



BUFFINI & COMPANY

**REFERRALMAKER<sup>®</sup>**  
**CORE**

# More **Leads,** **Consistency,** and **Confidence**

A complete system that helps real estate professionals generate leads, stay organized, and Work by Referral™ with proven success.

Start Your **Ultimate Year in Real Estate** Today!



# What is Referral Maker<sup>®</sup> CORE?

**Referral Maker CORE** is Buffini & Company's entry-level membership. It gives you the proven system, tools, and daily direction to build a referral-based business with clarity and confidence.

It's not just a CRM. CORE is powered by the **Referral Management System (RMS)** which transforms your database into daily actions.

CRM stores your data → RMS turns it into direction

## CORE IS DESIGNED FOR

- ✓ **New agents** building their foundation
- ✓ **Seasoned agents** who want to reignite production
- ✓ **Partnership teams** who need alignment
- ✓ **Brokers and team leaders** developing their agents

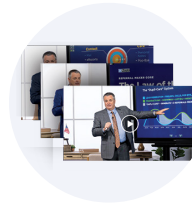


# What you get



## ✓ Referral Management System

Organize your database to track referrals, set goals, and generate daily action plans.



## ✓ Fundamentals of Working by Referral video series

Essential habits, mindset, and activities for a predictable business



## ✓ The Blitz lead generation system

Daily actions, scripts and three annual sprints to fill your pipeline



## ✓ Buffini resource library access

Expand your knowledge and grow your skills.



## ✓ Monthly digital content pack

Tools, templates, and strategies

CORE gives you the foundation, tools, and accountability to **turn daily actions into predictable income.**

# The driving force that sets CORE apart

## CRM = Infrastructure

The CRM builds the database of your contacts and relationships.



It asks, “Who do you know?”

## RMS = Behavior

The RMS turns that database into daily direction.



It tells you, “What you should do today.”



RMS is not a second CRM; it's the system that powers your CRM.

✓ **Personalized daily action plans** tied to your financial goals

✓ **Contact ranking system** to prioritize your best relationships

✓ **Scripts and resources** so you always know what to say

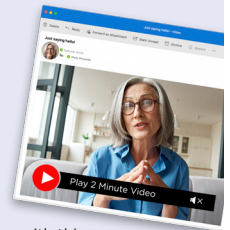
✓ **Optional Video Messaging** for a more personal touch

## Add Video Messaging\*

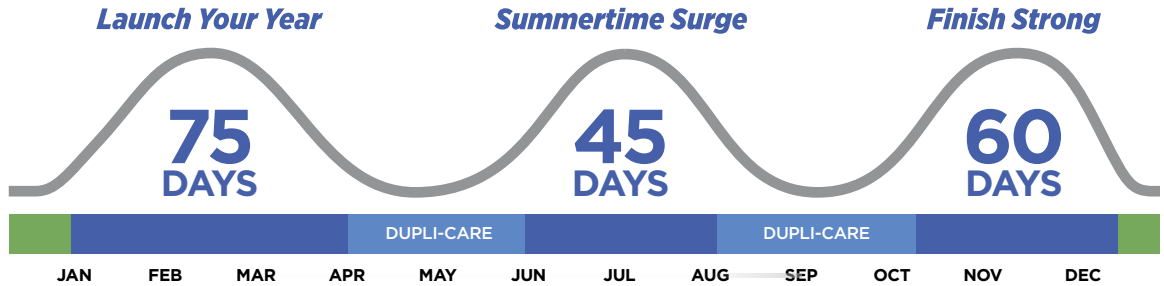
powered by **Bomb Bomb**

\$29/month USD  
\$34/month CAD

\*Watch your business grow with this personal touch. This add-on is available to all levels of Membership.



# Start Your Ultimate Year in Real Estate with CORE



**Blitz surges**  
Focused lead generation sprints to create momentum and fill your pipeline

**Dupli-Care**  
A simple, repeatable system to help generate referrals consistently between Blitz surges

**Season of organization**  
A guided reset at the close and start of the year to organize, refocus, and prepare for what's next

**85%** OF YOUR LEADS GENERATED IN **180 DAYS**



BUFFINI & COMPANY

# REFERRALMAKER<sup>®</sup> CORE

**Start building a business  
that's referral-based,  
balanced, and built to last.**

**Sign Up for Referral Maker<sup>®</sup> CORE Today!**

**\$99/month USD**

**\$999/year USD**

**\$119/month CAD**

**\$1199/year CAD**

**Over \$5,000 in value.**

Cancel anytime

**1-800-945-3485 x2**

[buffini.com/rmcore](https://buffini.com/rmcore)

