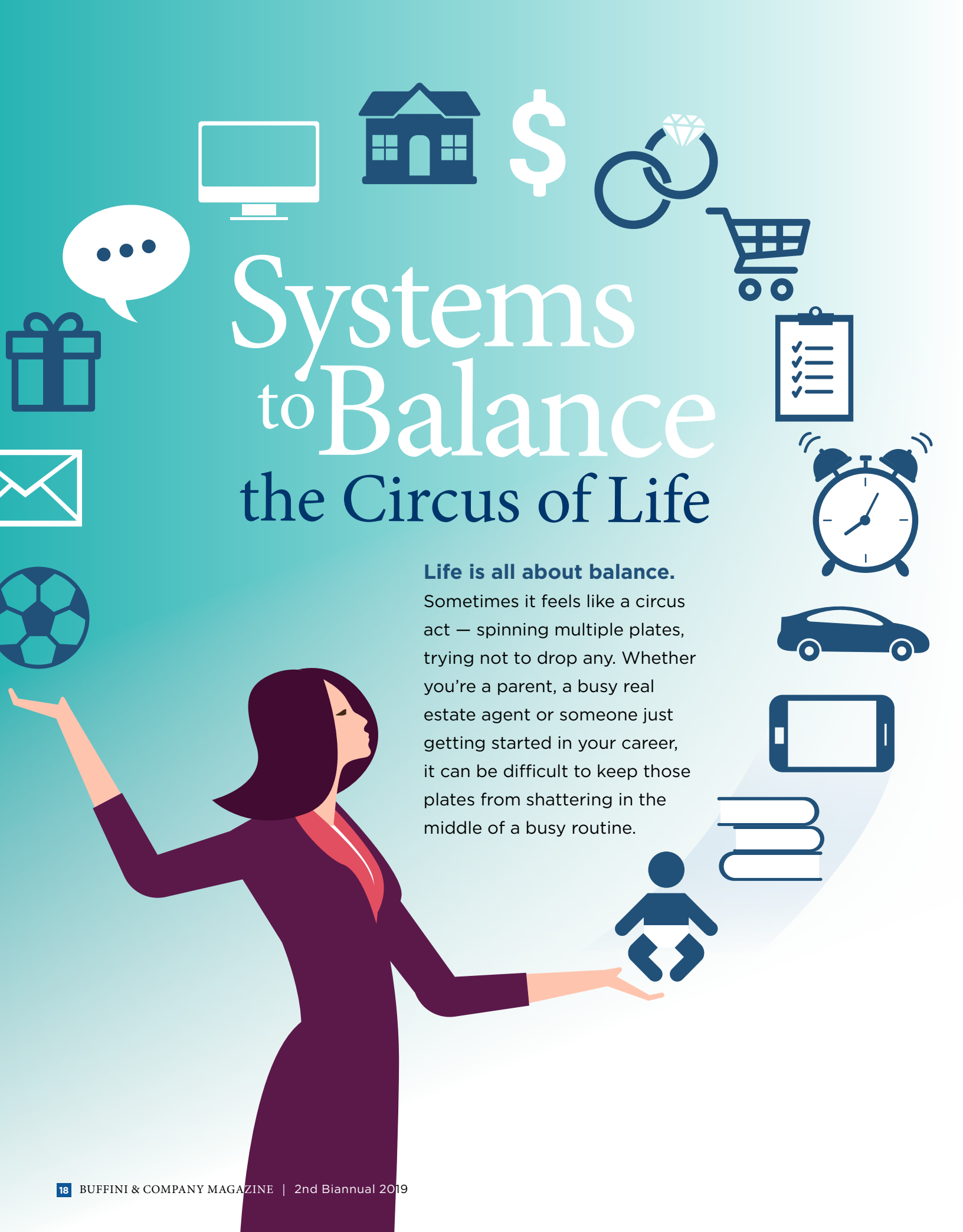
her coach as a critical part of her success.

“[Coaching] is the oxygen to my business, and I cannot live without it,” Lindsay says. “[Coach Deborah] really keeps that fire lit in me to work toward something I look forward to.”

Today, Lindsay has boundaries in place that allow her to grow her business and enjoy time with her husband and kids — Remy, 10, Blithe, 7 and Loula, 4. They recently added an adorable yellow Labrador named Karson to the mix, keeping things lively in their rustic Escondido, California home. Lindsay views her life as a work in progress, with the influence of One2One Coaching providing more balance and a stronger sense of fulfillment in both her family and real estate career.

“It’s so empowering to have the business I do and to be able to provide for my family and do things with my family that, when we were getting started, I never even thought were a possibility,” Lindsay says. “At the end of the day, it’s so empowering for me to show my kids that you have options. You can be in control with the right systems in place.”





# Systems to Balance the Circus of Life

## Life is all about balance.

Sometimes it feels like a circus act — spinning multiple plates, trying not to drop any. Whether you're a parent, a busy real estate agent or someone just getting started in your career, it can be difficult to keep those plates from shattering in the middle of a busy routine.



**BY J'AIME NOWAK**  
Master Trainer

**T**he struggle isn't just real, it is constant; but, there is a better way to run your life without running yourself into the ground. It's called finding balance, and it is essential to Living the Good Life. When we achieve this, we gain the ability to create a life we love, and are able to better serve those around us. Balance is a journey taken in steps, not leaps and bounds. Start by making a few adjustments to the way you approach your life.

## SET YOUR PRIORITIES

You need to separate the essential items on your plate from the ones throwing it off balance. Each month, take 30 minutes to list out your priorities. Specifically, focus on your Five Circles — spiritual, family, business, financial and personal. Write down one or two top priorities for each one. Next, write down the list of everything on which you're currently spending time. Compare the lists, and hack away at the nonessential items. Politely decline from participating further in the organizations that are not helping you reach your primary goals. Let go of the weekly social event that leaves you feeling irritated. Moving forward, before you put more items on your plate, make sure they're aligned with your priorities.

## MANAGE YOUR TIME PRODUCTIVELY

Once you have a shorter, more intentional list of obligations, you'll need to create time and space for these important items in your schedule. Be strategic about where you focus your time and energy. Your top priorities go into the calendar first. Schedule your most important activities, and protect these time slots from the seemingly "urgent" fires that always break out during the day. After critical items are scheduled, add other work and personal commitments. Oh by the way, it's

normal for a few things to slip through the cracks — be gentle with yourself! Remember, creating space for the things that matter will help you feel better, more focused and confident as you navigate your busy life.

## LEAVE ROOM FOR GROWTH

When you feed your mind, you feed that desire we all have for growth and improvement. You become more fulfilled and confident in your day-to-day life. Unfortunately, personal growth is something we very easily skip over as we attempt to find balance in all other areas of our lives. Figure out a few ways you can build your skills and mind. Set aside an hour each week to learn. Take a cooking class, read an eye-opening book or sharpen your business skills with training and development. Whatever form of growth you choose, make sure you commit to it. This will help keep you sharp and energized, giving you the capacity necessary to handle anything life may throw at you.

## RELAX AND RECHARGE

We always seem to put ourselves last. We feel guilty if we step away and take time for ourselves, our families and other favorite pursuits. This mindset

needs to shift — don't make self-care the first plate you drop! Take time to recharge, however that may look for you. Maybe you start your day with a walk or quiet meditation, allowing time to focus on gratitude, goals and inspiration. Plan short breaks into your day so you can reset between tasks or appointments. Schedule at least one day off a week and a few vacations each year to give you and your family rewards to look forward to. The benefits are immense — you'll reset your mind, and relax and connect with your friends and family. No matter how you recharge, make sure that time away remains a priority and actually leaves you feeling refreshed!

...

I encourage you to work through these steps and implement these strategies as soon as you can. Trying to do everything results in nothing being done well. When things are crazy and you feel out of control, remember what's important to you. Ditch whatever isn't leading you toward your goals or helping you grow into the person you want to be. Take care of yourself and your priorities. When you do, you'll be focused and productive, not flustered and overwhelmed. Let's make the good life happen!



### Timesaving Tip: Airplane Mode

The weapon of mass distraction is just that — distracting! One of my favorite smartphone features is airplane mode. This feature turns off your phone's ability to receive calls or texts. If you have a major project or activity that requires a nice chunk of time to complete, set

your phone to airplane mode for 30-90 minutes to eliminate distractions. You can also try Do Not Disturb mode, which silences notifications, calls and texts while the phone is locked (you can allow communication from designated emergency contacts if you'd like). You'll be shocked at how much progress you can make without the phone. You'll feel less frazzled and more in control; you'll also gain time to increase presence and productivity. It's a mini digital detox!



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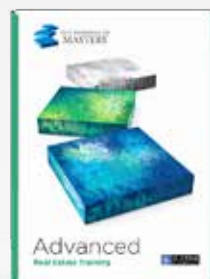
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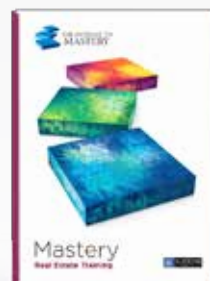
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# LESSONS FROM THE BEAM: Finding the Balance in Your Life



**BY BEVERLY BUFFINI**

*Buffini & Company  
Co-Founder*

Over the last 29 years, my journey with Brian has been a dream come true. However, like most marriages, it has not been without a tremendous amount of pressure, struggle and a fair share of failures. Along the way, we have had a lot of practice trying to figure out our marriage and make it better. We've had to learn how to overcome adversity with both grace and courage.

Through all of these experiences, my husband's strength and incredible, God-given Irish wit have kept me smiling, no matter the circumstance. From the beginning, he promised I would never experience a boring day in my life — and let me tell you, he has delivered! Our biggest challenge together has been learning the difference between achieving balance and balancing, particularly in the Five Circles of life — spiritual, family, business, financial and personal. Having six children heavily involved with sports meant Brian and I attended lots of athletic events. We

have watched our children participate in dozens of sports over the past 20-plus years. However, one sport in particular epitomized the challenge of living a balanced life versus balancing life: gymnastics. Anna, our oldest daughter, was an elite gymnast by the age of 9. Brian and I spent many hours in the gym watching her train and compete. From all the time spent in the practice gym and competition arenas, I came away with three life lessons to help me meet the challenge of balancing my days. They serve as practical tips that can make a difference in your life right now.

## WHEN YOU FALL DOWN, GET BACK UP

What I find uniquely fascinating about this sport is the intensity and extreme focus it takes to perform the routines. The sport demanded Anna learn how to “effortlessly” balance herself to advance to higher levels. As a parent

watching the competitions, the balance beam was undoubtedly the most nail-biting event. While under tremendous pressure, athletes must maintain grace and beauty as they execute leaps, turns, handstands and other acrobatic moves on a thin piece of equipment. Like the other girls, Anna would often lose her balance and fall. There were times she experienced more failed attempts than successful ones, but she was never deterred from resiliently and calmly climbing right back up to finish the routine.

Brian and I have been training together over the past 29 years to keep balance in our lives. In the early years of our marriage, we worked incredibly hard to live a good life, but it was tough. Brian was trying to build a real estate business and provide a good life for us; he was working long hours and missing a great deal of family time. His efforts seemed to be in vain, as he was unable to close transaction after transaction while expenses continued to increase.

**“Fall seven times. Stand up eight.”**

— JAPANESE PROVERB





I was at home, doing my best to keep things running smoothly, but that too was difficult. Our resources were sparse and cupboards were bare. One year, we even had a dear friend bring us a turkey to cook for our Christmas meal. Essentially, we fell off the beam. After two years of running the “rat race,” Brian declared a timeout, deciding to seek help and take time off to attend a conference. This was new territory for him, but while there, he wrote down goals for the first time in his life. He came home and shared them with me, and we have never looked back. It would have been easy for Brian to get discouraged and give up on his dreams. Instead, he “climbed back up” and has enjoyed the process ever since. Rather than dwelling on the missteps of the past, we chose to work hard and “finish the routine.” You may have made some mistakes in your business, family, health or finances. No matter how bad the fall, the next action must be to get back up and finish the routine.

## WHEN YOU SEE OTHERS EXPERIENCE SETBACKS, DON'T GET DISCOURAGED

This second lesson from Anna's gymnastic experience occurred at the California State Championships. Her team's last event of the competition was the balance beam. The tension in the gym was thick — you could see how nervous the girls were, and, sitting in the stands, feel how nervous the parents were. As Anna waited for her turn, she watched one person after another fall from the balance beam. Despite watching their setbacks, Anna went on to successfully complete her routine and advance to the final event of the State Championship. She used the pressure as fuel and didn't collapse. After watching every single person before her fall, it would have been understandable if Anna had fallen; but she kept her balance with each move, through all the twists, turns, leaps and bounds. Her balance, focus and determination kept her on that

**On the balance beam, 7-year-old Anna Buffini learned to use any pressure she felt from the crowd as fuel for a rock-solid performance.**

beam. She did not allow the surrounding circumstances to affect her performance. This is a concept we can all benefit from — don't let seeing others fall off the beam create a culture of defeat that impacts your own performance. View your circumstances, setbacks and trials as fuel to help you learn, grow and achieve.

## BALANCE IS NOT A DESTINATION; IT'S A PROCESS

Anna improved in gymnastics because of her daily commitment to the process. Perfecting skills takes repetition, confidence and lots of hard work. Balancing our lives takes the same dedication and commitment. The three key factors that contributed to Anna's success in gymnastics all those years ago are the same that feed her success today in horseback riding — her coaches, teammates and family. Excellent coaches establish a training regimen designed to help her maintain balance. Supportive teammates provide her with a competitive atmosphere that prepares her for real competition. We, as her family, love her and believe in all that she can achieve. Each of these three elements allows Anna to remember that her craft is a process — a journey, not a destination.

On stage, Brian has often mentioned life is not ultimately about balance as a destination. It's about balancing — making it a day-by-day process. Struggle is a natural part of this process. The trials, setbacks and obstacles are the twists, turns and leaps that are a necessary part of the routines of life.

...

The next time you feel like you're teetering on the edge, remember the balance beam. The next time you fall down, remember to get back up. The next time you think you're not where you are supposed to be, remember, you are balancing, not “in balance.” You can and you will — now believe!

# MENTOR TOP TIPS

While many real estate offices view training as a chore, Buffini Certified Mentors and Facilitators view it as an opportunity to boost agents' skills so the entire brokerage can win together. By introducing their agents to training programs like The Pathway to Mastery—Essentials and Peak Producers, these brokers, owners and managers are going above and beyond — and seeing the results. Take a look at what they are doing to ensure students' success.



## How do you ensure your agents are successful?



**AARON  
LUTTRULL**  
EVANSVILLE, IN  
F.C. TUCKER EMGE

### Build a Culture for Success

The goal of our management team was simple: get 75% of our agents through Buffini & Company training. In order to give our agents the best chance of winning, we implemented a simple structure, eliminated all excuses and provided an exemplary atmosphere. Getting the structure of the courses right has definitely helped us ensure success for the agents who have taken Buffini & Company training. By kicking off our courses on Monday mornings, our agents know they can start their week off on the right foot and plan their activities accordingly. Starting early in the morning ensures the agents are able to leave the class with plenty of time left in the day for their lead generation activities! Since Referral Maker CRM is an integral part of the training, we offer a preliminary overview on how to use the basics of the system, so each agent is equipped for the tracking we require. In addition to pairing up our agents with accountability partners, we always have a backup facilitator help hold the entire group accountable for all our expectations. Finally, at the end of each session, the group generates a list of their big takeaways and any obstacles they foresee. This has really helped create conversation and idea sharing within the class.





**MICHELLE  
CARLSEN**

**LANGLEY, BC**  
MACDONALD REALTY LTD

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## Lead by Example

I think it's really important to lead by example and encourage agents to do what it takes to Work by Referral. I make sure my agents see me participating in the Blitz programs and doing the action steps required in The Pathway to Mastery—Essentials and Peak Producers. They see me in the office early, reading a book or listening to a podcast. We watch live Buffini & Company events or attend them together. Encouragement comes from knowing they're not in this alone. Accountability is great, but knowing someone else is in the trenches with them helps provide the fuel and energy needed for them to operate at their peak.



**ZACH  
HENSRUDE**

**SNOHOMISH, WA**  
RE/MAX ELITE

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## Encourage Accountability

We create an environment in our office that encourages agents to follow through consistently with their activities. One way we do this is by providing a staff member to help agents put together their mailouts. We also encourage them to have accountability partners and groups, so that they never feel alone in this process. We caravan to Buffini & Company events like Success Tour and GameChangers. We also gather to watch Buffini broadcasts, such as the annual market forecast, "Bold Predictions." It takes dedication and perseverance to succeed in building your business by referral, and we believe we win together.



**RUSSELL  
MCGUIRE**

**LUBBOCK, TX**  
EXIT REALTY OF LUBBOCK

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## Promote Personal Development

We engrain in our culture the desire for personal development, as it is one of our core values. We offer Peak Producers, and now The Pathway to Mastery—Essentials, at least once a quarter. We encourage our agents to take these classes at least once, so they can see the value of working their database to enrich the lives of their clients and friends. A complete agent-development strategy encourages our agents to set a plan for what they would like to achieve. It also puts a monetary value to their goals, instilling an entrepreneurial spirit. We then build a development plan with classes that will encourage both learning and application. To complete the development plan, we encourage our agents to seek out a coach to hold them accountable and help them stay focused on those aspirations important to them. It is essential not only to have a strategy, but a culture built around personal development.



**JENNIFER  
PINO**

**ATLANTA, GA**  
ATLANTA FINE  
HOMES SOTHEBY'S  
INTERNATIONAL REALTY

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## Create a Plan

At the end of each course, my class and I brainstorm how to practically implement all they have learned going into the next year. We talk about the activities that need to be done daily, weekly, monthly and quarterly, and start plotting those on a calendar. As they begin to time block, they now have a clear picture of what they should be working on and when. This provides them structure around their activities and helps bring it all together. Once they have a clear understanding of the fundamentals and can put them into a plan based on their goals, they have a road map for their personal journey toward success.

Learn more about hosting Buffini & Company training programs at [buffiniandcompany.com/certified](https://buffiniandcompany.com/certified)

# Get Out of the Office and On Your Beat



**BY JOE NIEGO**  
*America's Best  
Listing Agent*

In the world of journalism, a beat reporter is a journalist who focuses on a particular neighborhood or subject for their publication or network. While their stories may be written at a headquarters, news station or home office, much of their work is done out in the field as they immerse themselves in the community they cover.

In the world of real estate, agents experience a very similar situation. Your office is necessary for work that, much like a reporter, must be done on paper or in front of a computer screen. However, it is only half of your workplace and cannot be

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**“Agents must dive into their marketplace, get to know their area and develop a presence with its residents.”**

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where you spend your whole day. A beat reporter that is always at their desk isn't doing their whole job, and the same can be said for an agent.

To work efficiently and productively, it is essential for you to view your office the way a beat reporter does: a place for you to sit down while you write up contracts and review paperwork, maybe make a few calls, send emails and research online, but never a place to put your feet up. The bulk of the job is done out in the field. For beat reporters, it means attending local events, observing meetings at a town hall or interviewing local residents. This should be very relatable for an agent. Agents must dive into their marketplace, get to know their area and develop a presence with its residents.

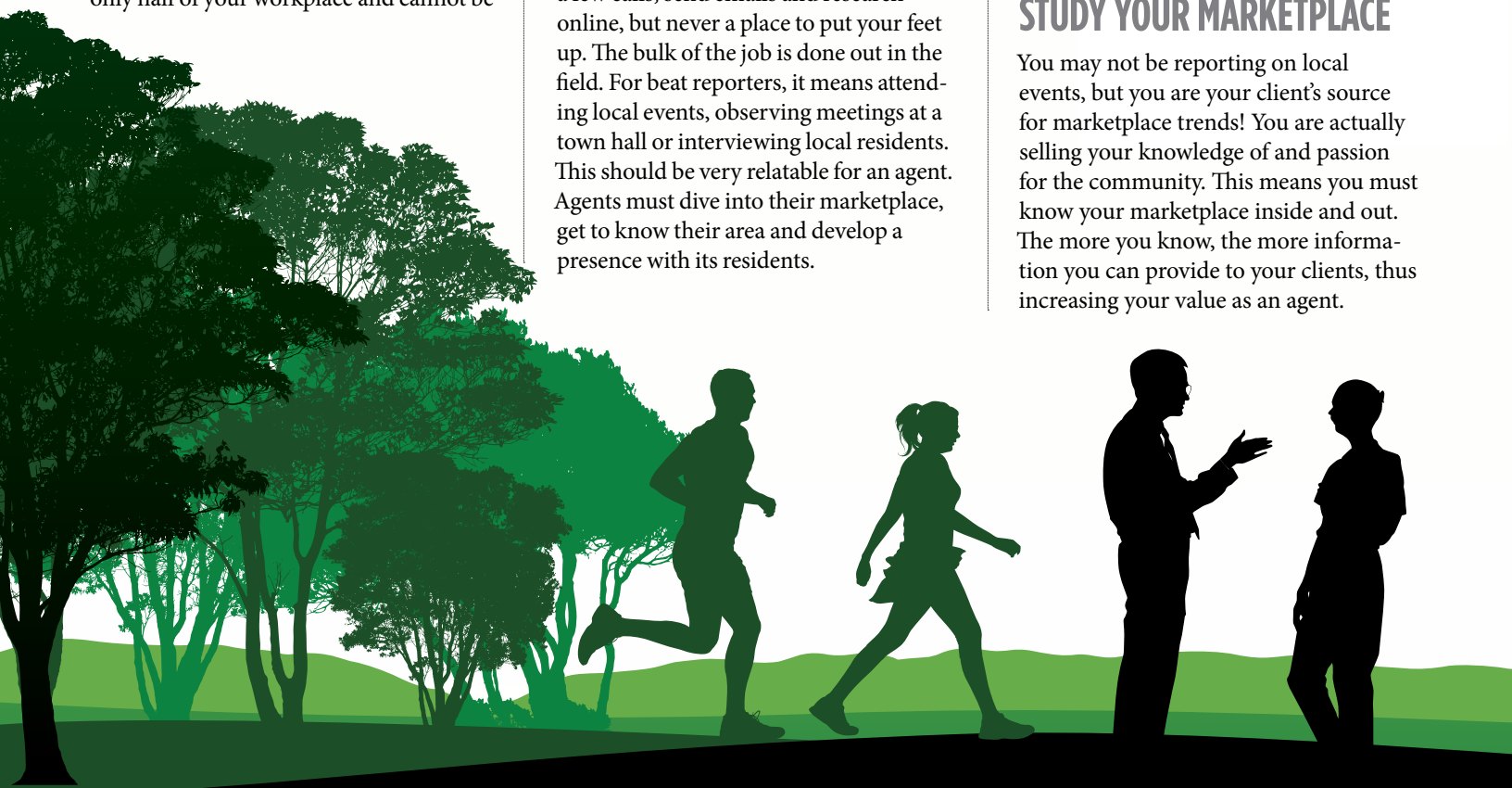
A great beat reporter's success depends on how well they establish themselves on their beat, and the same is true for an agent. The market you serve offers many opportunities for you to grow your business. Implement the five strategies below to establish yourself in your marketplace.

## OWN YOUR BEAT

To own your beat, you need to put yourself out there. Say hello to the neighbors and build relationships like a journalist would. Support small businesses, walk down a busy local street and visit community centers. You will build your knowledge of the area and quickly become the go-to professional for all your community's needs.

## STUDY YOUR MARKETPLACE

You may not be reporting on local events, but you are your client's source for marketplace trends! You are actually selling your knowledge of and passion for the community. This means you must know your marketplace inside and out. The more you know, the more information you can provide to your clients, thus increasing your value as an agent.



Being “in the know” will give you a leg up on the competition and bring value to your buyer or seller. Beat reporters know about the school systems, highways, places of worship, local concerts and festivals of their neighborhood, and so should you. These are some of the characteristics that make up your local market. Also, be aware of home information, such as average sales price, average days on the market, etc. You’ll learn much of this by getting out there and doing hands-on research.

## ESTABLISH A LOCAL PRESENCE

Beat reporters thrive on name recognition, but it is difficult to be recognized if they haven’t written any articles. The fact is, they need their names on stories. The more stories a reporter writes, the more their name is out there and the more recognition they earn.

It is similar in the real estate marketplace. If you don’t have any listings, your name is probably not posted on anyone’s front lawn. Every “For Sale” and “Sold” sign is free advertisement. It is the best deal in town, hands down.

Be intentional about getting familiar with your marketplace and identifying those homeowners who might be selling. The more listings you have, the more opportunities your name has to be recognized in a concentrated area. You will cultivate an impactful presence!

## PROVIDE EXCEPTIONAL SERVICE

Reputation is everything in journalism. A reporter builds a reputation on the accuracy, integrity and delivery of their stories. A truly exceptional reporter is known for having a great reputation that

sets them apart from the rest of the pack. It’s their reputation that earns the trust of both their reader and their source.

By providing exceptional service to your clients, you are building a reputation as well. Working by Referral means you are actively trying to form relationships and make a name for yourself that will stick with your clients and make them want to refer you to others. Of course, getting out of the office to provide exceptional service doesn’t mean exhausting yourself to meet every need, but it does mean giving your time, energy and respect.

In a podcast Brian and I recorded for The Brian Buffini Show, we talk about the common denominator of all great salespeople — they are also great givers. Check out the two-part series of The Giver’s Guide to Greatness, episodes #129 and #130, and listen for all the ways to become a greater giver.

## MANAGE YOUR DIGITAL PRESENCE

As many newspapers have realized, the digital world simply cannot be ignored. Technology, as it has been for journalism, is one of the most confusing topics to arrive on the real estate scene in years. When speaking at events, I am usually inundated with questions about social media’s role in Working by Referral. Social media will never replace the impact of a face-to-face contact, but you can use it to support your business.

Facebook and Instagram are more scalable versions of a personal brochure. Just like a brochure or postcard, these platforms hold value. The problem, however, is that they are passive attempts at connection. It is important to keep the proper perspective with social media. A

## 10 GIFTS A GIVER GIVES

- 1 Energy
- 2 Time
- 3 Respect
- 4 Compliments
- 5 Smiles
- 6 Thanks
- 7 Understanding
- 8 Benefit of the Doubt
- 9 Patience
- 10 Effort

reporter who only does their research online lacks credibility. Because of its tremendous impact, you will want to maintain a presence, but you shouldn’t invest all your time, energy and money into it.

...

These tips will help you get out of the office and into your marketplace, boosting your credibility as a real estate professional. Change your mindset about the office. Like a beat reporter, treat it as a place where only half your work is done. Once those tasks are crossed off, it’s time to get into the marketplace. When you serve your community, you become top of mind for all of their real estate needs, and they will serve you right back with referrals.





# LESSONS FROM THE LEGENDS

## Q WHAT WAS IT LIKE ATTENDING YOUR FIRST BUFFINI & COMPANY EVENT?

I was so fortunate to be introduced to Buffini & Company in the beginning of my real estate career and immediately connected with the content at the Turning Point event I attended in 2002. The staff and fellow attendees were so kind and welcoming, and Brian was such a powerful speaker. The teachings on doing business by referral really resonated with me. After the event, I set up my first business-to-business lunch with our insurance agent and shared the system with her and a colleague.

## Q DESCRIBE THE MINDSET YOU TAKE INTO EACH EVENT.

In the beginning, my mindset was to meet as many people as I could and exchange cards for referral opportunities. I then shifted my focus toward connecting with fewer people, but on a deeper level. After 17 years of growing and learning from fellow Buffini agents, Brian Buffini, coaches like Darrin Jackson and a local networking group, I am proud to say I now go into each event asking, "How can I help?" I really enjoy meeting new people, and I just try to relax and have fun!

## Q WHAT ADVICE DO YOU HAVE FOR AGENTS WHO MAY NEGATIVELY COMPARE THEMSELVES TO OTHERS?

Honestly, I still feel those negative thoughts. I have to remind myself my goals look different than those of other agents, and many of us are in different stages of our lives. New parents may have different business goals and strategies than an empty nester, for example. I have met some of the kindest, most caring and generous people through the Buffini community. I was surprised when I realized most of us in the Buffini



## AN INTERVIEW WITH NIKOL ADAMSKI

PHOENIX, AZ | REALTY ONE GROUP

community share the same thoughts and fears about ourselves and our careers, yet all have different strengths and weaknesses. When you open yourself up, you might be able to help someone solve a problem that is easy for you, yet difficult for them and vice versa.

## Q HOW DO YOU ENSURE YOU GET THE MOST OUT OF EACH EVENT'S CONTENT?

Notes — lots of notes! I take a copious amount of notes during each event. I find it helpful to meet with a partner, whether in person or by phone, to review our workbooks after each event.

## Q WHAT ARE YOUR NETWORKING STRATEGIES?

Listen first, ask questions and follow up. Focus on seeking relationships, not just immediate gratification. Plant the seeds; realize that

most of these relationships take time. Bring a Sharpie® pen to make notes on their business cards — ballpoint pens don't write well on glossy cards. Follow up with a personal note that includes a few lines about where you met and what you talked about.

## Q WHEN HAS A CONNECTION YOU MADE AT A BUFFINI EVENT COME FULL CIRCLE?

I met a fellow agent at MasterMind Summit, and each time I saw him at an event thereafter, he made it a point to introduce me to several other Buffini agents. Several years later, he literally chased me down the escalator after an event to connect me with a referring agent. I don't know who was more excited about the referral, him or me! This was a true testament to the generous spirit of our Buffini community.



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# An Inside Look

## at the Buffini & Company

# Community



**BY KELLI KYLE**  
*Marketing Writer*

Every month for two years, Starla Karlis has gathered with about 15 fellow agents in her area to lead their Buffini Group. Before leading her own group, Starla was a member of a group that was a bit out of the way, making it difficult to consistently attend meetings. Knowing



**“It’s no secret that, as human beings, we are better together; so knowing you have a massive group of peers you can turn to when you get stuck or need some advice is extremely powerful.”**

— DEREK JONES  
*Director of Community*

she is an agent who thrives when surrounded by like-minded people, Starla decided to take action and start a group of her own.

“The first couple of months, I held my breath the morning of the meetings, hoping people would show up,” Starla recalls. “And they do, every month!”

To say the group is close is an understatement. They host wine-and-paint nights with their spouses and meet for lunches during Buffini & Company events. It’s not uncommon for Members to gather for a cup of coffee, or serve as each other’s accountability partners on individual goals, like writing a certain number of notes or even shedding a few pounds. The support and encouragement this group exchanges is, as Starla describes, “magical.” She recalls a post in their Facebook group when one Member experienced a death in the family and needed some help with her clients for a few days.

“Besides the offers to help, there were several condolence posts, and this is common,” Starla explains. “We acknowledge each other as friends, not just as other agents, competition or group Members.”

Ann Meadows is another Buffini Group leader in Denver, Colorado, and observes a similar connection. The support the group lends to each other is heartwarming.

“We challenge each other, and we champion each other,” Ann says. “We have created a safe place to be ourselves. We cry, we laugh and we celebrate.”

They also like to have fun as a group. Similar to Starla’s wine-and-paint nights, Ann arranges get-togethers for everyone

to build their own relationships outside of a professional setting. During the holidays, they have an “Ugly Sweater Party” where everyone sports a funky-yet-festive article of clothing. One time, when the weather was a bit nicer and the Rocky Mountain snow started to melt, the group spent a few hours at the park learning croquet.

“It was an afternoon of laughing, strategizing and just having fun,” Ann recalls. “It was not only a great team-building exercise, but a time for good friends to enjoy each other’s company.”





At Buffini & Company, community building is a huge deal. With an organic start, the community has since blossomed into an official entity with intention and focus. Derek Jones, Director of Community at Buffini & Company, says the Working by Referral system is the perfect garden for growing synergistic ideals.

"It's no secret that, as human beings, we are better together; so knowing you have a massive group of peers you can turn to when you get stuck or need some advice is extremely powerful," Derek says.

With the Buffini & Company Members' groups on Facebook and Buffini Groups throughout North America, the Member community is a force to be reckoned with. Like Starla and Ann, Derek says the community's magic is composed of the little moments.

"A bit of advice in response to someone who posts a question in our Facebook group, a word of encouragement sent someone's way, Pop-Bys to visit a fellow Member when on vacation in their town..." Derek explains. "All those little things add up to make for one incredibly awesome community."

Every Member comes to the

community with a different story. An agent might come from an office where everyone is trained in The Pathway to Mastery—Essentials, or an agent might be the only person in the brokerage to Work by Referral with a One2One Coach. No matter their circumstances, there is a place for these folks in the Buffini & Company community, regardless of brokerage or cities served.

"We are supportive and encouraging," Deb McNeill, a Member of Starla's group, affirms. "I never feel as if competition gets in the way of sharing or supporting."

Tony Spratt, another Member in Starla's group, appreciates the direction he and other agents receive from the extensive community.

"Buffini & Company is guidance for agents in referral-based businesses that just don't know where to start," Tony says.

As they continue to grow the Member community, Buffini & Company wants to grow the relationship between Members and the "company" by celebrating their Members' successes, sharing their sorrows, increasing channels for feedback and providing regular updates on what's happening inside the office walls. A strong community, according to Derek, creates powerful results.

"The more we can help our Members connect with each other and connect with us, the more we can win together," Derek says.



# ALL IN GOOD COMPANY

## Helping Our Clients Win Together

At Buffini & Company, one of our most powerful elements is just that — the company! Nearly 240 Servant Leaders show up for work each day ready to positively impact and improve lives. With this in mind, we asked them to share a time they helped a client win and why the spirit of Servant Leadership is so rewarding in this organization.



In 2010, I attended my first Master-Mind Summit. Sitting next to me were two people who had been

clients of Buffini & Company for many years — Bob Wolk and Sharon Downer from Austin, Texas. They actually taught me what it was like to be a client at Buffini & Company and the impact it had made on their lives and business.

We became lifelong friends. I would see them at every Master-Mind Summit, and we would get together for a meal any time they came into town for the San Diego events. They even helped me sell a

house I owned in Austin.

Sadly, Sharon passed away suddenly in 2017. Bob and I started communicating more frequently. I feel I was able to grieve with him and show love and support as he went through this difficult time. We are now very close and I look forward to many years of great friendship with him and his son, Brad. My wife and I are planning to go visit him in Austin early next year. In fact, I just got off the phone with Bob, and he has offered to “keep an eye” on my granddaughter who starts college in Austin this September!

**Marty McCoy**  
*Facilities Manager*



To me, a client win is whenever someone receives a Buffini &

Company custom glass anniversary award and lapel pin in the mail. We wanted an elegant look and feel, and ensured every detail was perfect. Celebrating five, 10, 15 or 20-plus years of Working by Referral is a big deal! Our goal was to design beautiful

gifts that could truly commemorate the occasion. I love seeing the posts on social media and the smiles on our Members' faces when they are honored for this exceptional accomplishment! It was such an honor to be on the team that helped coordinate the logistics to get this initiative off the ground.

**Madison Greene**  
*Marketing Manager,  
Content*



Last year, I connected with a client who owns a large brokerage and had no idea what he really wanted to do in his business. He had hit almost every accolade one could achieve and was stuck. I asked why he was in the business and if he had a vision for the next year. He did not. We stayed connected for two months and in the process I challenged him to ask himself some specific questions. I sent him a Les Brown CD and Brian's book “Takin' Care of Business.” The next time we spoke, he had a vision. He came to a Success Tour and got both himself and his partner into coaching. He is doing great and plans to attend The Peak Experience. This is what helping our clients win really looks like!

**Alexandra Yarborough**  
*Event Consultant*





Working at events, I've had the privilege of seeing and hearing firsthand accounts from our clients on all the ways their lives have been changed through Buffini & Company. I have come to realize it isn't Buffini & Company itself that is so life-changing for them, but rather what Buffini & Company represents and embodies — hope.

While it is incredibly inspiring to see so many clients setting goals and changing their lives at events, my greatest joy and inspiration comes months — even years — later, as clients actually achieve their once seemingly insurmountable goals. In doing so, they become messengers of hope to so many others.

### **Casey O'Keefe**

*Presentations/Technical Specialist*



Working on the technology that helps our Members

grow their businesses and better their lives is one of the most rewarding parts of my job. I get to use my skills and talents for problem-solving and strategizing with others to make our products even better. When we look at what's next, we focus on

enhancements that will create the most value for our Members or address a major problem. I love hearing the Success Stories and testimonials from our clients about how Buffini & Company has changed their lives — it validates what we are doing here, and it reinforces our goal of winning together.

### **Ed Sablan**

*Director of Product Development*



At our events, I actively search for clients that may not be comfortable having their

picture taken. They win if we can create portraits showing a bit of their true personality, approachability and, most importantly, confidence.

Stepping in front of a professional camera can be scary. Many camera-shy people have had a negative experience that shattered their self-confidence — someone mentioned their crooked nose or receding hairline, and it was enough to make them squirm during portrait sessions. A portrait session is meant to leave someone feeling

empowered, not self-conscious.

One year, at The Peak Experience event, a client told me he didn't want his picture taken because people think he looks mean in his real estate headshots. This was very troubling to me. I told him to wear a suit that next day, because we were going to take the best portraits he's ever had. That mission was accomplished, and he received an overwhelmingly positive response from his friends and clients over the pictures. This is the kind of reaction that gets me out of bed each day. It is beautiful to see how a photo can bring such joy and confidence to our Members.

### **Franz Krachtus**

*Creative Director*



I remember last year, while assigning seats to MasterMind attendees, a client called in to cancel her ticket after finding out her mom was diagnosed with cancer. She was very sad, and I could tell she really wanted to go. After MasterMind ended, I grabbed a bag from the event and threw in her name badge, plus

an extra copy of the book we had given away. I sent it to her right when I returned to the office. She called me back and said she was so grateful for being remembered. She said she felt like she was actually missed among the thousands of attendees. Being able to make a client's day even in the smallest way is why I love what I do here at Buffini & Company.

### **Marlene Ramos**

*Client Care Team Captain*



I like to focus on helping clients find balance in their careers and other aspects of their lives so they

can pursue their passions. One of my clients, Jamie Terry, was able to manage her business so she could spend more time with her family and her passion project. Today, she touches the world by providing clean water in developing countries. Not only does she fund well sites in these communities, she helps build them. Another client,

Kristine Jones, learned to maintain her thriving business while also taking time for her personal wellness. Since the beginning of her coaching journey, she bought a lake cottage, and she is preparing to run her first half-marathon, a feat she never thought she would achieve. Being a Buffini Certified Coach is a privilege and an honor. I feel enlightened being on the journey with these amazing folks.

### **Will Tyler**

*Business Coach*





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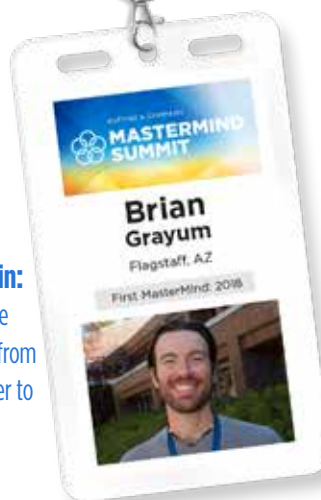
# WINspiration

## From MasterMind Summit: Achieving More Through Personal Growth

During the Buffini & Company MasterMind Summit, anyone can win with the content Brian Buffini shares on stage. The powerful and inspirational teachings of personal growth and Working by Referral resonate not only with those in real estate, but with people from all professional backgrounds. Check out how these three attendees applied what they learned from MasterMind to win in both business and life!



**MasterMind Win:**  
Applied the relationship building concepts she learned at her swim school.



**MasterMind Win:**  
Left the corporate world and went from part-time blogger to full-time writer.



**MasterMind Win:**  
Adopted a growth mindset to tackle both professional and personal passions.

I attended my first MasterMind alone and had the courage to introduce myself as a non-real estate person and ask about the Pop-By. I own a swim school called SwimAmerica - Davis, and I thought about how I could apply the principle of building relationships to my own business. Now, we do a lot to recognize and thank our families, whether it's carnations for moms on Mother's Day, or letting the kids ring a bell each time they advance a level. I also love Brian's stories about his move to the United States. It brings back memories of my dad, who came from Italy to live the American dream. His impeccable work ethic made him succeed in America, and that resonates with me.

My wife, Debbie, had been listening to Brian's podcast for a while, so The Brian Buffini Show was one of the first legs of my self-development journey. Attending MasterMind was a chance for Debbie and I to join together on this journey of inspiration and see someone who has positively impacted our lives. During MasterMind, we decided it was time for me to move on from my career of the last nine years and pursue my passion for writing. Through goal setting, the intent is now to write a book springing from my blog. As an aspiring writer, I feel empowered to grow, strengthen and develop skills that will take my writing to another level.

I own a printing business in San Diego, and our company printed the event workbooks for MasterMind. When I saw the content, it really intrigued me. I've always been interested in personal growth, so I decided to attend my first seminar nearly 20 years ago and never looked back. It may appear tailored to the real estate industry, but it is actually a fantastic tool for any manager, business owner, entrepreneur or professional interested in personal growth. The event also helped me reconnect with my childhood dream of flying a plane. One year, for my birthday, my wife surprised me with a biplane ride, and that flight was all it took. I pursued piloting as a hobby, and MasterMind helped me recognize that as a possibility.

## THE takeaway

"The speakers and goal-setting times apply to any profession. The conference content has filled me with energy and ideas, and I have come away with focused self-growth and goals in hand."

## THE takeaway

"MasterMind has inspired me to choose courage over fear. This event is packed full of inspiration and motivation to live our fullest lives and seize the opportunities that are all around us."

## THE takeaway

"I discovered the importance of pursuing passions outside of work. Through MasterMind, I see opportunities differently. I can tackle my big, scary goals, and I am part of a like-minded community."



**Alie Rivas**

Platinum Properties  
Paso Robles, CA

As a young REALTOR®, I have always worried about not being taken seriously in this industry. Millennials are constantly judged and presumed to be inexperienced or have a lack of professionalism, but being part of Buffini & Company helps disprove these common misconceptions. Buffini & Company constantly encourages Members to stay educated. After Peak Producers, I feel like I am ready for even the toughest client conversations. The marketing materials help me keep in constant contact with my database. Referral Maker CRM keeps me organized and lets me keep track of who I popped by, when I went and what I brought. Every month, I get to send my sphere an informational and professional Item of Value that stands out amongst the competition. Of course, I can't forget to credit The Brian Buffini Show, which helps keep me motivated to reach my goals one referral at a time!

## Members Share What They Have Learned

# THE IDEA X-CHANGE MILLENNIAL EDITION



**BY KELLI KYLE**  
Marketing Writer

It can be easy for some to write off millennials — people born between 1981 and 1996 — as a generation nose-deep in social media and frivolous technology. However, beneath the stereotypes and misrepresentations lies a generation making incredible waves in business and life as they plunge deeper into adulthood. Many are pursuing successful careers in real estate and embracing the Working by Referral philosophy as they build their database. Here, a few Buffini & Company millennials share how coaching and training have helped them to get established and stand out in a crowded marketplace.



**Nataly Mattox**

RE/MAX Professional Realty  
Roseburg, OR

I can't believe I'm already in my seventh year of Buffini & Company Coaching! I find this system is so aligned with my own values that the relationally-focused marketing techniques are no longer

something I'm learning, but something I have become. This system has given me the ability to perform and care for my clients just as I am, and I've never felt more true to myself or confident as a salesperson or real estate advisor. The Referral Maker CRM is my brain! I especially love the transaction tracking and smart task features that tell me with whom I need to touch base. I love that I can access this anywhere from my iPhone or MacBook. The notecards are my thoughtful touch, and the Pop-By gifts set me apart from my competition because of the human interaction required — an unexpected extra our clients desperately desire.

I've also recently found much power in The Brian Buffini Show podcasts. By listening to them exclusively in my car as I carry out the workday, my focus, perspective and attitude are noticeably improved. I have yet to find an episode that I didn't love! I'm grateful for these systems. They have helped me become more effective during the workday, which has allowed me to be present for my most honorable duties as mother of three girls and wife to Jason Mattox. I am sincerely grateful for the opportunity to be associated with this passionate, kind and forward-thinking company. Buffini & Company gets all my referrals!



**Terry Jones**

Century 21 B.J. Roth  
Realty Ltd., Brokerage  
*Orillia, ON*

I started in real estate at 27 years of age in May 2016, smack dab in the middle of a red-hot market. I spent the next seven months scrambling to figure out where I stood in the marketplace, how to promote myself,

how to build my database and, of course, how to put a deal together. Then a colleague invited me to attend the Success Tour in Toronto, a turning point for me. After that experience, I was clear on what I wanted to get out of my new business. I signed up for Referral Maker PRO and enrolled in the Blitz lead-generation program. I feverishly applied the methodologies I was learning from Buffini & Company, but still didn't receive my first paycheck that year until the end of June. I was "planting seeds" those first two quarters and keeping the faith with the support of my fellow Buffini Members,

while also diving into the recommended reading materials and The Brian Buffini Show podcast. That positive mindset and hustle paid off, and by the end of 2017, I had sold over \$8.2 million worth of real estate, earning over six times what I had the previous year. In 2018, without any hesitation, I signed up for One2One Coaching and I have never looked back. To date in 2019, I have been working 100% by referral and have already closed over \$4.4 million worth of real estate. I have more choice now in my business and personal life. I feel so blessed to have found the Buffini system early in my career.

**Katie Robison**

Venture Properties  
*Redding, CA*

Over the last five years, Buffini & Company has taught me that consistently building and maintaining relationships is so important when establishing myself in my marketplace. Keeping these relationships is what brings you repeat business and helps you avoid having to spend the extra money on leads that might not get you actual transactions. You end up with referrals that actually close and are likely to be clients you really like, making it a great working relationship. I love that Buffini & Company teaches you simple actions that keep your relationships strong, which in turn makes you stand apart from competitors in your marketplace.

**Cole Spicer**

Hometown Realty  
*Glen Allen, VA*

With a father who has been selling real estate for over 30 years, I have grown up surrounded by Brian Buffini's content. I attended MasterMind Summit as a kid, and today, Brian's content is the foundation on which I have built my business. I have been a REALTOR® for the past three years and have been in One2One Coaching



since day one. One2One continues to guide me on my path to becoming the best agent and person I can be. The structure is the most beneficial for me. As a global thinker,

I know exactly where I want to be and Buffini provides the road map on exactly how to get there. This, combined with a multitude of other tools — ones that many in the marketplace aren't utilizing — helps me stand out with service in a sea of transactional agents. However, the system only works if you are willing to do the work. Everything you want in life is behind a door; how many doors are you willing to open to get there?

**Fred Louis**

RE/MAX Elite  
*Little Rock, AR*

Consistent contact with my clients, which includes personalized notes, monthly mailings and emails, helps me build relationships and set myself apart from the crowd. People I interact with that are my age and in real estate don't have a system. I have a coach, and so

do most of the high-achieving individuals I know in the industry. Buffini & Company systems have helped me relax, take vacations and spend more quality time with my family, which I could've never done before I started. Before, it was either work or family; now I have both. Thank you so much to my coach! I'm so grateful for Brian's company and systems — calls, notes and Pop-Bys.



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# INDUSTRY Facts & Figures

## Real Estate Trends by the Generations

To understand the market, you need to know the players. Who is buying and selling? What types of moves are they making? People of all ages and backgrounds contribute to the real estate market. From ages 18 to 73, here's a snapshot of homebuying and selling habits of each generation.

MEDIAN AGE OF HOMEBUYERS 2018 → **46**  
2008 → **39**

MEDIAN AGE OF HOME SELLERS 2018 → **55**  
2008 → **47**

## Generation Z

Born between: 1997-2012\*

*Gen Z buyers are on the horizon*

**<2%**

of all U.S. buyers are 18-21

**83%**

of Gen Z plan on buying a home in the next five years



**In Canada's major markets of Toronto and Vancouver:**

- **46%** of Gen Z want to own a home in the next few years
- **63%** view homeownership as a good plan for the future



## Millennials

Born between: 1981-1996

*Responsible for 46% of new mortgages in the United States*

**\$238,000**

Median price of mortgaged home

**17%**

View student debt as an obstacle to homeownership

**8.8%**

Average down payment

### Type of Loans

Conventional loans: **69%**  
FHA loans: **26%**  
Other: **5%**

### Top U.S. Markets

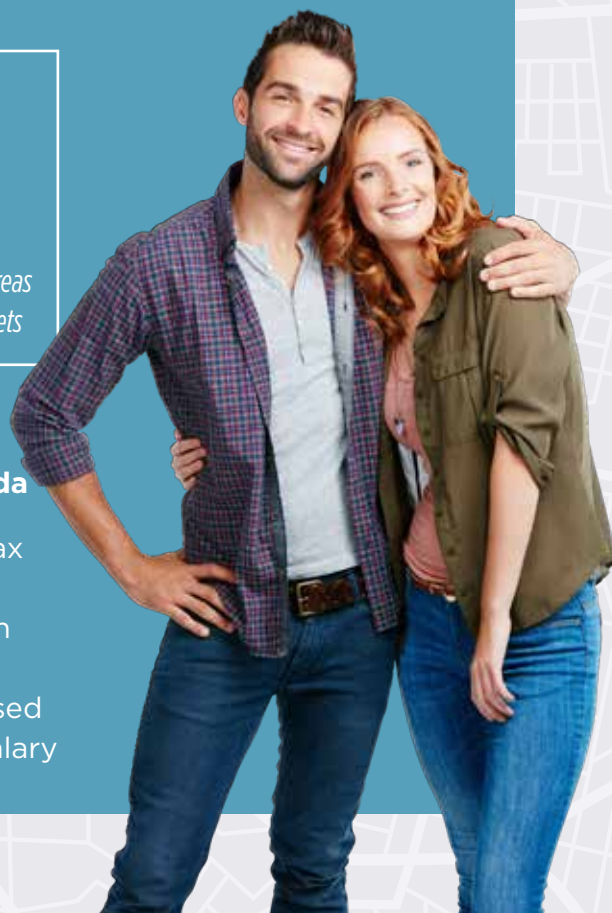
1. Buffalo, NY
2. Pittsburgh, PA
3. Milwaukee, WI

*Reason: Affordable areas with strong job markets*



**Millennial Buyers in Canada**

- **\$203,246** = Max homebuying budget, given 20% down payment, based on median salary





# Generation X

Born between: 1965-1980

*Responsible for 36% of new mortgages in the United States*

**\$289,000**

Median price of mortgaged home

**7%**

View student debt as an obstacle to homeownership

**11.9%**

Average down payment



**Generation X in Canada**

- **LARGEST DEMOGRAPHIC** of home purchasers, ahead of Millennials

## Top U.S. Markets

1. Los Angeles, CA
2. Providence, RI
3. Bridgeport, CT

*Reason: Secondary home markets, strong job markets*

# Baby Boomers

Born between: 1946-1964

*Responsible for 17% of new mortgages in the United States*

**\$264,000**

Median price of mortgaged home

**17.7%**

Average down payment

## Top U.S. Markets

1. Knoxville, TN
2. Sacramento, CA
3. Memphis, TN

*Reason: Low-cost areas away from major metros*

## Baby Boomers Going Strong

- They make up **43%** of repeat buyers in the U.S.
- **\$13 TRILLION** — amount of real estate owned by Baby Boomers in the U.S.



**75% of Canadian Baby Boomers own a home**

## Canadian Baby Boomers are Downsizing

- **41%** plan to move to a smaller residence in retirement
- **NEARLY HALF** of all Canadian condo owners are over age 50



# Run Toward Your Goals One Step at a Time



**A**s a lifetime runner, I have clocked more than 50,000 miles, competing in everything from 5K road races to 100-mile mountain endurance runs. When I'm on the trail, I zero in on the path directly in front of me, not the finish line in the distance. I focus on 10-mile chunks, and by the time I finish the race, 100 miles has become an attainable feat.

You do not have to compete in ultramarathons to know what it is like to pursue a seemingly impossible goal. You could be saving up for a down payment on a home or trying to double your commission as a real estate agent. The truth is, when you stick to these three core principles, you can win your race and crush whatever goal you set out to achieve.



**BY JEFF HOOKER**

*VP of Product Development*

## PLANNING AND TRACKING

Many people inaccurately assume 100-mile races are run continuously without stopping. In reality, these races demand expert planning and tracking so we know when to stop, what to eat and the pace we must maintain to finish. The same principle applies to running your business. Find the tracking system that works for you, whether it's a spreadsheet, a real estate customer relationship management (CRM) system

or just pen and paper. Once you find your method, write down your goal, then take a day to plan the action steps needed to get there. Review how you did with those steps and track progress along the way. For help with your real estate processes, the powerful Buffini & Company Referral Maker CRM has you covered for planning and tracking.

## ACCOUNTABILITY

As a runner, I never go on the course alone. I train and compete as part of a running group based in San Diego. This group creates accountability, as we challenge one another to improve and help each other race toward a common goal. On your own journey, you will want to actively seek out the

method that will grant you accountability — maybe you get a business coach or develop a workout plan with your spouse or close friend. Whatever path you are on, you will want to make sure you have a person, team or system keeping you in check so you don't veer off course.

## ACTIVE REFLECTION

Reflection and evaluation are not processes I leave for when the big race is over. They are constant. Reflecting before, during and after a race allows me to adjust in preparation for the bigger competition. Whether you are running a marathon or a business, tap into the power of active and consistent reflection to monitor your progress and get stronger with each move.

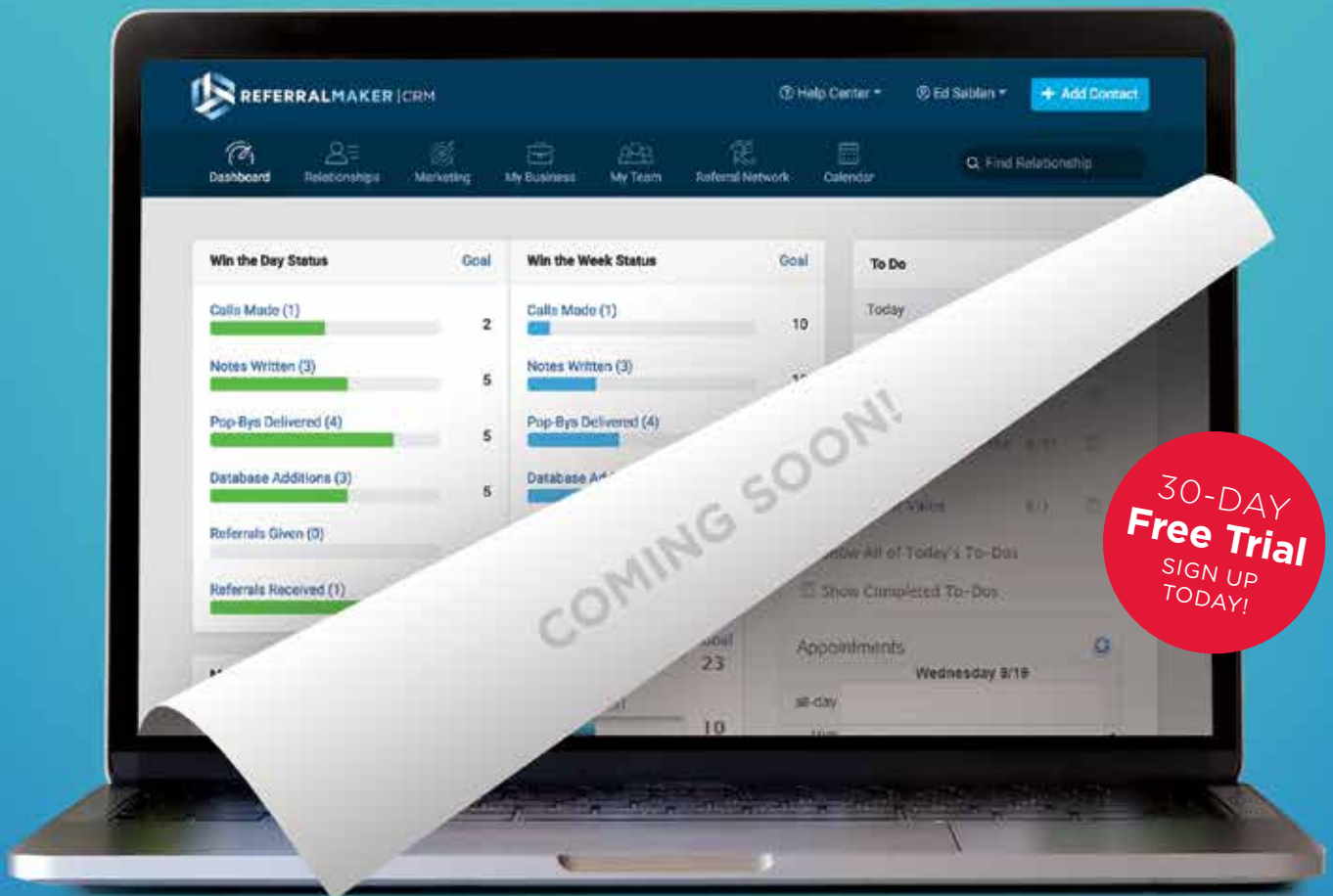
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In life, we are all running toward growth and achievement. Getting there is the tough part. However, when you stick to these principles, you will achieve your goals with confidence and enjoy the reward that comes from crushing what you set out to do.



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**TECH100** 2017

HousingWire 2017 HW TECH100™ list as a  
technology leader in the housing industry

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# 10

## Quotes to Help You **WIN** from The Brian Buffini Show

The journey to success is a long and winding road. Sometimes we need to bring in a few reinforcements to keep us inspired along the way. The Brian Buffini Show podcast has provided a motivational jolt to millions of listeners worldwide. Check out these quotes from the podcast and keep them with you as you propel toward your own wins!

Mindset, Motivation & Methodology of Success **#001**

**“Mindset gives you direction, motivation provides the driving force and the methodologies sustain you.”**

— BRIAN BUFFINI



Change Your Thoughts, Change Your Life **#112**

**“Work harder on yourself than you do on your job; you’ll go from making a living to making a fortune.”**

— JIM ROHN



Starting a Business from Scratch **#103**

**“People burn out when they follow the dollars and not their passion.”**

— BRIAN BUFFINI

Become a **Brian Buffini Show Insider** and receive a quote book featuring more of Brian’s favorite quotes from past episodes: [thebrianbuffinshow.com/insiders](http://thebrianbuffinshow.com/insiders)

Tough Times Never Last; Tough People Do with Master Motivator, Les Brown **#101**

**“In order to do something you’ve never done, you’ve got to become someone you’ve never been.”**

— LES BROWN



The Ancient Scrolls of Success **#094**

**“I’m not on this Earth by chance, I’m here for a purpose. That purpose is to grow into a mountain, not to shrink to a grain of sand.”**

— OG MANDINO



Take a Bite Out of Life **#140**

**“A goal is a dream with a deadline.”**

— NAPOLEON HILL

The Strangest Secret by Earl Nightingale **#061**

**“What you think today and tomorrow will mold your life and determine your future.”**

— EARL NIGHTINGALE



Understanding the Heart of a Champion with Anna Buffini **#052**

**“Iron sharpens iron. You make each other better by competing at your best against each other.”**

— ANNA BUFFINI



Launching Your Year **#083**

**“You don’t have to be great to start, but you do have to start to be great.”**

— ZIG ZIGLAR



How to Be Resilient **#115**

**“At the end of the day, you can’t win if you don’t finish the game.”**

— BRIAN BUFFINI



# Chart Your Success With Membership

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# Which Membership fits you?

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COACHING™**

**Group  
COACHING**

**Referral Maker®  
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Personalized One2One Coaching Sessions	✓		
Personal Heritage Profile™	✓		
In-Depth Business Analysis	✓		
Like-Minded Peers in Group Coaching Sessions		✓	
Online Training & Resources	✓	✓	✓
Weekly Training Podcasts	✓	✓	✓
Buffini & Company Magazine (Biannually)	✓	✓	✓
Help Desk Support	✓	✓	✓

## Professional Marketing Tools

Monthly Marketing Kit	✓	✓	✓
Referral Maker® CRM	✓	✓	✓
eReport Emails	✓	✓	✓
Rapid Response Marketing Flyers	✓	✓	✓

## Live Events & Networking

Attend Buffini & Company Success Tour™ <b>FREE</b>	✓		
Attend Buffini & Company Success Tour at a discounted price		✓	✓
Attend Buffini & Company GameChangers™ <b>FREE</b>	✓	✓	✓
Buffini Groups — Up to 20 Peers	✓	✓	✓
Buffini Referral Network	✓	✓	✓



# One2One Coaching™ Brings Out the Best in Us!

One2One Coaching is more than just a coach/client relationship. You're part of an entire community. Check out how these Members have built a strong connection to truly win together.

In 2007, at the Richmond Success Tour, a random lunch led to lasting friendships. Over the years, our relationships have deepened: we share our goals, financial budgets, business plans and challenges. We listen, ask questions, push and encourage one another, not just in business, but in all Five Circles of our lives.

**1. Karl Miller**, Lynchburg, VA  
One2One Member since 2006

When you surround yourself with smart pros, growth-oriented mindsets, and people who have their personal priorities straight, amazing things happen. We have a great balance of working hard, enjoying each other's company and holding each other accountable.

**2. Ed Daniels**, Holliston, MA  
One2One Member since 2002

This is not only a great example of the power of community, but also of the impact going to an event can have. There are not a lot of like-minded individuals in my marketplace. As a small business owner, isolation can set in very easily. Drift also happens, as we tend to put our head down and just work without looking up to make sure we are going in the right direction. These guys are my Board of Trustees, and we focus on growing in all Five Circles.

**3. Mike Gandolfo**, Louisville, KY  
One2One Member since 2007



What started as a group of mere acquaintances that saw each other randomly at Buffini & Company events has become a synergy of like-minded business owners. We challenge each other by asking "Why?" and aren't afraid to disagree. We have stuck together through growth, decline, new company upstarts, difficult personal and professional decisions, heartbreak and laughter!

**4. Greg Chaplain**, Norfolk, VA  
One2One Member since 2008

We recognize each of us has gifts the others do not, and therefore we become a collective filter for massive change in the individual lives of the group. By helping each other's businesses and finances, I have become a better father and husband. I am running my business at its highest level in the 16 years since I started it.

**5. Thomas Nolen**, Appomattox, VA  
One2One Member since 2004

When my Five Circles were severely disrupted, just listening to this group and keeping one oar in the water helped make me a better person, father and business man. I only hope we can help other Members find the synergy we share.

**6. Mike McDaid**, Malvern, PA  
One2One Member since 2011

Learn more about their story: [buffiniandcompany.com/winttogether](http://buffiniandcompany.com/winttogether)

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