



Stop Guessing. Start Growing.

# The Proven System to Build a Predictable Business by Referral





**Referral Maker® PRO** gives you the structure, tools, and marketing plan to generate consistent, high-quality referrals — so you can stay focused, serve at the highest level, and close more deals with confidence.

### **The System That Works**

Built on decades of success, the **Work by Referral®** system gives you a clear path to build a business based on relationships — not cold calls or online leads.

✓ **Proven.**

Thousands of agents have used this system to grow stable, successful careers in any market.

✓ **Practical.**

Daily action plans based on your goals tell you exactly what to do and when to do it.

✓ **Repeatable.**

Stay consistent with tools that help you follow up, stay in touch, and earn trust.

# Powered by Referral Maker<sup>®</sup> CRM



An award-winning productivity tool designed to keep your business on track.

- ✓ **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<sup>®</sup>

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.



# Marketing that Follows the System

Let us handle your marketing — strategically aligned with Working by Referral.

Everything is timed and aligned with the system — so your outreach always adds value and feels natural.



## Digital:

- ✓ Automated social posts and MLS listing integration
- ✓ eReports and digital presentations

## Traditional:

- ✓ 100 monthly mailings
- ✓ 50 printed notecards
- ✓ 100 “Oh, by the way®...” stickers to prompt referrals
- ✓ Marketing calendar

# Social Media on Autopilot!

Referral Maker® Social Suite, powered by Back At You, helps you show up consistently without the stress.

**Pro-quality content,  
automatically posted**



**MLS integration for  
automated listing posts**



**Instagram Story  
scheduling  
to reach your  
audience  
where they're  
most engaged**



**Customizable  
templates to  
showcase  
your brand**



**Jumbo postcards to  
extend your brand's  
impact offline**



**Included with Referral Maker® PRO** | Become a Social Media Marketing Pro

- Referral Maker® PRO
- Leadership Coaching™  
(Access for up to 50 team members.)
- One2One Coaching™

# Maximize Your Membership



## Buffini Referral Network™

Send and receive referrals with like-minded professionals who follow the same proven system — so your clients stay in good hands and your network keeps working for you.



## Buffini Groups

Connect with other Members who share your mindset and values — in person or virtually. These peer groups offer accountability, support, and fresh ideas to help you stay consistent, motivated, and focused on serving your clients with excellence.



## Training Access

Get complimentary access to The Pathway to Mastery®— Essentials to strengthen your foundation, plus exclusive member discounts on other Buffini & Company training program — so you can keep learning, growing, and sharpening your skills at every stage of your career.

# Put a Face to Your Brand with Referral Maker<sup>®</sup> PRO Personalized

Add your branding, photo, listings, or trusted business partners to every marketing mailer.

## Client Direct<sup>®</sup>

We print, stuff, stamp, and mail your personalized marketing mailer — so you can focus on serving clients.\*

Optional  
Add-On



\$99<sup>CAD</sup>  
+S&H/Tax  
PER MONTH\*

\$149<sup>CAD</sup>  
+S&H/Tax  
PER MONTH\*



Your Logo

Your Company  
5570 Armada Drive  
Carlsbad, CA 92008  
(800) 945-3485

Your Name  
janes@yourcompany.com

\*Client Direct add-on is only available with Referral Maker PRO Personalized.



BUFFINI & COMPANY

REFERRALMAKER | PRO

# Start Building a Predictable, Relationship-Based Business

Sign Up for Referral Maker® PRO Today!

**\$149** USD  
PER MONTH  
+S/H & Tax

**\$169** CAD  
PER MONTH  
+S/H & Tax

**1-800-945-3485 x2**  
[buffini.com/rmpro](https://buffini.com/rmpro)

