

BUFFINI
COACHING ***LIVE***TM

BOLD PREDICTIONS

c-2.7,0.72-4.83,2.85-5.56,5.56C1.45,19.77,1.45,30,1.45,30s0,10.23,1.31,15.13c0.72,2.7,2.85,4.83
5.56,5.56
C13.23,52,32.88,52,32.88,52s19.66,0,24.56-1.31c2.7-0.72,4.83-2.85,5.56-5.56C64.31,40.23,64.31



01

THE ULTIMATE YEAR IN REAL ESTATE

WITH BRIAN BUFFINI

THE ULTIMATE YEAR IN REAL ESTATE

1. State of the Market
2. State of the Industry
3. The Return of the Selling Seasons

THE ULTIMATE YEAR IN REAL ESTATE

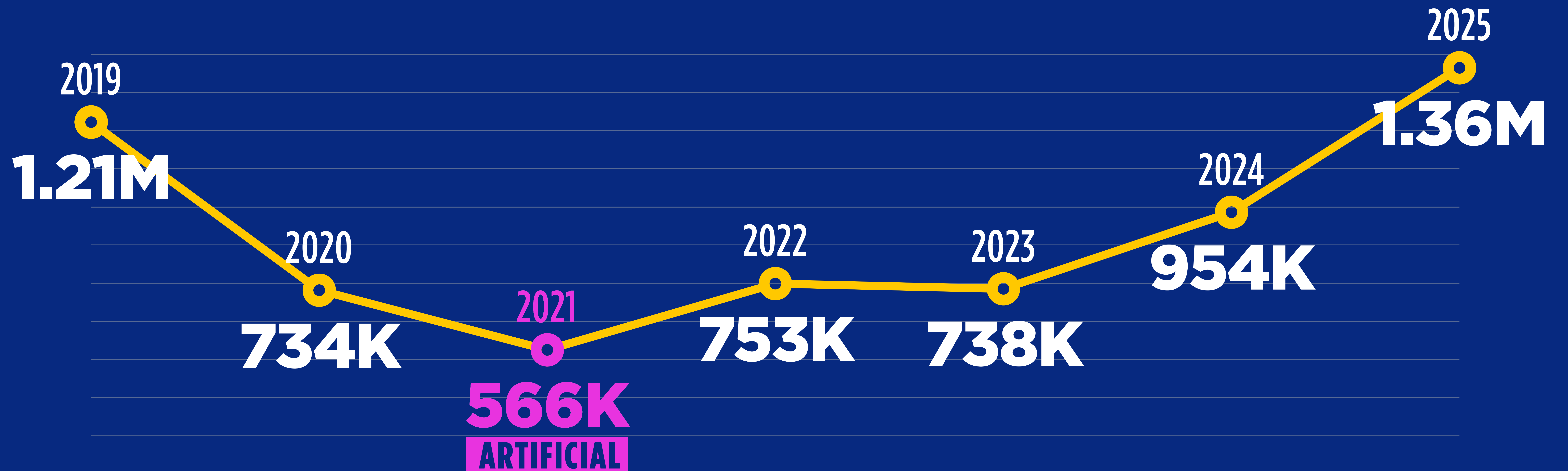
1. State of the Market

1. STATE OF THE MARKET

THE 2026 REAL ESTATE MARKET: A Return to 2019

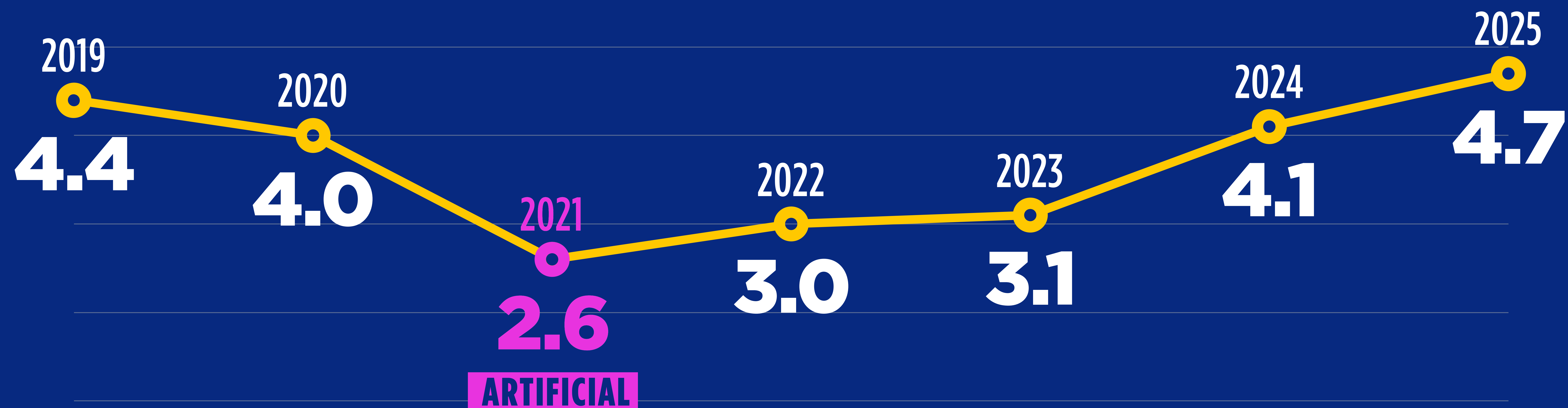
Inventory

ACTIVE LISTING COUNT IN THE U.S.

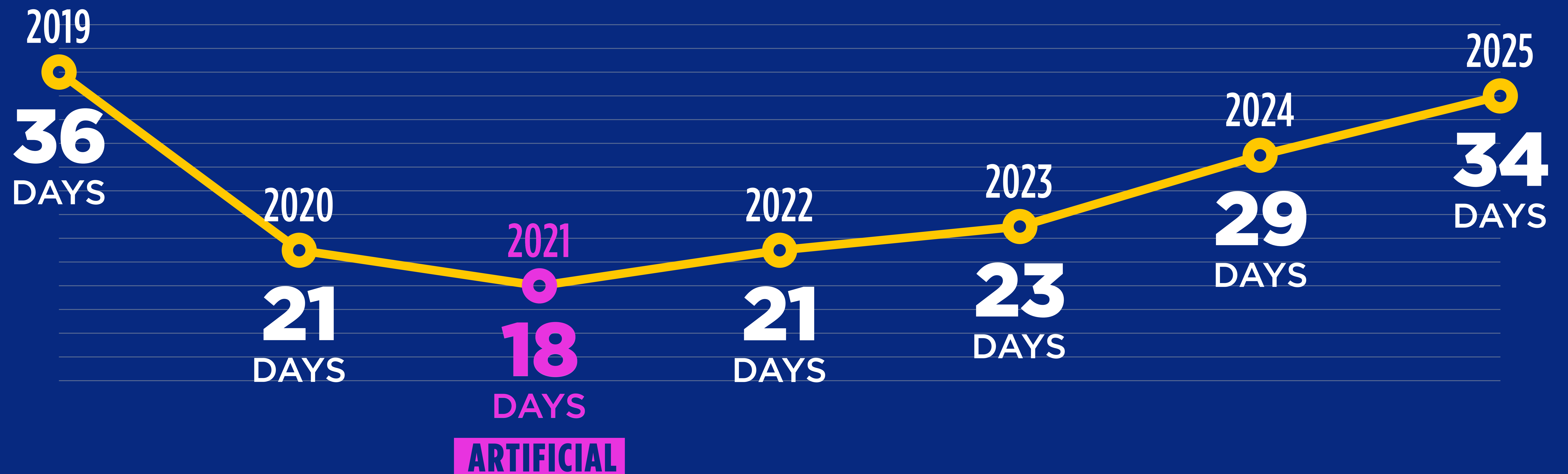


Existing Homes

MONTHLY SUPPLY

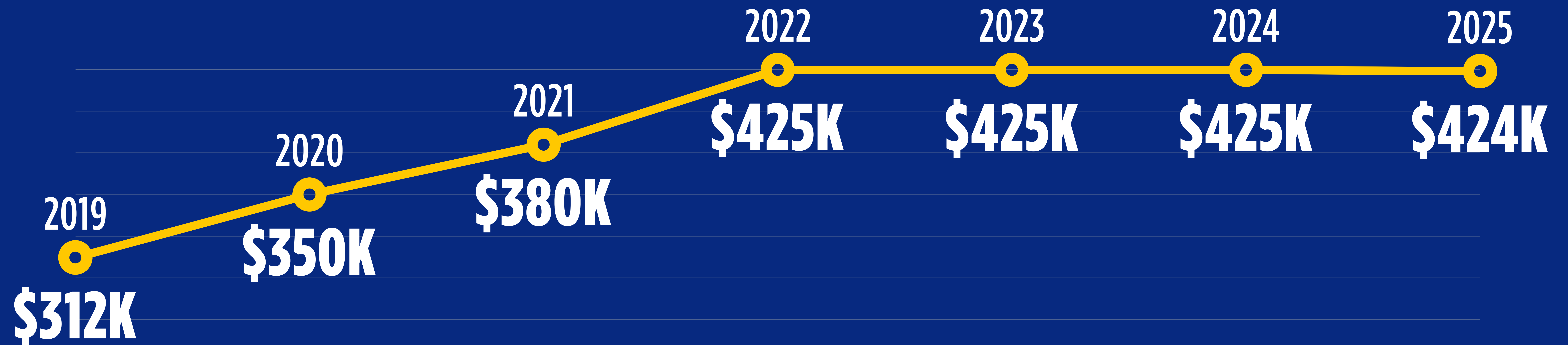


Days on Market To Obtain an Offer



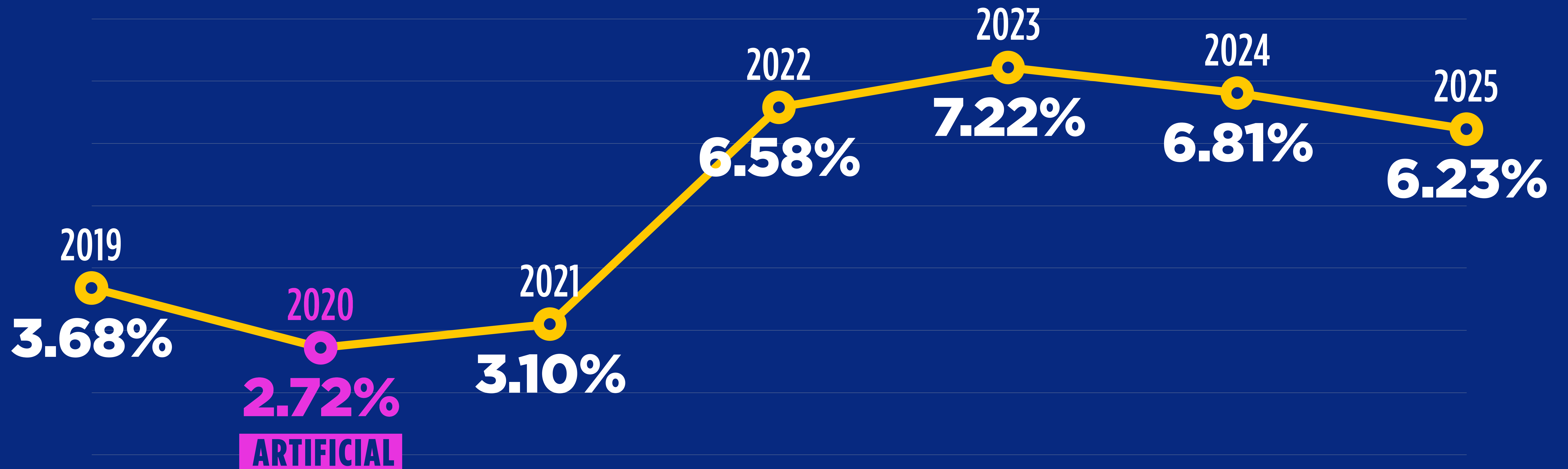
Median Home Price

NEW & EXISTING



Mortgage Rates

IN THE LAST WEEK OF NOVEMBER



**When Mortgage Rates Drop from
6.8% to Below 5.8%...**

5.5M additional households
will be eligible to buy

including **1.6M** renters.

**When Mortgage Rates Drop from
6.8% to Below 5.8%...**

**There will be an additional
550,000 home
sales.**

Profile of a Home Seller

64 **MEDIAN
AGE**

11 YRS.
MEDIAN TENURE

 **50%**
**PURCHASED A
NEWER HOME**

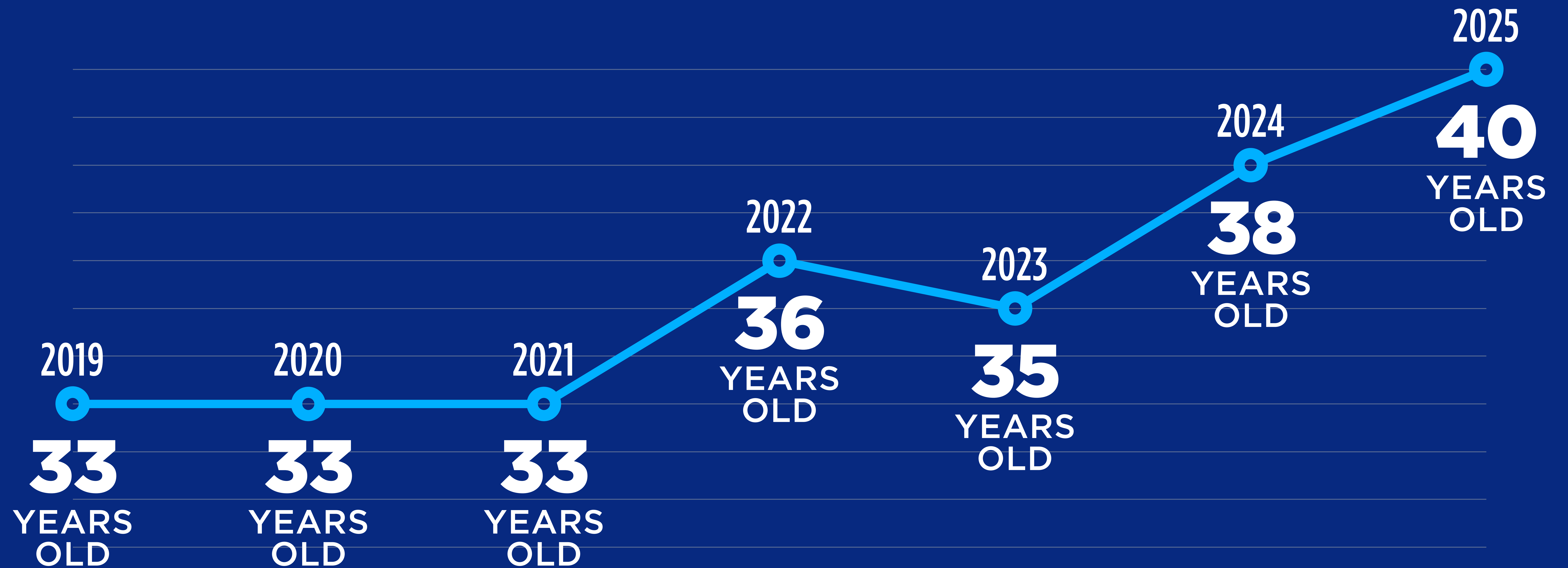
 **34%**
**PURCHASED A
BIGGER HOME**

TOP REASON TO MOVE:
**BE CLOSER
TO FRIENDS
& FAMILY**

Profile of a First-Time Homebuyers

40 MEDIAN
AGE

Median Age | **First-Time Homebuyers**



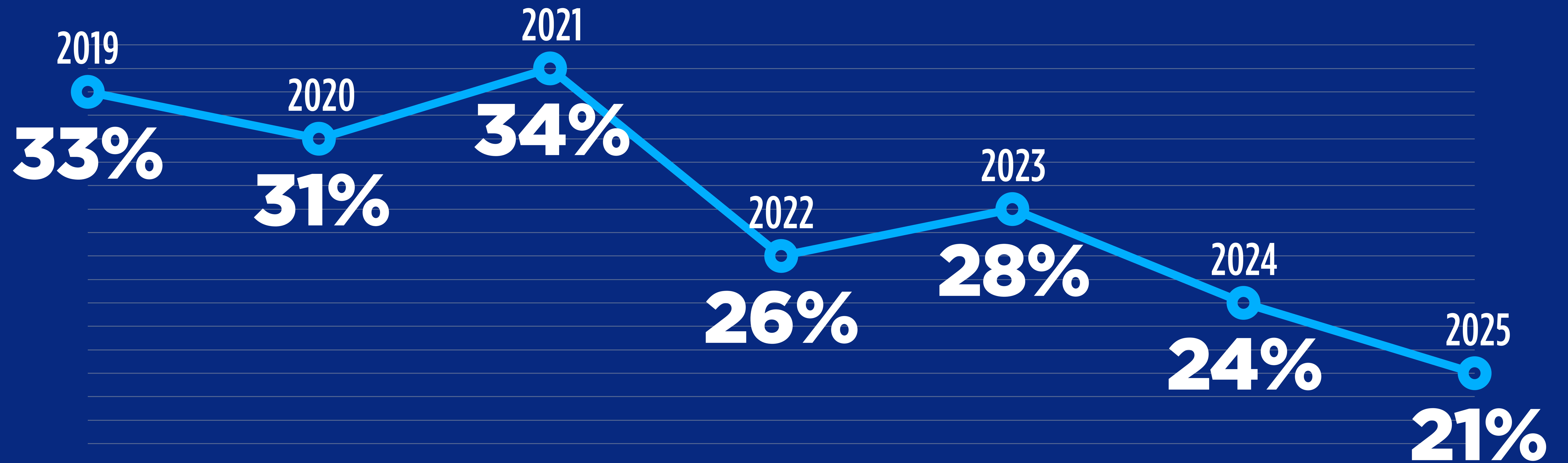
Profile of a First-Time Homebuyers

40 **MEDIAN
AGE**

 **32%** **HAD CHILDREN
UNDER AGE 18**

 **21%**
**SHARE OF
HOME BUYERS**

Percentage of Share | **First-Time Homebuyers**



Profile of a First-Time Homebuyers

40 **MEDIAN
AGE**

 **32%** **HAD CHILDREN
UNDER AGE 18**

 **21%**
**SHARE OF
HOME BUYERS**

50%



**MARRIED
COUPLES**

25%



**SINGLE
WOMEN**

10%



**SINGLE
MEN**

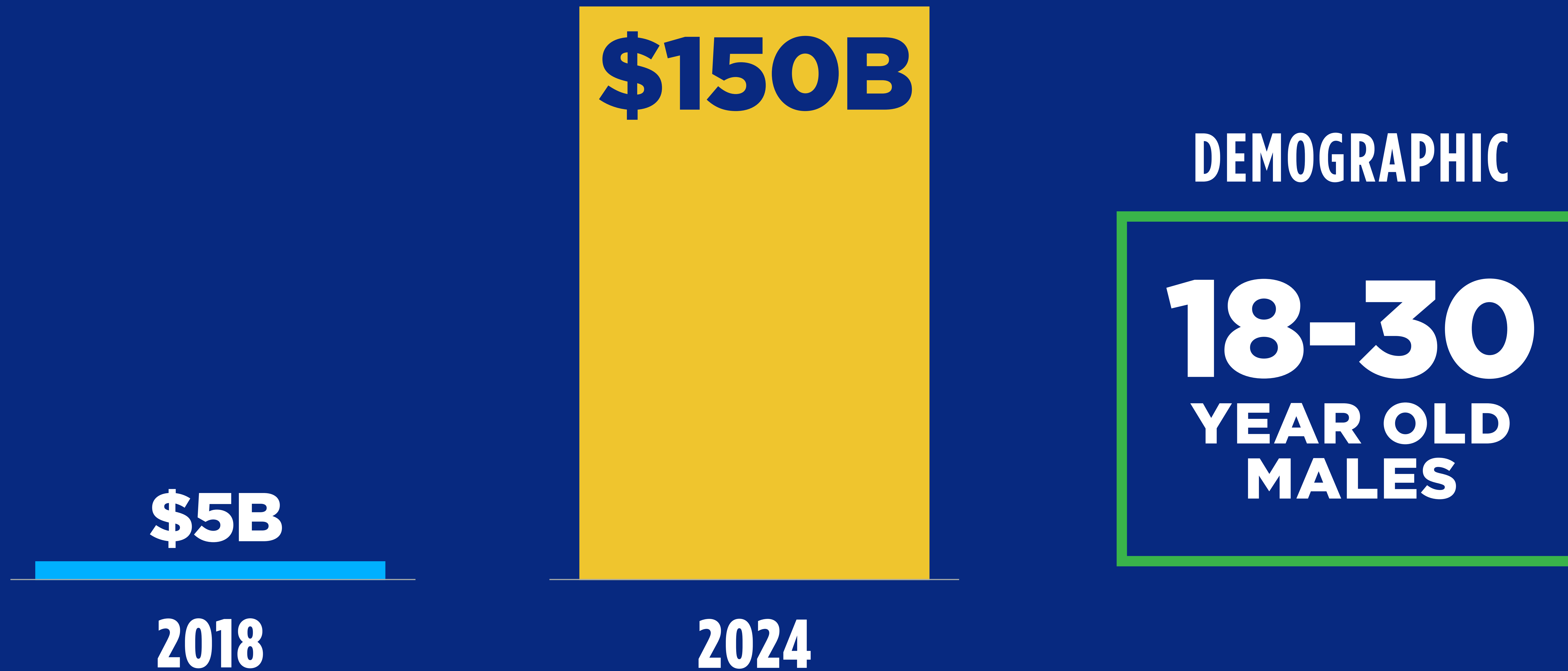
Sports Betting

\$5B



2018

Sports Betting



Profile of a Repeat Buyer

62 **MEDIAN
AGE**

 **22%** **HAD CHILDREN
UNDER AGE 18**

**TOP REASON TO MOVE:
BE CLOSER
TO FRIENDS
& FAMILY**

 **79%**
**SHARE OF
HOME BUYERS**

 **30%**
**ALL CASH
BUYERS**

THE ULTIMATE YEAR IN REAL ESTATE

2. State of the Industry

Real Estate Mergers & Acquisitions in 2025

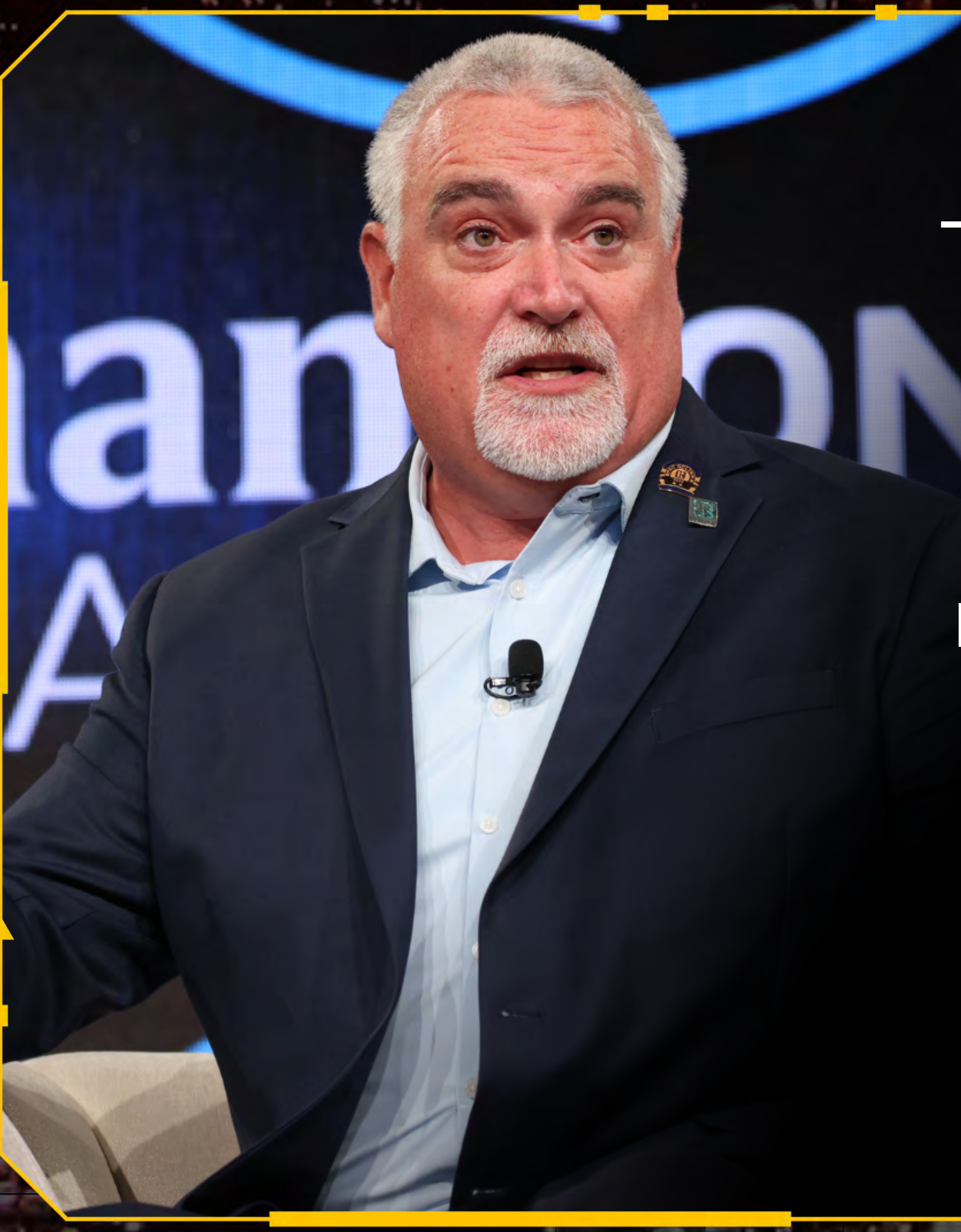
ROCKET Companies, Inc.	<i>ACQUIRES</i>	<i>mr.</i> cooper [®]	FOR \$9.4B (APPROX.)
ROCKET Companies, Inc.	<i>ACQUIRES</i>	REDFIN [™]	FOR \$1.75B (APPROX.)
 CoStar Group [™]	<i>ACQUIRES</i>	Domain	FOR \$1.92B (APPROX.)
STONE POINT CAPITAL /  CoreLogic [®]	<i>MAKES MAJOR INVESTMENT INTO</i>	kw KELLERWILLIAMS [®]	
COMPASS	<i>ACQUIRES</i>	Anywhere  real estate	FOR \$1.6B (APPROX.)



1 out of 7 listings have
been withdrawn.



1 out of 7 transactions
have canceled.

A man with grey hair and a goatee, wearing a dark suit and a light blue shirt, is speaking at a podium. He has a microphone clipped to his shirt. The background is dark with blue and white text, including the word "Amazon".

The National Association
of REALTORS® is now
anticipating that
approximately 240,000
members will walk away
over the next year.

KEVIN SEARS
OUT-GOING PRESIDENT OF THE
*NATIONAL ASSOCIATION OF
REALTORS®*



**20% LESS
AGENTS**
IN 2026



**14% MORE
SALES**
IN 2026



DR.
**LAWRENCE
YUN**
**MARKET
PROJECTIONS**



MORE BEER FOR US!





Canadian Market Outlook in 2026

PRICING

↓ 3.7%
DECREASE

SALES

↑ INCREASE
3.4%



Canadian Market Outlook

10%

of Canadians intend
to purchase in the
next 12 months.

MORE BEER FOR OUR FRIENDS UP NORTH!



2. STATE OF THE INDUSTRY

THE SOLUTION FOR 2026:
Hope & a Plan

Ken Coleman

Dr. Henry Cloud

Jon Acuff

BUFFINI
COACHING **LIVE**™

BEST YOU BEST YEAR

JANUARY 22

FEATURING
Brian Buffini

As a courtesy, you have been pre-registered for the virtual event.
Mark your calendars and dominate 2026 or **take it to the next level**
and join us *in person* for the Studio Experience in Las Vegas.

buffini.com/BCL





Real Estate News

**Zillow hit with expanded class
action adding RICO claims**

inman

**Zillow Flex class-action
complaint now includes
RICO allegations**

Online Leads

**CLOSED AT A
RATE **BELOW****



THE **AVERAGE
AGENT SPENDS**

\$3,750
ON ONLINE LEADS

Median Sales Agent Income



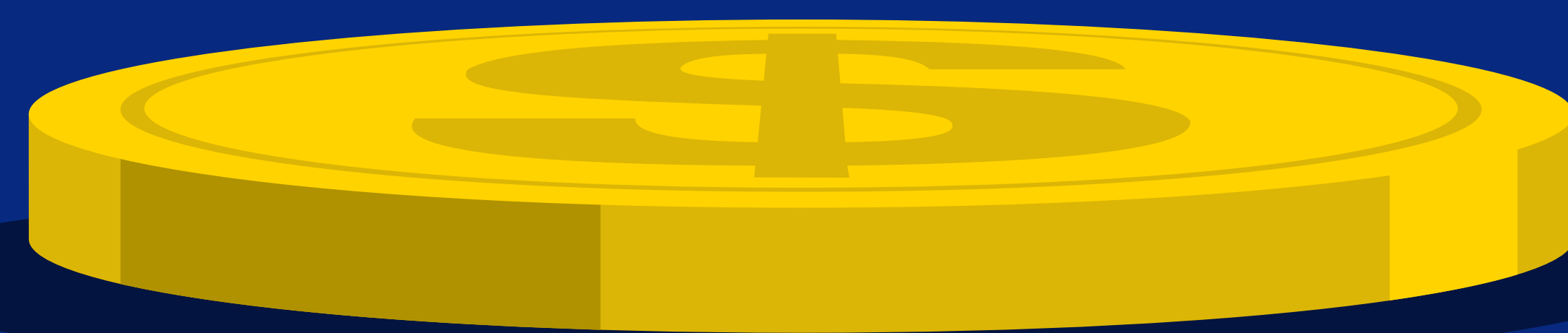
**BUFFINI & COMPANY
COACHED MEMBERS**

\$354,000



NAR MEMBERS

\$41,700*



**AND TAKE
8 WEEKS
OFF**

*Copyright ©2025 "Member Profile." NATIONAL ASSOCIATION OF REALTORS®. All rights reserved. Reprinted with permission.

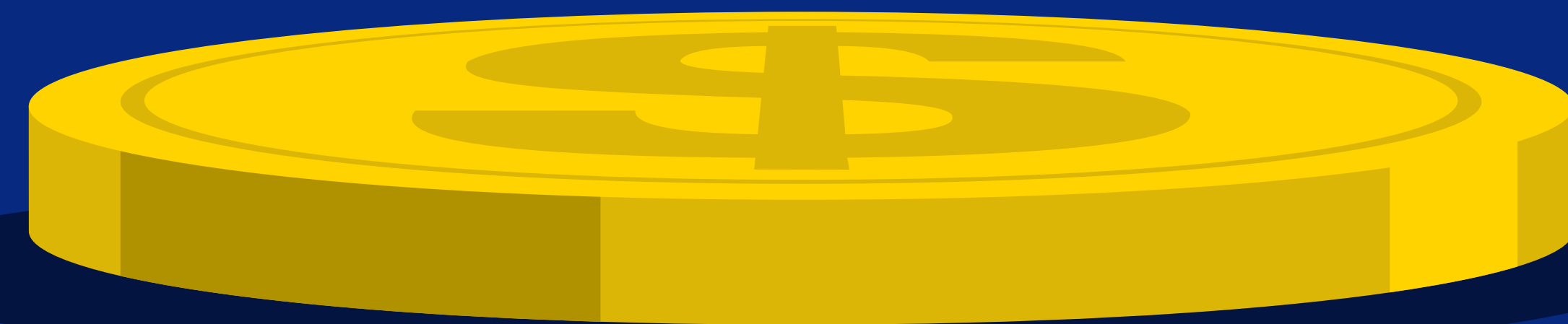
Median Leader Income



LEADERSHIP
COACHING MEMBERS
\$915,000



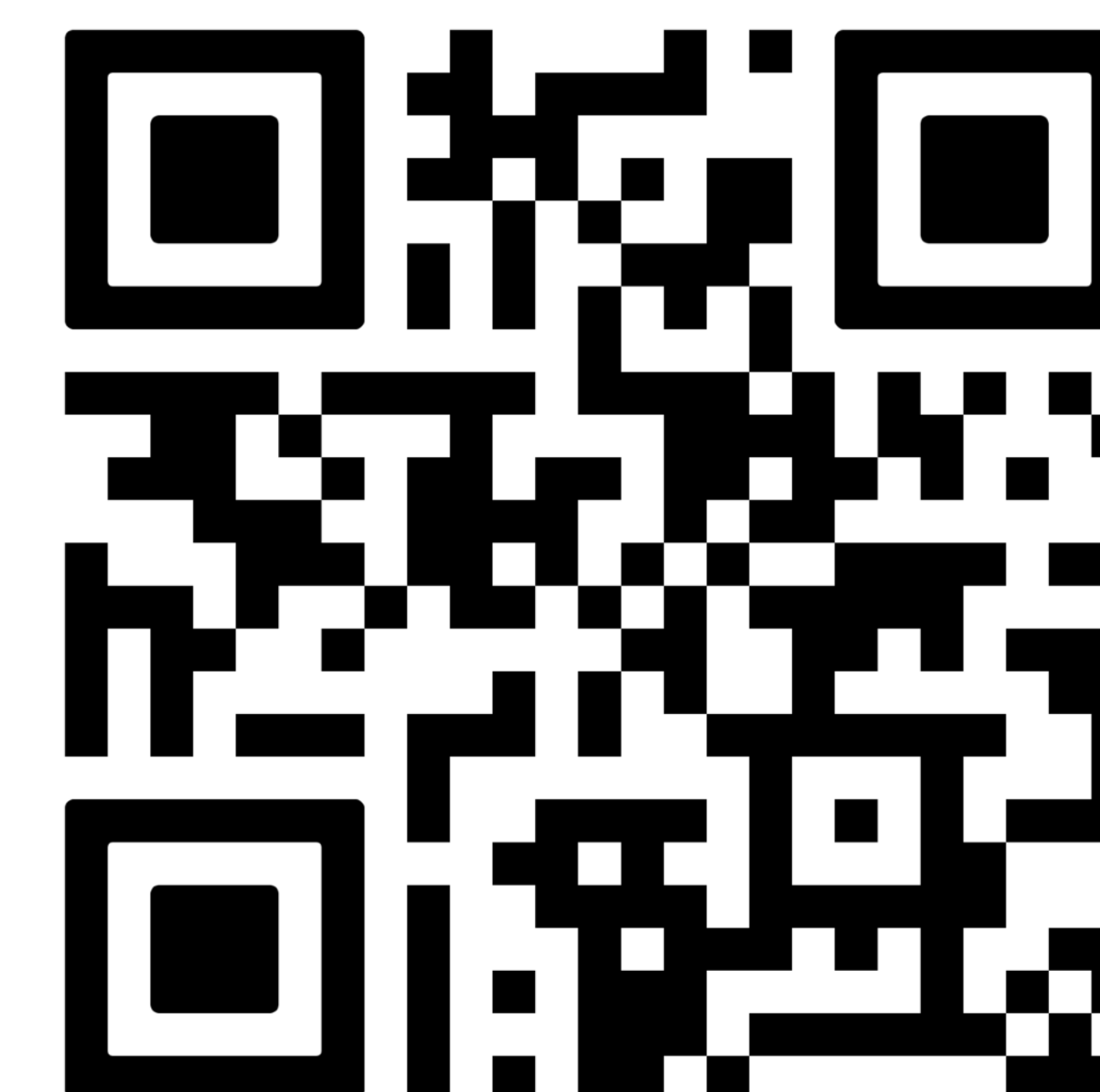
NAR MEDIAN
LEADER INCOME
\$87,600*



**AND TAKE
8 WEEKS
OFF**

BOOK YOUR FREE BUSINESS CONSULTATION!

- ✓ Get clear on your vision.
- ✓ Uncover what's holding you back.
- ✓ See what's working for others.
- ✓ Discover your next steps.



buffini.com/BC

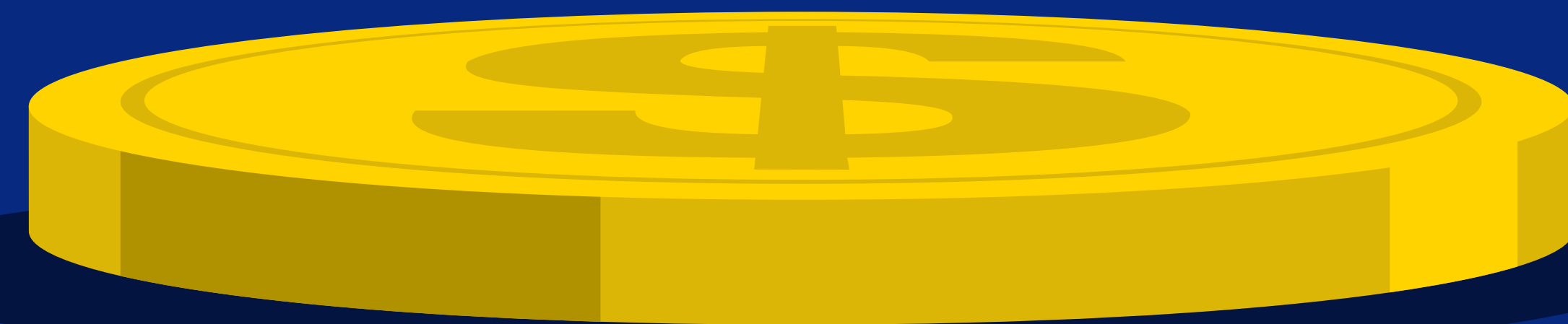
Median Leader Income



LEADERSHIP
COACHING MEMBERS
\$915,000



NAR MEDIAN
LEADER INCOME
\$87,600*



**AND TAKE
8 WEEKS
OFF**

FREE LEADERSHIP BUSINESS CONSULTATION

- Get clear on your vision for you and your team
- Uncover your natural leadership strengths
- See whats working for other leaders like you
- Teach your team how to sell like you



buffini.com/BC-Leadership



THE ULTIMATE YEAR IN REAL ESTATE

3. The Return of the Selling Seasons

3. THE RETURN OF THE SELLING SEASONS

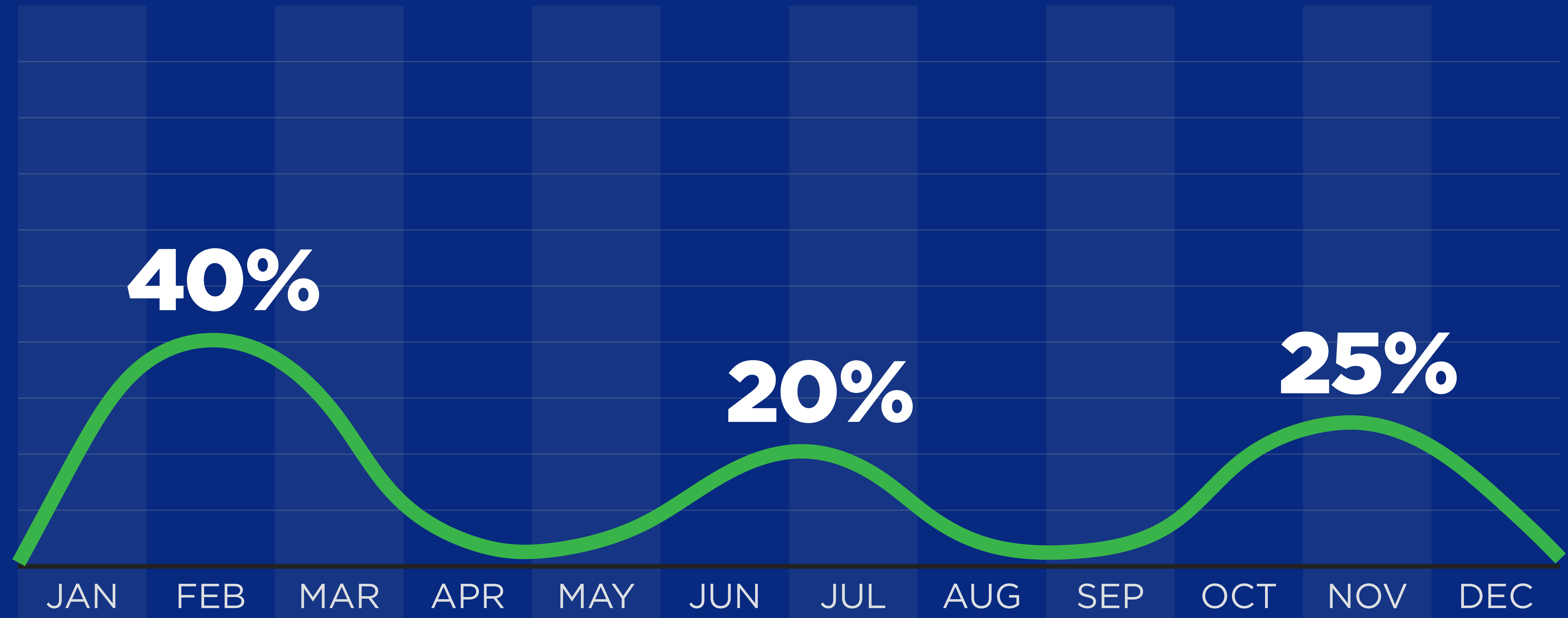
a. The Seasonality of the Customer

The Dhúlaigh Curve

1952-2019



Homes Listed for Sale

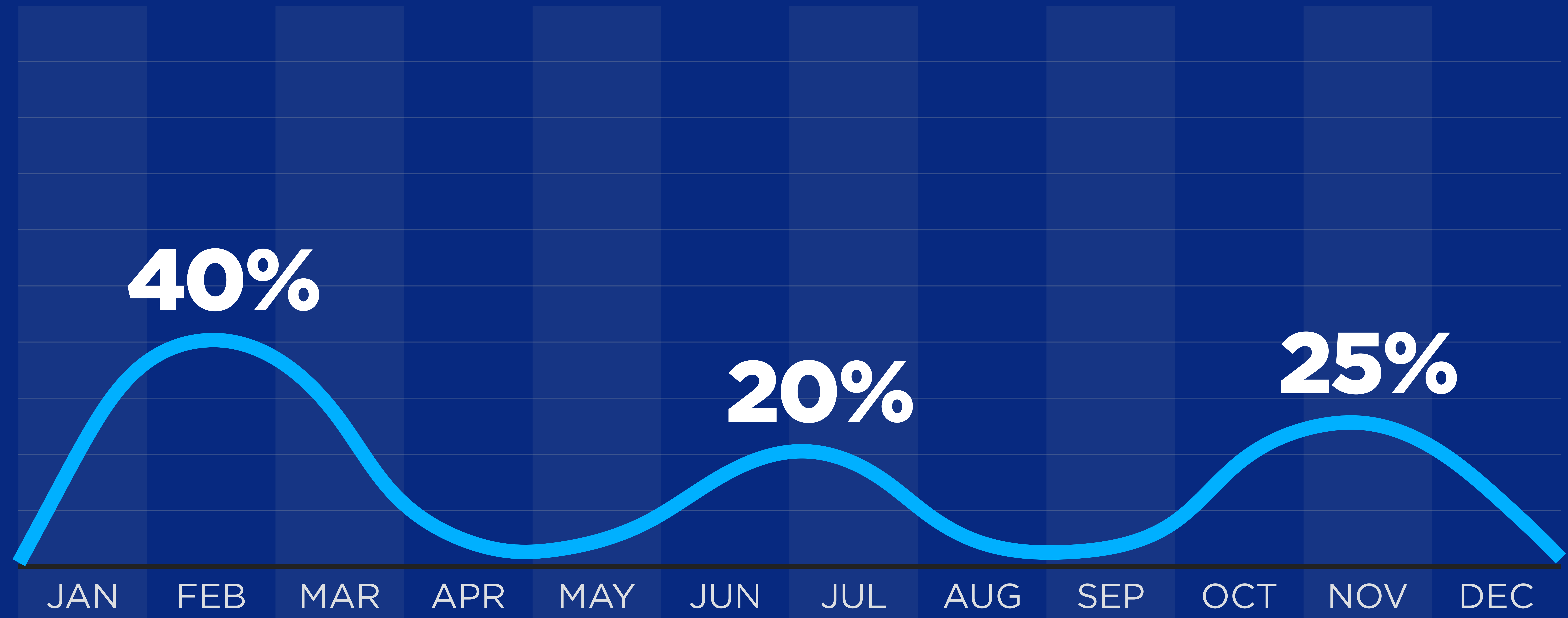


3. THE RETURN OF THE SELLING SEASONS

a. The Seasonality of the Customer

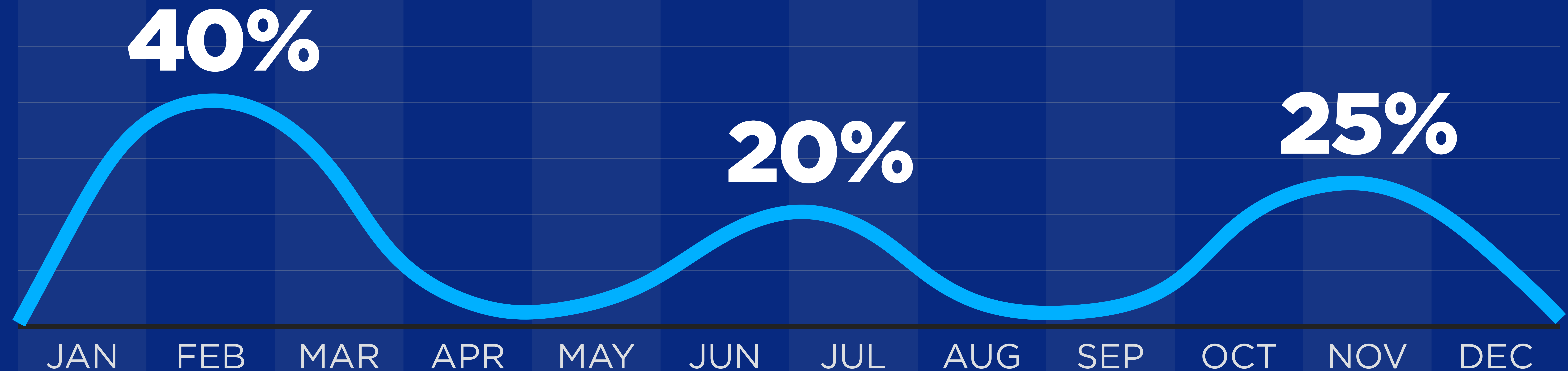
b. The Rhythm of the Business

Leads Generated



Lead Generation

Mailers, Calls, Pop-Bys, Social Media



85% OF YOUR LEADS GENERATED IN 180 DAYS

BLITZ
Launch Your Year

75
DAYS

BLITZ
Summertime Surge

45
DAYS

BLITZ
Finish Strong

60
DAYS

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

3. THE RETURN OF THE SELLING SEASONS

- a. The Seasonality of the Customer
- b. The Rhythm of the Business
- c. The All-New Blitz Program

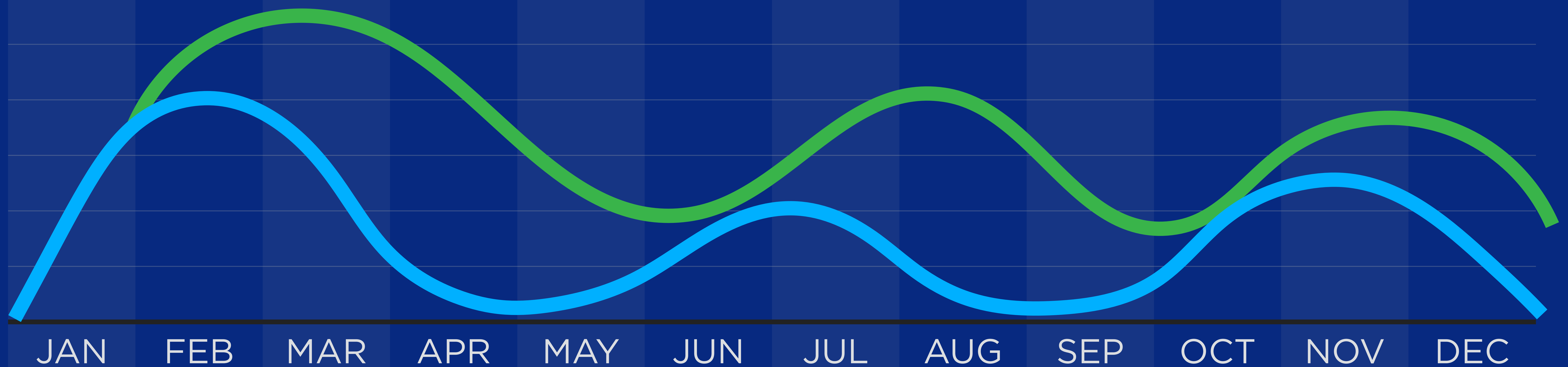
BUFFINI & COMPANY

BLITZ

Re-engineered. Reimagined.

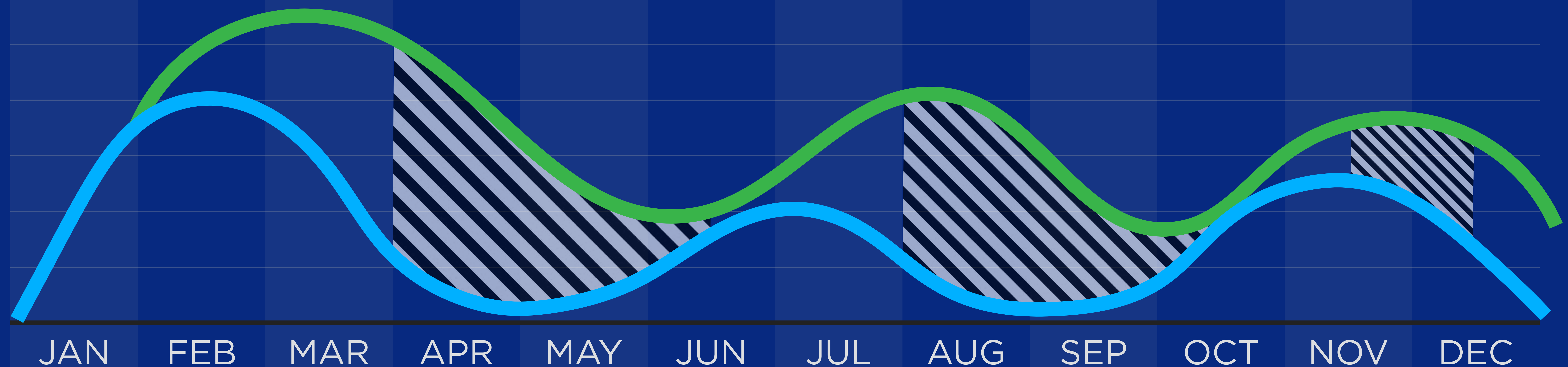
Transactions

- **LEAD GENERATION** – MAILERS, CALLS, POP-BYS, SOCIAL MEDIA
- **TRANSACTIONS** – SHOWINGS > LISTINGS > NEGOTIATIONS > CLOSINGS



The “Dupli-Care” System

-  **LEAD GENERATION** – MAILERS, CALLS, POP-BYS, SOCIAL MEDIA
-  **TRANSACTIONS** – SHOWINGS > LISTINGS > NEGOTIATIONS > CLOSINGS
-  **DUPLI-CARE** – GENERATE 1-2 REFERRALS FROM EACH CLOSING

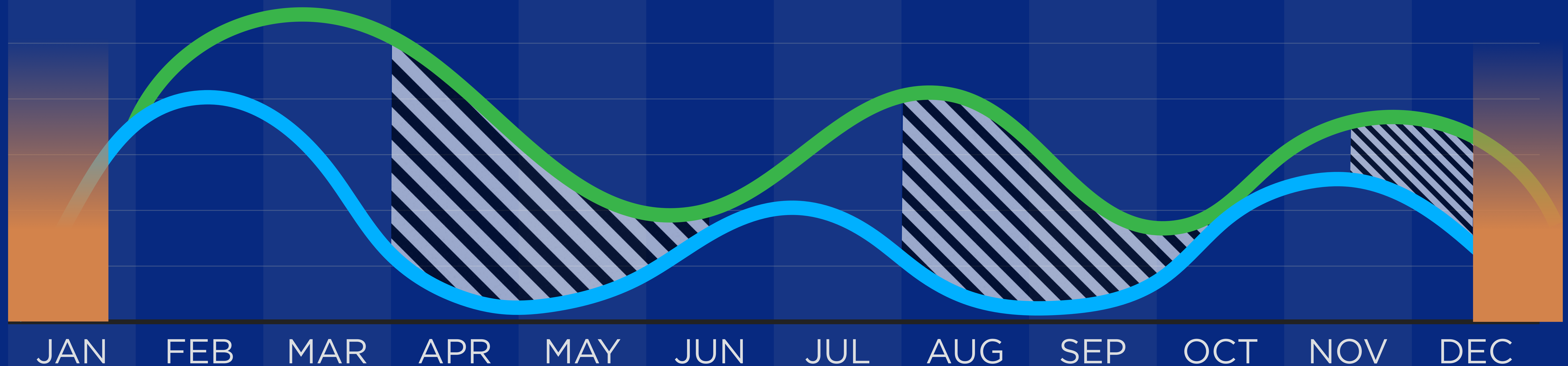


The “Dupli-Care” System

- Utilize transaction interactions to generate **referrals**.
- Each buyer refers you **two** referrals, **prior** to close.
- Each seller refers you **one** referral **post**-closing.

A Season of Organization

-  **LEAD GENERATION** - MAILERS, CALLS, POP-BYS, SOCIAL MEDIA
-  **TRANSACTIONS** - SHOWINGS > LISTINGS > NEGOTIATIONS > CLOSINGS
-  **DUPLI-CARE** - GENERATE 1-2 REFERRALS FROM EACH CLOSING
-  **ORGANIZATION** - RE-EVALUATE, RE-ORGANIZE, PLAN

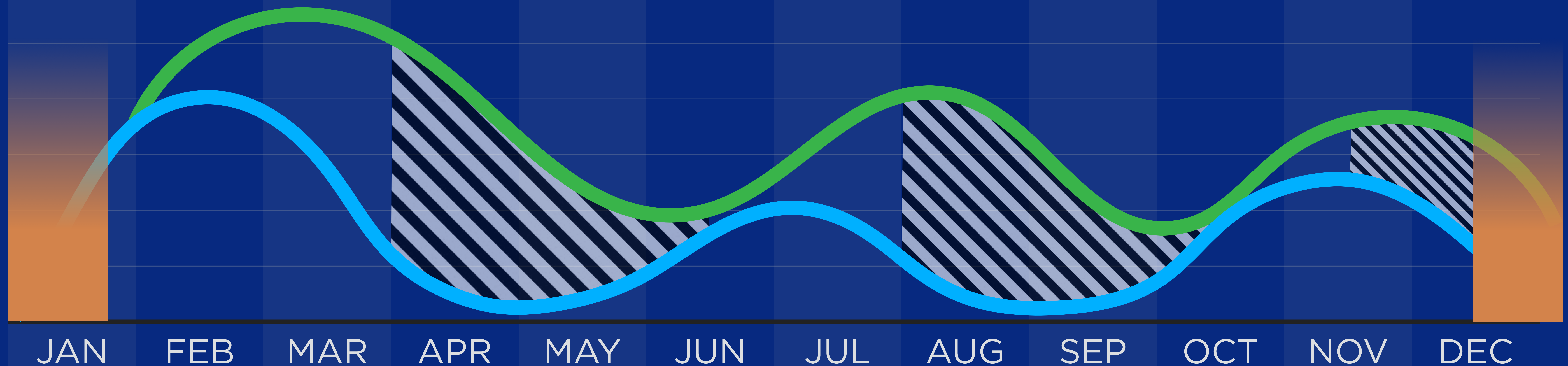


A Season of Organization

- Re-evaluate
- Re-organize
- Plan

The Ultimate Year in Real Estate

-  **LEAD GENERATION** - MAILERS, CALLS, POP-BYS, SOCIAL MEDIA
-  **TRANSACTIONS** - SHOWINGS > LISTINGS > NEGOTIATIONS > CLOSINGS
-  **DUPLI-CARE** - GENERATE 1-2 REFERRALS FROM EACH CLOSING
-  **ORGANIZATION** - RE-EVALUATE, RE-ORGANIZE, PLAN



BUFFINI & COMPANY

BLITZ

Re-engineered. Reimagined.

1 EXTRA TRANSACTION A MONTH

WHAT 1 MORE TRANSACTION A MONTH MEANS



AVERAGE
SALES PRICE

\$439,450

AVERAGE
COMMISSION RATE

x 2.43%

AVERAGE
COMMISSION

\$10,679

WHAT 1 MORE TRANSACTION A MONTH MEANS

**ADDITIONAL
ANNUAL INCOME**

\$128,148

BUFFINI & COMPANY

BLITZ

Launch Your Year

WEEKLY OVERVIEW



PREP WEEK

Laying the Foundation



WEEK 1

Referral Recipe



WEEK 2

Dialing for Dollars



WEEK 3

Practice Makes Perfect



WEEK 4

Let's Do Lunch



WEEK 5

Cultivate, Capture & Cash-in on Old Leads



WEEK 6

Moving Buyers Off the Fence



WEEK 7

Leverage Yourself with Listings



WEEK 8

Getting Down to Business



WEEK 9

Lights, Camera, Action



WEEK 10

Crossing the Finish Line

BUFFINI & COMPANY MEMBERSHIPS



BUFFINI & COMPANY
**REFERRAL
MAKER® | PRO**



BUFFINI & COMPANY

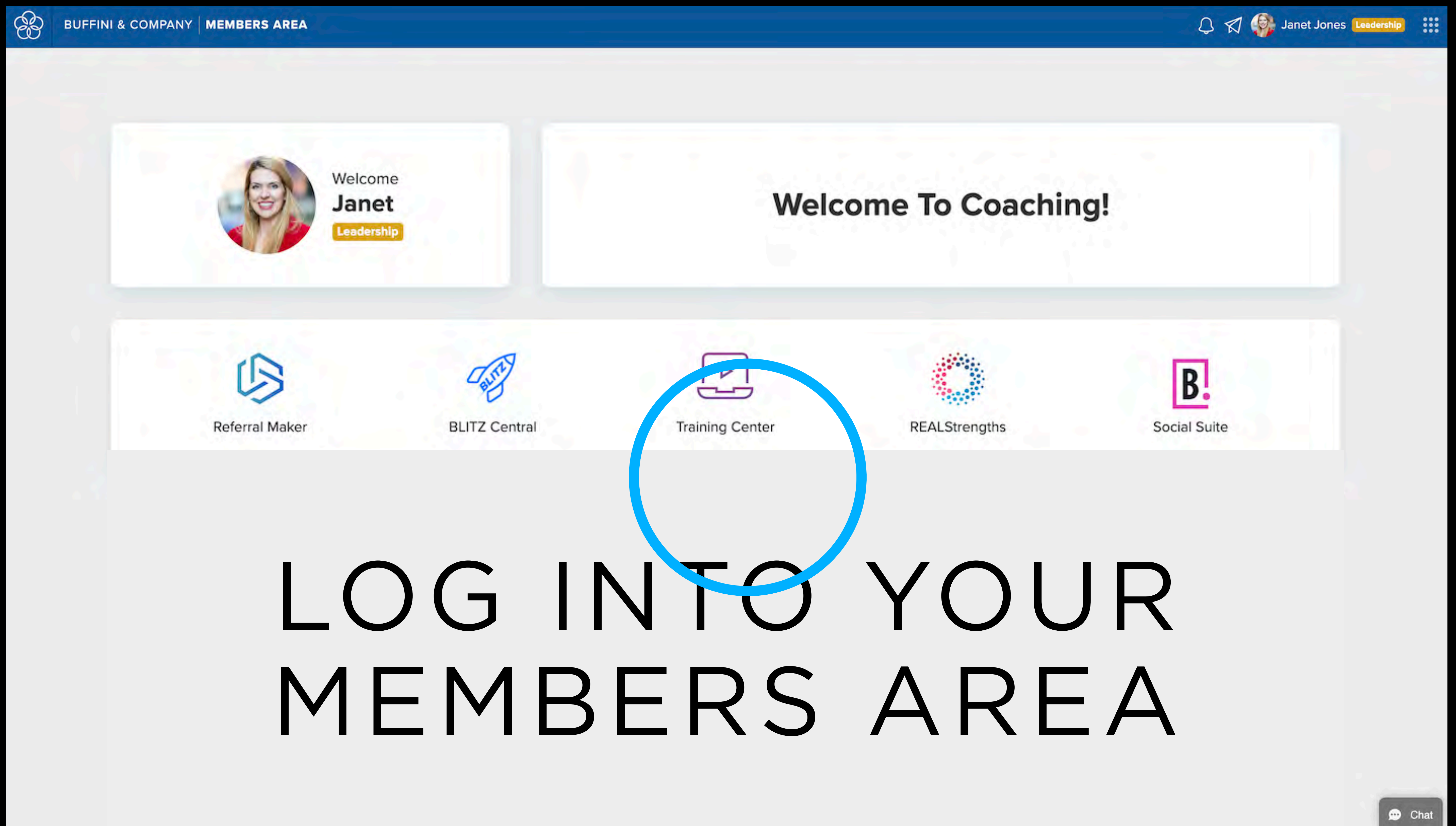
**One2One
COACHING™**



BUFFINI & COMPANY

**Leadership
COACHING™**





BUFFINI & COMPANY
BLITZ

**BUFFINI &
COMPANY**
MEMBERS ONLY

ALL NEW MEMBERSHIP



BUFFINI & COMPANY
REFERRAL MAKER®
CORE

\$99/Month
\$999/Year

BLITZ
Launch Your Year

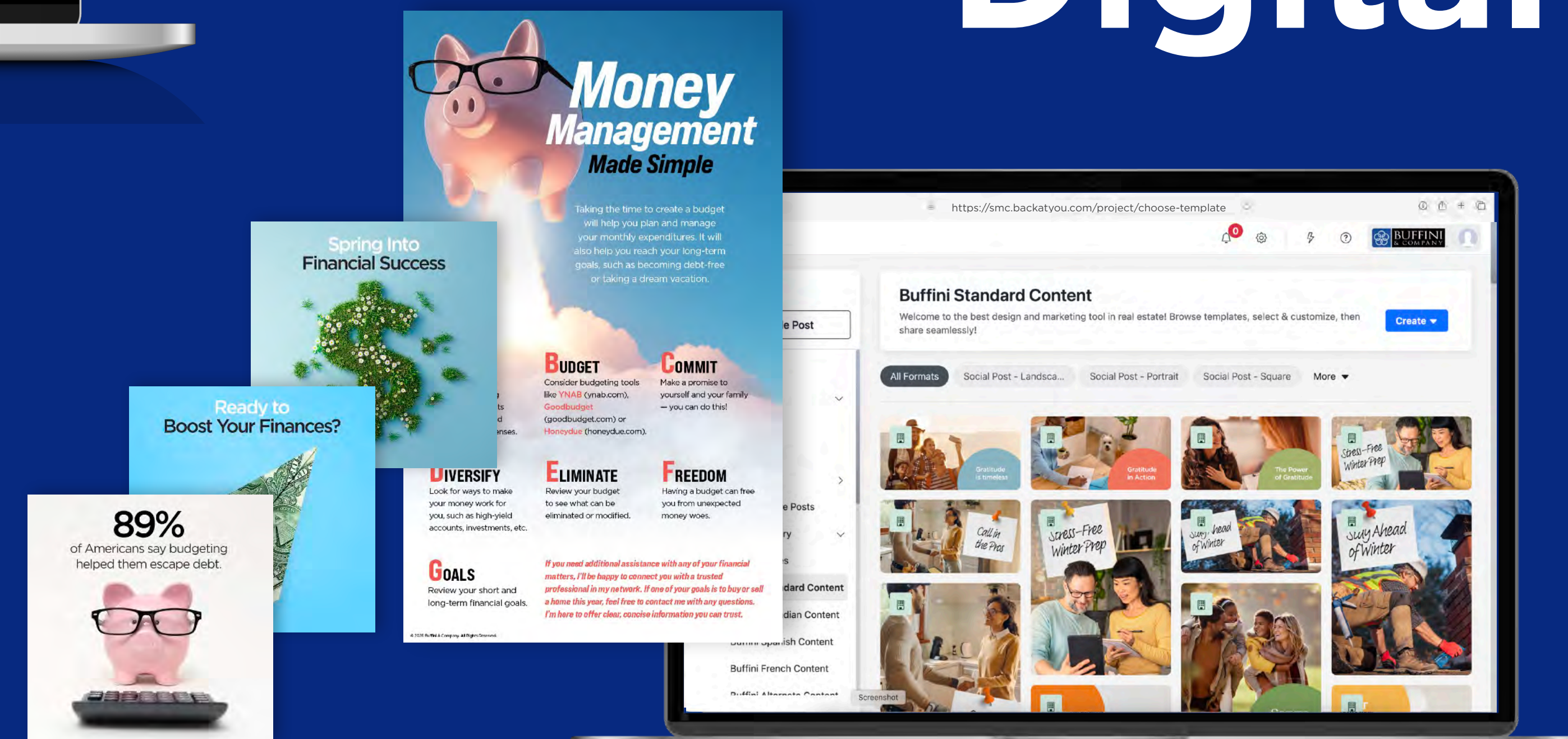
BLITZ
Summertime Surge

BLITZ
Finish Strong



**Video
Trainings**

**Referral
Maker
CRM**



**Digital Marketing
Assets**

**+ Digital
Resource
Library**

buffini.com/RMCore



BRIAN'S BOLD PREDICTIONS FOR 2026

- 1** The rhythm of the market will **mirror the 2019 market.**
- 2** **240,000 agents leaving** the business, with **14% more sales.**
- 3** People who use the Blitz program will **close an extra transaction a month.**



Kimberly Stevenson

CARY, NC

- Set her 2025 goal to **\$8.4M** in sales volume.
- Unbeknownst to her and her coach, her CRM got set to a goal of **\$11.4M**... didn't realize this until they were doing her Q3 review.
- All year she has been focused on doing what her CRM dashboard says...
- She is now on track to do **over \$12M in volume!**
- The **system works** when you work it.

c0-1.98-0.17-3.42-0.52-4.34c-0.34-0.91-0.95-1.37-1.82-1.37c-0.84,0-1.43,0.46-1.78,1.37c-0.34,0.91-0.52,2.36-0.52,4.34v8.59
c0,2.04,0.16,3.51,0.49,4.4c0.33,0.9,0.93,1.35,1.8,1.35C98.71,45.06,99.31,44.61,99.66,43.71



03

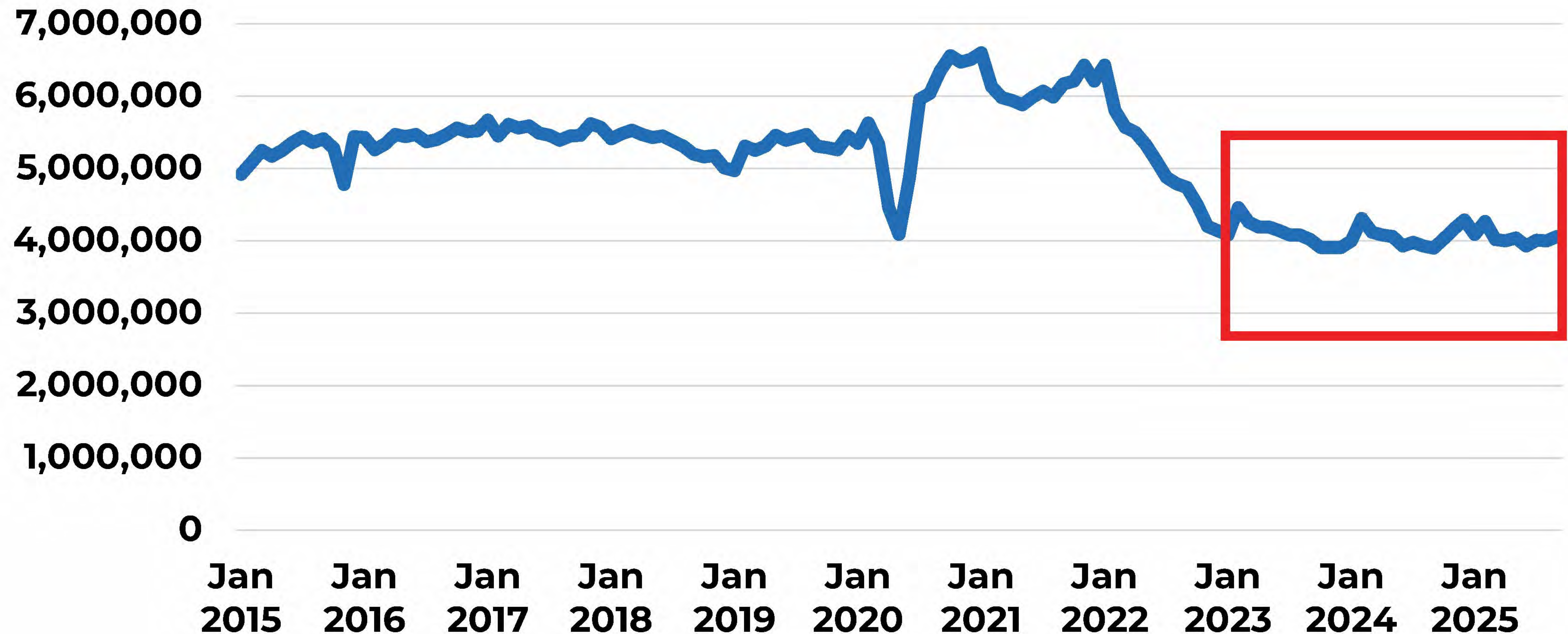
A LOOK INTO THE FUTURE

INTEL WITH DR. LAWRENCE YUN



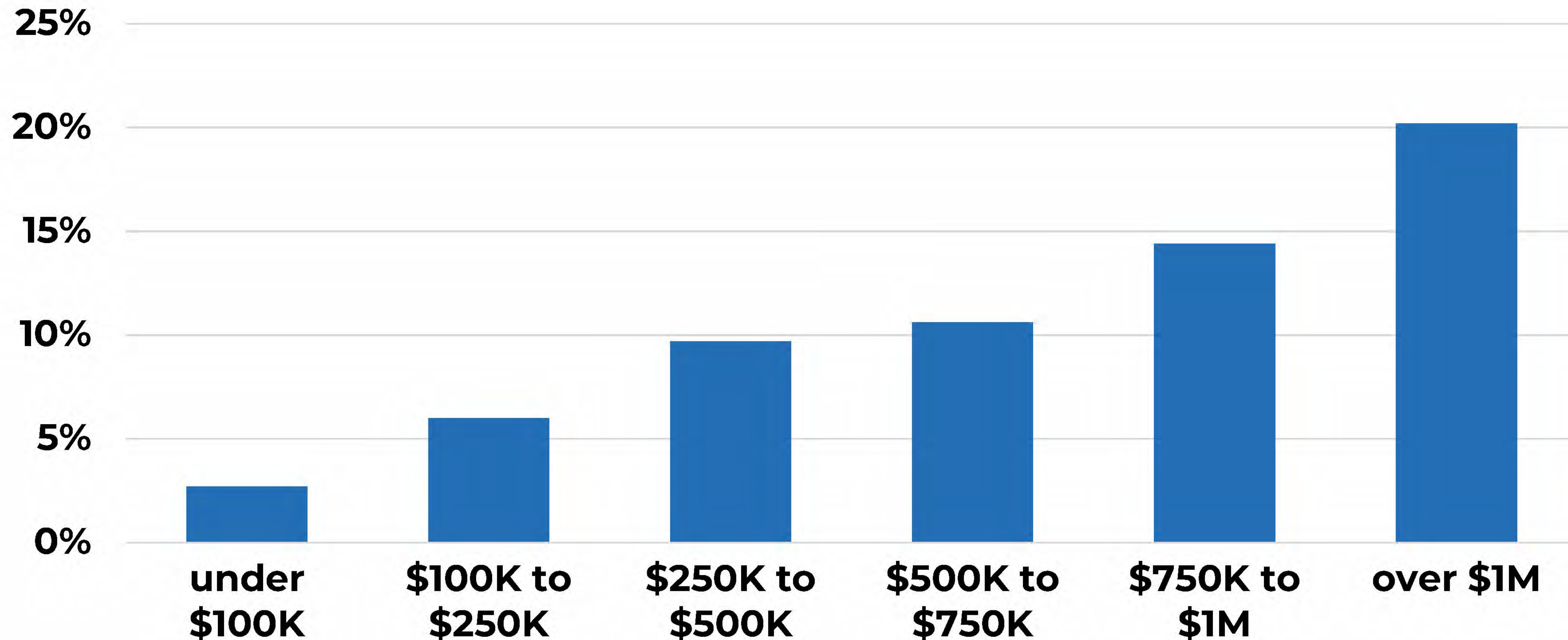
Existing-Home Sales

Seasonally Adjusted Annualized Rate



Home Sales Change by Price Category

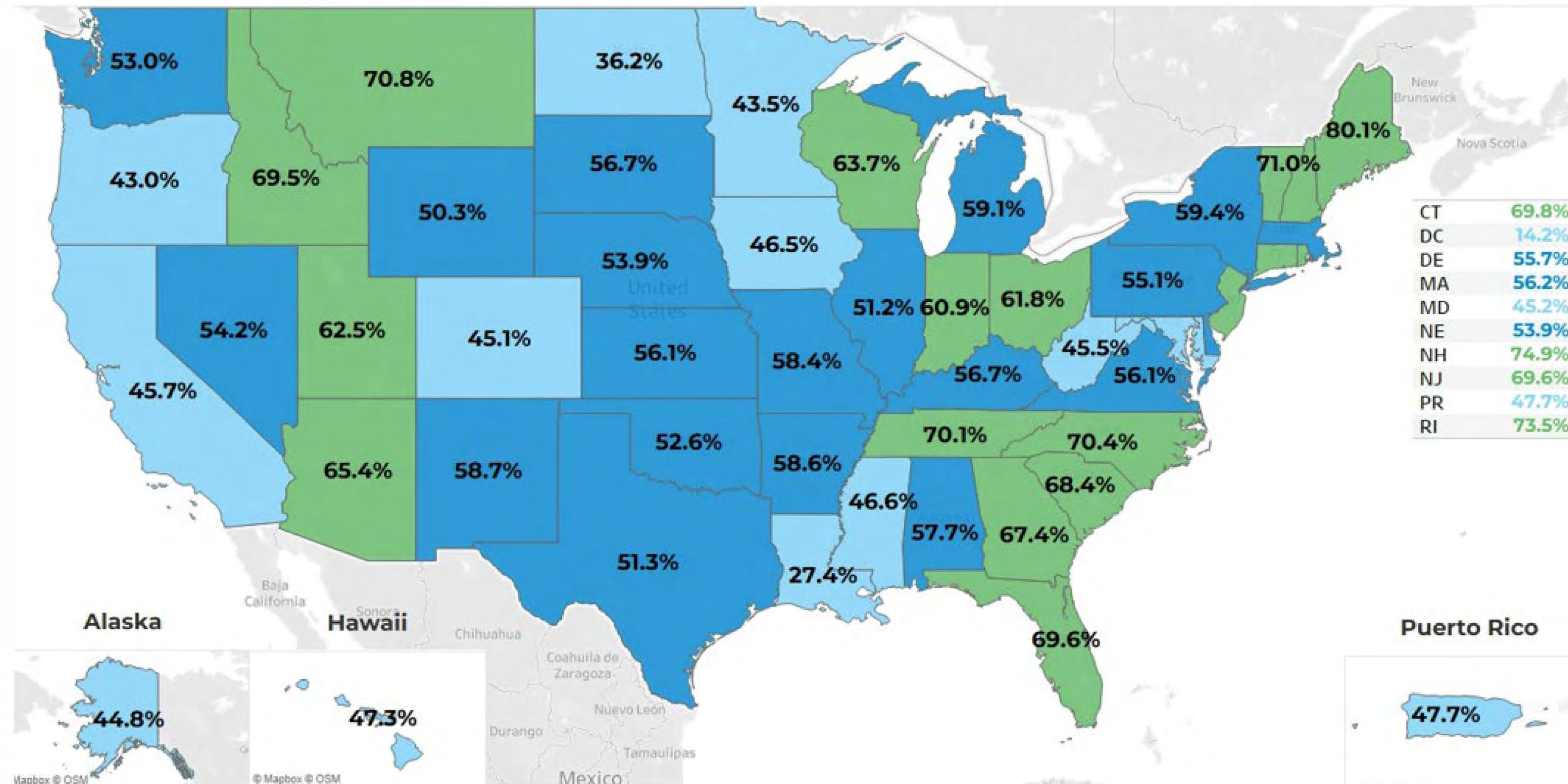
(% change from September 2024 to September 2025)



Source: NAR

5-year Home Price Gains Since Pre-COVID

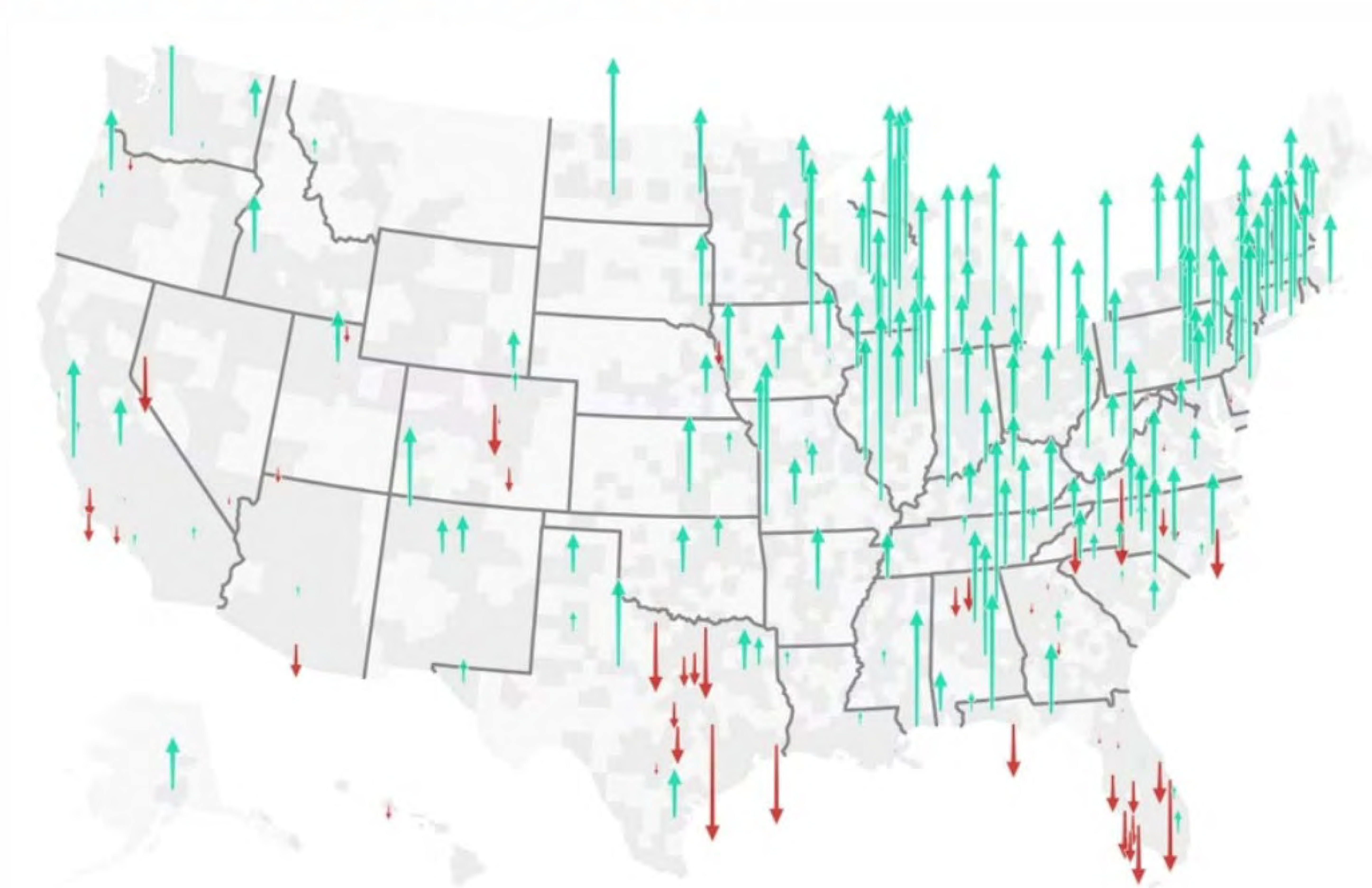
% change from 2020 Q1 to 2025 Q2



Source: NAR Analysis of FHFA data

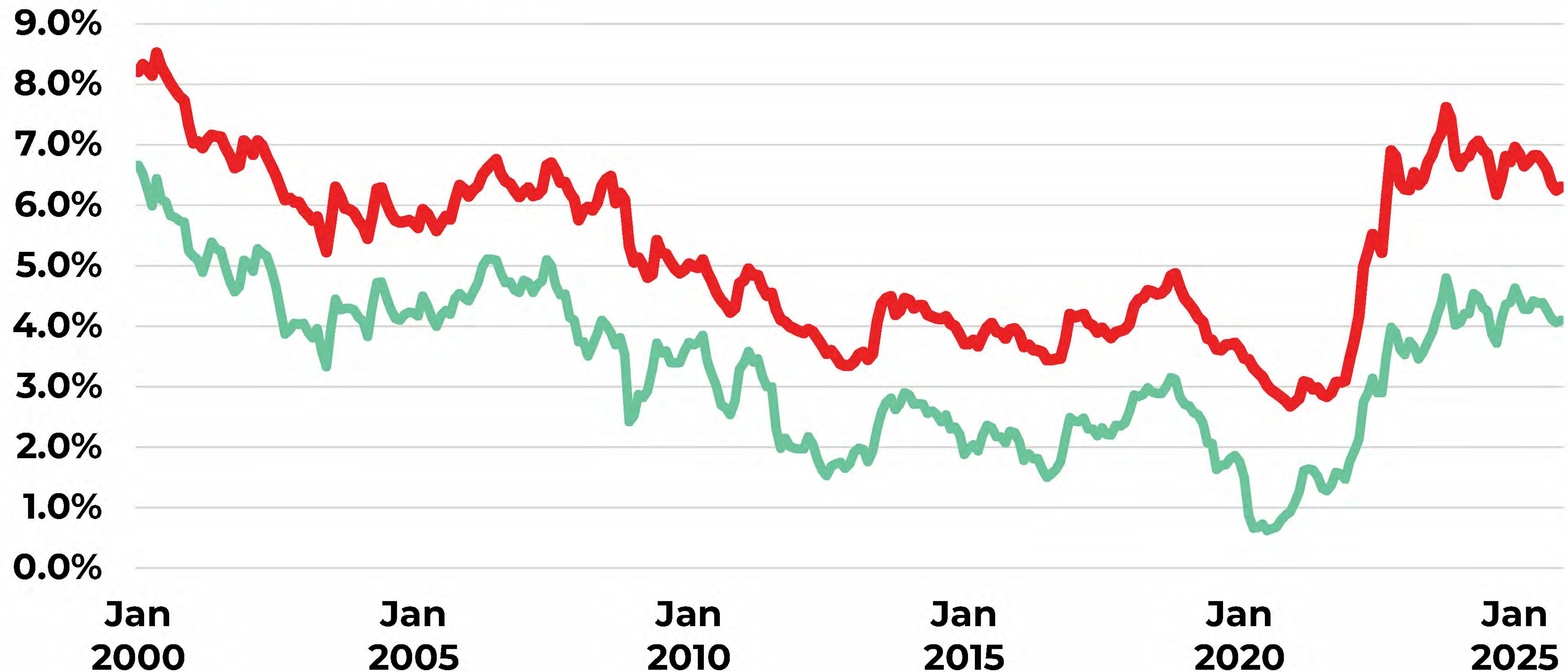
1-year Home Price Gains

% change from 2024 Q3 to 2025 Q3



Source: NAR and realtor.com map using datawrapper

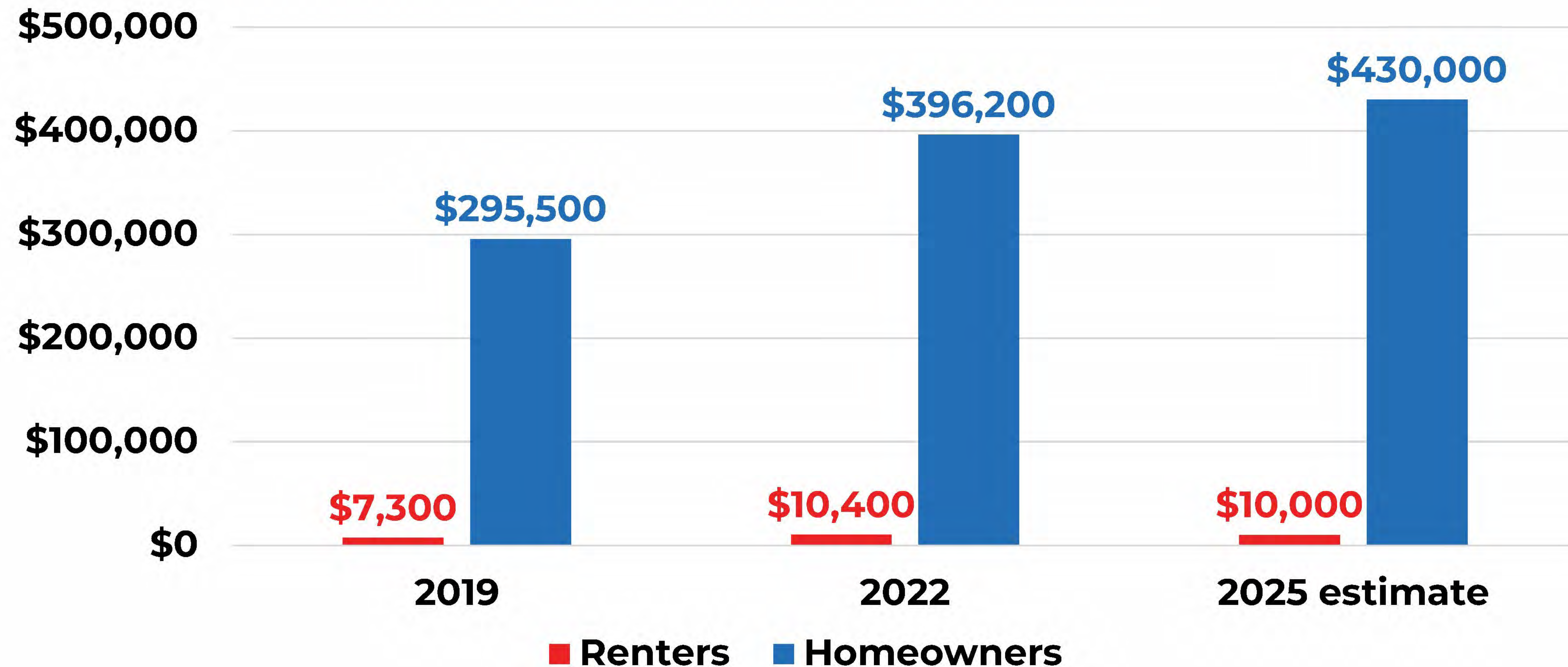
10-year Treasury Mortgage Rates



Source: Federal Reserve and Freddie Mac Mortgage Rate

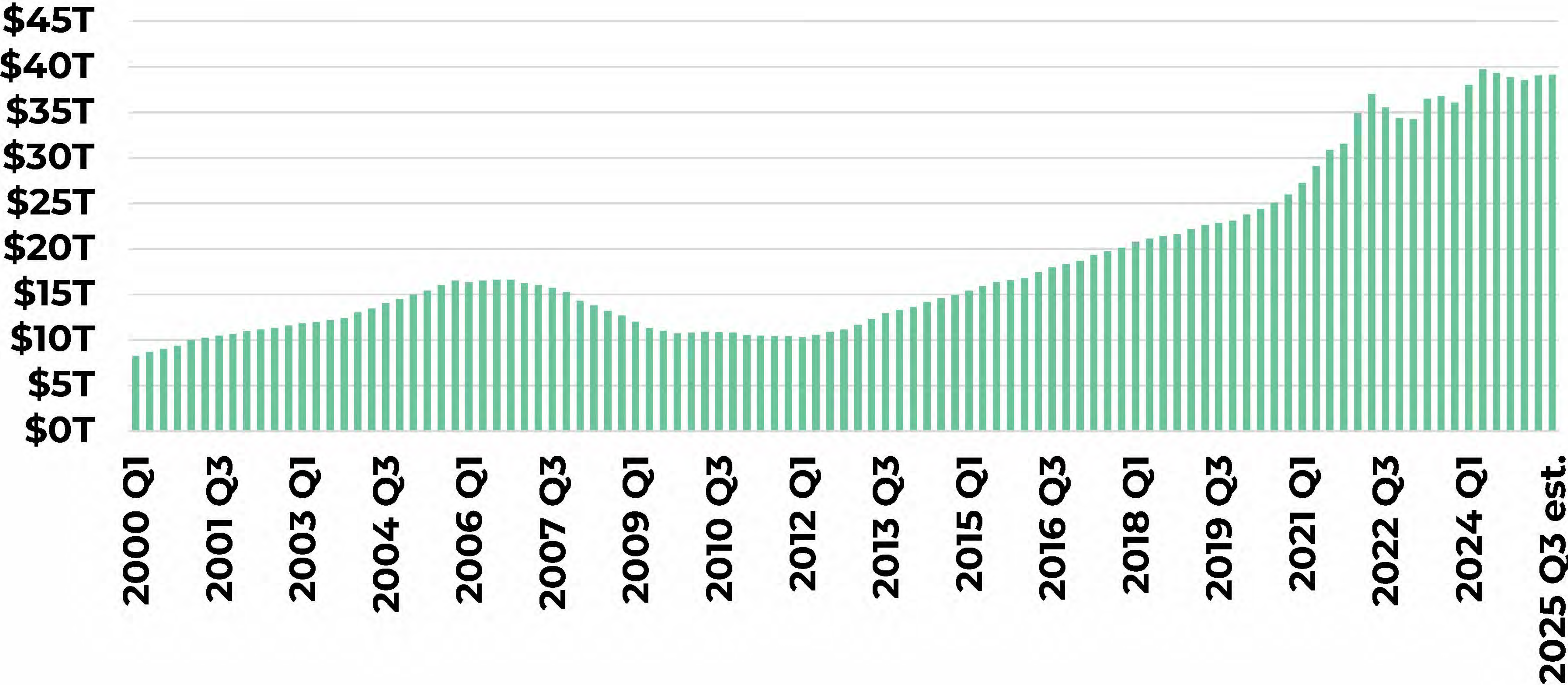
American Success

Median Net Worth Between Owners and Renters



Source: Median Net Worth from Federal Reserve Survey of Consumer Finance

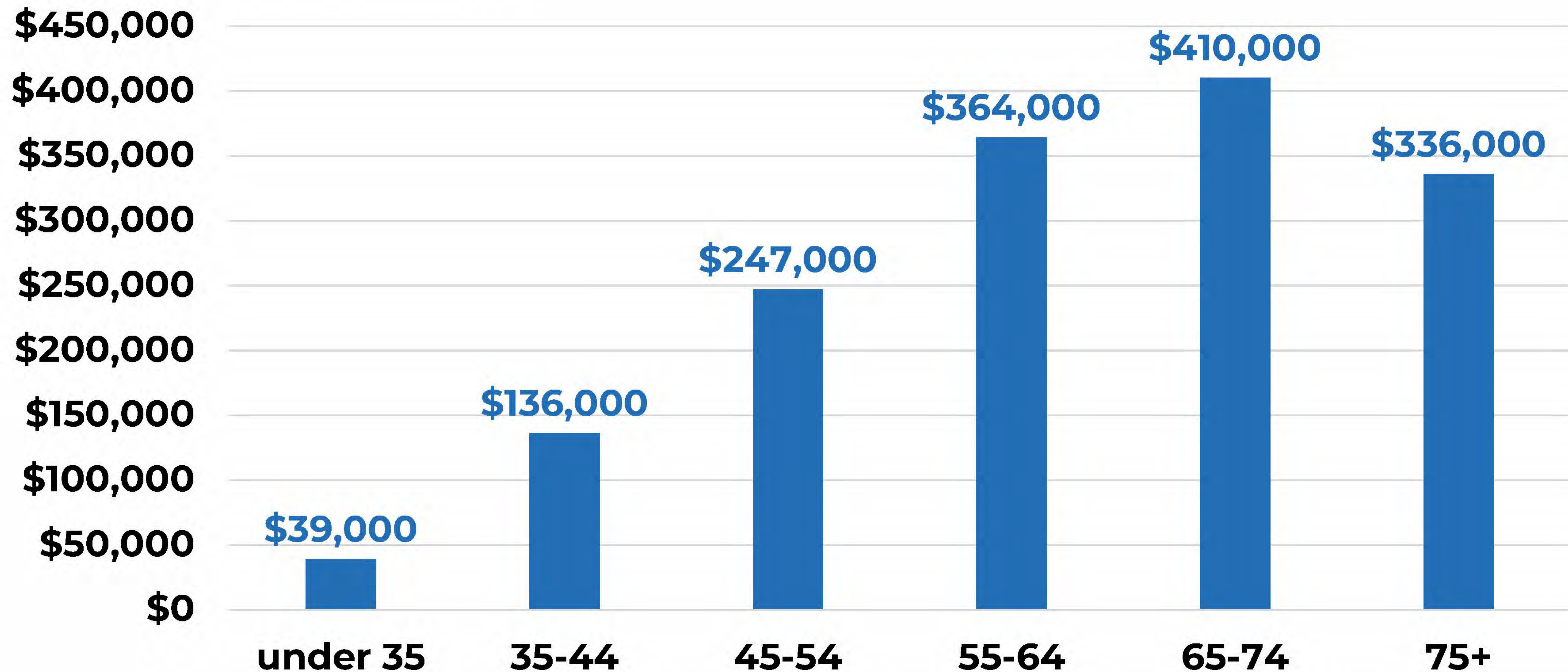
Real Estate Net Worth



Source: Federal Reserve

Median Net Worth by Age Group in 2022

(Assets minus Debts)



Source: Median Net Worth from Federal Reserve Survey of Consumer Finance

Nationwide Forecast

	2025	2026
Existing-Home Sales	+0%	+14%
New Home Sales	-2%	+5%
Median Home Price	+3%	+4%
Mortgage Rate	6.7%	6.0%
Job Gains	400,000 (not 2 million)	1.3 million (not 2 million)
Unemployment Rate	4.3%	4.4%

BUFFINI
COACHING ***LIVE***TM

BOLD PREDICTIONS