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BUFFINI & COMPANY LAUNCHES NEW BROKER TRAINING PROGRAM

Carlsbad, CA – July, 2010: Buffini & Company, the largest coaching and training company in North America, recently announced the launch of their new broker training program, the **Recruiting Boot Camp** at their Broker Conference in San Diego, CA.

Considered an industry first, the Recruiting Boot Camp is a 90-day, step-by-step program designed specifically for brokers to build a winning team in their office. It incorporates video training, an interactive workbook with detailed resources, a 3-month supply of Buffini & Company's Ultimate Office Kit, a daily action plan and live Recruiting Group Coaching with a Buffini & Company Certified Business Coach.

"As we examined the needs of brokers it became very clear that there was no recruiting training anywhere in the industry," said Buffini as he unveiled the program. "In this new era of real estate the rules have changed and you've got to stay informed to stay ahead."

Buffini, along with industry expert Rick DeLuca, wanted to create a system for recruiting great agents – both new *and* experienced. "Truth is the vast majority of brokers don't have a system, a method or a plan for recruiting," he added, "But now more than ever these are essentials for success. It's time to get back in the game and we're bringing the goods with training on how to develop a winning culture that will attract and retain the best agents."

Said Paul Caldwell, a broker from Greenwood, IN, "After all those years of stop and go attempts at recruiting I had lost some steam. After following this system the first 45 minutes of every day, it's now what I enjoy doing all day and I'm excited with the results — five recruits in seven weeks and re-connected with my whole team!"

Broker Kelly Wood agreed, "Nine recruits so far — this program is just so good! We inherently know what to do — this system just makes you do it. That, combined with the support of your Buffini Coach makes it incredibly easy."

The Recruiting Boot Camp will help brokers recruit experienced producers, find new stars to boost their team, turn existing agents into recruiting machines and develop the ultimate interview process. The Recruiting Boot Camp is available to broker/owners by visiting www.buffiniandcompany.com/rbc or by calling 800 945 3485 x 4.

About Buffini & Company

Buffini & Company is the largest real estate coaching and training company in North America. Founded by industry expert Brian Buffini, the company provides its Members with systems that facilitate the fundamentals of working by referral. Their unique and highly-effective lead generation and coaching systems have helped entrepreneurs around the world improve their business, increase net profit and enhance their quality of life. Members of Buffini & Company's One2One Coaching programs earn 6 times the NAR national average (US). Buffini & Company is headquartered in Carlsbad, California.

For further information: www.buffiniandcompany.com or 800-945-3485 x 4.