HOW TO HAVE YOUR BEST YEAR EVER!

3 Tips for Making Sure 2015 Is Your Most Profitable Year Yet

PLUS:

Joe Niego shares a little known secret for attracting more buyers

How the One2One Coaching Membership creates a powerful formula for success

An inside look at how real estate pros are working the Referral Systems to win
Join BRIAN BUFFINI and special guests

RICHMOND APR 1-2
Nido Qubein
High Point University President

SAN DIEGO FEB 10-11
Tim Sanders
Former CSO at Yahoo!

SAN JOSE JUN 23-24
Erik Wahl
Artist & Entrepreneur

PHILADELPHIA SEP 16-17
Diana Nyad
Long-distance Swimmer & Author

TEXAS OCT 14-15
John O’Leary
President of Rising Above

TORONTO DEC 2-3
Scott Stratten
Marketing Expert

Training. Motivation. Success. Your best year ever starts now!

At this action-packed event, you’ll get powerful insights, training and strategies from Brian Buffini and a rock-solid lineup of special guests to transform your business and have your best year ever.

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MESSAGE FROM THE EDITOR

It’s All About You

In this issue of Buffini & Company Magazine you’ll hear from Members across North America who are seeing great success in their business. We’re focusing on these stories because that’s why we exist as a company—to support your story. Our mission is to impact and improve the lives of those we serve. And we do it by providing all the tools you need to create your ideal business and life.

The Buffini community is about doing business the way it used to be done. It’s about going back to the fundamentals of really caring for your clients to such a degree that their next natural step is to make sure their friends and family have an opportunity to work with you, too. As well they should! You play a very important role in their lives, and represent a level of care and attention they probably don’t experience in their other business relationships.

Launching your best year ever starts today. Rest assured—your best days, your best year, lies ahead if you’ll commit to the daily activities that bring results. It is possible. Dive into this issue. You’ll see some new features and some old. And hopefully you will see yourself in some of the stories we share.

Take, for example, One2One Member Michelle Hopson. Despite being diagnosed with breast cancer, and going through surgery and chemo, she’s blown by her income goal of $120,000, paid off $50,000 in debt and is on track toward recovery. She is having her best year yet!

It’s stories like Michelle’s that keep us fired up at Buffini & Company. Your success stories are the fuel that keeps us driving forward. We hope you’re inspired through this issue and empowered to stay on track so when we see you next, we’ll hear you say, “I’m having my best year ever!”
A Year of Our Best

W e’re so proud of our Buffini community. You guys continue to bring positive change to the real estate industry, raising the bar for what it means to be a professional in this business.

And in 2015, we’re as committed as ever to continuing your success. In fact, we want this to be your best year ever! And believe me, that’s going to be a challenge for us because so many of you had such a fantastic 2014!

But we’re up for the challenge. Just as your Coach does with you, we’ll be asking ourselves, “What’s it going to take?” “How are we going to help you win?” “What do our Members need today to have their best year ever?”

Truth is, having your best year is made up of having your best days—whatever that means in your business each day. Nothing in life is guaranteed (outside of death and taxes!). We can’t predict the future, but what we can do is commit to giving you all every day. We can affirm our intention, and, if a bad day, week, or month pops up, we have the peace of mind in knowing that we were doing our best.

As legendary basketball coach John Wooden says, “Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

Our mission is to impact and improve the lives of people. It’s a big mission that demands significant effort and commitment. But here’s what I can promise from Buffini & Company: our year will be made up of 365 days of giving our best to you.

“Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”
— John Wooden

Your and your Referral Systems have been instrumental to my husband and I living “the good life.” John and I have been happily married for 28 years—23 of which I’ve been a Realtor! In 2013, we took off more than a week each month, as well as the entire month of September when I started Coaching at 82 years of age (and had her best year ever in her mid-to-late 90s)—I had to toss out all of my age-related excuses.

My broker runs everything based on your systems and I have no doubt I will succeed. I still have 12 more years before I’m Arlene’s age when she started One2One Coaching!

— Pat Crowe
Haven Properties
San Luis Obispo, CA

You and your Referral Systems have been accredited to you and your awesome systems and training to help me continue to put money aside to serve the poor and those in need in my local community. I just wanted you to know how grateful I am for your systems and training to help me continue to help others and care for them.

— Dave Hooke
Hooke, Hooke & Eckman
Carlisle, PA

After 32 years in this business, I felt as if my time to truly succeed had run out. You see, I’m 70 years old. But I’m finally in the most perfect office I’ve ever worked in—even though all my colleagues are considerably younger than me!

When you shared Arlene Hohlt’s story at the Success Tour—about how she started Coaching at 82 years of age (and had her best year ever in her mid-to-late 90s)—I had to toss out all of my age-related excuses.

You and your systems and training to help me continue to put money aside to serve the poor and those in need in my local community. I just wanted you to know how grateful I am for your systems and training to help me continue to help others and care for them.

— Erin Kouwertaris
Dominion Lending Centres
Toronto, ON

I wanted to thank you for the great job you and your staff did at the New York Success Tour. I’ve been a One2One Member for over a year, but had never heard you speak. I’m so glad I went.

— Julie Eidson
Windermere Greenwood
Seattle, WA

I’m a mortgage agent and have been in the business for five years. I feel re-energized, re-invigorated and over-the-top excited for the next phase in my career all because of the Peak Producers training program! So I thank you wholeheartedly for what you do! Wishing you continuous success and happiness.

— Erin Kouwertaris
Dominion Lending Centres
Toronto, ON

I opened a real estate office with a friend about 10 years ago, when I was 24. With no experience or training, it was difficult, to say the least. I think we sold one home that year and I quit multiple times! Only by God’s grace, and reading many books, did I persist through.

Last year, we sold almost 300 homes and I started working with Coach Rodger Strader: With his (and your) help, I’m confident we can really grow our team and serve a lot of people.

I hope to continue to put money aside to serve the poor and those in need in my local community. I just wanted you to know how grateful I am for your systems and training to help me continue to help others and care for them.

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— Dave Hooke
Hooke, Hooke & Eckman
Carlisle, PA
The word "launch" is defined as "putting into motion with a sudden energetic movement."

Now, that might not sound like how you plan to tackle the year ahead, but it's how it should sound. Launch into it with all you have. Because if you do so with purpose and direction, you'll have a great 2015.

A number of years ago there was a movie called "Failure to Launch." It was about a 35-year-old man living at home with his parents and exhibiting no signs of leaving his cushy life. The thing is, as much as we might find it funny he was afraid to leave the nest, there might be some truth in the tale for all of us. Are there areas where we rely on the comfortable and familiar? Many agents approach this business without clear goals or a plan, and instead rely on doing what they've always done. They don't take time off, so they don't have time on; they never really rest up, so they never really go hard.

The problem with that approach is that if you don't truly "launch" to get ahead, it's a tall order to try and catch up.

So let's try a little exercise. It's 12 months from today and you've just had the best year of your career. How does it feel? What have you achieved? Is your income higher than ever before? Did you have fun along the way? Maybe you reached goals that were very personal for you? You upgraded your car. You enjoyed more time off. What did you have to do to get there? Did the goals you set help you endure the hard stuff?

If 12 months from today you want to look back over the best year you've ever had, here are three tips to help you get there:

1. LEVERAGE THE SELLING SEASONS

   Many agents aren't aware of the fact that there are very clear selling seasons in this business, and we need to know what to do and what not do in each of those seasons. For instance, the leads you generate from January to March will end up being 40 percent of your business for the year.

   At the Success Tour I'll dive into more detail about these seasons, but remember...the first quarter will produce almost half your results. So make sure you're geared up for this critical time of year.

   If you work with one of our Certified Business Coaches, they're equipped with resources, strategies, tactics and tools to help you capitalize on this prime selling season. Don't go it alone. Reach out for help.

   You already have an advantage by having a system to work from. And once you get going in the right direction, you get momentum, the business will start to flow.

   As time passes, you'll start to notice that your database is more receptive when you reach out, and more fruitful with sending referrals your way. And if you continue working the system, it just keeps getting better from there.

2. GET IN THE SLIPSTREAM

   Once you're in the slipstream you'll find a momentum that almost pulls you along. And, the slipstream for you is the first quarter. The momentum you find now will set you on a positive course for the rest of the year.

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3. THERE ARE SPECIFIC SELLING SEASONS IN THIS BUSINESS

   The first quarter will produce almost half your results.

by Brian Buffini, Buffini & Company Founder and Chairman

LAUNCHING YOUR BEST YEAR EVER
Industry Facts & Figures

Buyers in the Internet Age

The Internet has changed the way buyers search for homes and navigate the home buying process.

92% of buyers used the Internet during their home search process.

43% of buyers looked online for properties as their first step in the home-buying process.

Of all Millennials visited real estate websites in July 2014.

36% visited real estate web sites or apps on mobile devices.

67% of agents have a website.

Is Your Business Googleable?

Google Searches

for real estate listings tend to peak in July.

In 2014, these searches reached their highest point since 2008.

Top five things people search for on their mobile device:

- Contact an agent directly
- Directions to a home
- More info on a listing
- Listings
- Watch a video of the home

Feed your mind with content that will direct, instruct and motivate you toward your goals.

People are searching for mortgage information, too!

25% of Google searches for mortgages occur on mobile devices.

“Mortgage Calculator” is the most popular mortgage-related search term.

Despite these numbers, 82% of all real estate transactions come from repeat and referral customers.

Googleable? Industry Facts & Figures Buyers in the Internet Age

You’re an independent contractor. You’re in business for yourself, but not by yourself.

Make it a priority to stay connected. When you take training together, it gets you fired up; like when your neighbor does something you didn’t and suddenly you want to get after it too. To stay in the slipstream follow these tips...

A track to run on. Look at a train track. It doesn’t matter what’s happening in the world, it’s steady. Predictable. Having a proven path to follow takes away the guesswork and keeps you going in the right direction. If someone’s been there, uploaded the info and updated the maps, why wouldn’t you use that?

Sharpen the saw. What skills do you need to sharpen? Do you need to get better at negotiating? What about time management? We all have areas of improvement waiting for a tune-up. What are yours?

Make sure you HAS what it takes. A peak-producing agent “HAS” what it takes: the right Habits, Attitude and Skills. You can work on these things. You can develop your habits. You can improve your attitude. You can sharpen your skills. It’s all a choice.

Launch your best year ever

Hit the launch button. Take steps to keep your energy up, your activities in front of you and your mind right. Turn your car into a mobile motivational unit. Instead of watching reality TV, watch that inspirational movie you love. Or pick up and read that great book you bought a while back.

Feed your mind with content that will direct, instruct and motivate you toward your goals. What are you doing to stay inspired and upbeat? Tap into the many resources Buffini & Company provides: Attend a Success Tour, tune into Buffini TV and utilize the tools we offer online to stay positive and motivated.

I hope you take time to reflect and look back so you can look forward. Take time to reorganize, reload and prime the pump.

I believe one of the best things you can do is take Peak Producers to really kick your production into high gear. No matter how you do it, you have a chance to launch your best yet ever. The science of the seasons is real; the business you’ve generated by the end of March will end up being 40 percent of your income for the year. The first quarter is key. With a track to run on, good habits, attitude and skills, I believe your best days are still to come. Why? Because you’ll be at your best!
It’s Time to Have a Little FUN!

by Joe Niego, Presenter & Trainer

Having closed a few thousand transactions over the last 25 years, I can attest to the fact that selling real estate is mentally, emotionally and physically demanding. The work of lead generation requires you to consistently expend energy on calls, notes and Pop-Bys. Fence-sitting buyers, or those shaky deals on “life support,” are emotionally draining. Going on listing appointments, writing contracts and negotiating deals require maximum concentration. Whether you’ve sold real estate for 12 days, 12 months or 12 years, I know you’ll agree: It can be a grind! And grinding it out can make us dull. Yet, selling real estate and being dull is a one-two production-killing combination.

My advice is that we all inject a little “fun serum” into our business. If you’re having fun at work, you’ll be more productive. And being more productive (that’s fun, isn’t it?) will help you have your best year ever! Here are three ways I bring fun to my business to keep my work enjoyable, and, therefore, more fun! And being more productive (that’s fun, isn’t it?) will help you have your best year ever! Here are three ways I bring fun to my business.

1. Establish Fun Goals

I love to have fun! If work isn’t fun, it prevents me from going all in. Dale Carnegie once said, “People rarely succeed unless they have fun in what they are doing.” This is so true. Don’t get me wrong; selling real estate isn’t always fun or easy. But the key is to have fun!

To spice up my annual production goal, I create a few fun mini-goals along the way. These goals can be daily, monthly or quarterly—but the key is to have fun! Below are two examples of fun goals I set for my business.

2. Institute Fun Breaks

Do you sometimes take yourself or your day too seriously? Are you always trying to get a five-hour “to-do” list done in a one-hour time slot? I know I’m guilty of this. To manage my intensity, I’ve learned to insert fun breaks into my day.

If you come into my real estate office, you will see a Nerf basketball rim hanging from my office door. During the day I often challenge fellow agents and/or my assistants to a little shooting contest…loser buys lunch (I’m a pretty good shot!) or treats for the office (win/win for everyone!).

Sometimes, on a hot summer Chicago afternoon, I return to the office with an ice-cold slushie for everyone—mandatory break time! I find that taking a fun break helps me to re-energize, re-focus and be more productive.

3. Engage in Fun Encounters

I love to learn about people—where they’re from, how they got where they are, what motivates them, or what they want from life. Fully engaging with my clients creates fun for me. If you take the time to authentically connect, you’ll be surprised by what you discover; a cousin of the Pope, a World War II veteran, a toy maker, and many other people—all of them with interesting and colorful backgrounds.

Do you have a challenging client? Then rise to the occasion. Ask them about their life. See if you can get them to smile. It’s fun when a guarded client lets me inside their world. Some of my favorite clients started off as “tough nuts to crack.”

Not sure how to engage? Ask them a few questions about their favorite subject: Themselves! People love to share their story and be known. Take this opportunity to learn a little more about your clients than just their address. You’ll be surprised what you discover and I guarantee you’ll have more fun selling the home.

And remember, buying or selling a home is one of the most stressful activities for people. Buyers and sellers are attracted to, and will appreciate, an agent who makes the experience an enjoyable one!

Let’s commit to having a little more fun in 2015—especially in our business. You’ll be surprised at how it might affect your production! Up and to the right for one of your best years ever!
The first months of the year provide a perfect opportunity to recommit to the Work by Referral System and its proven activities. However, as the months roll by and you get busier, it becomes easier and easier to let your lead generation activities slip.

That’s why we created Referral Maker CRM. Not only does it keep your clients’ information organized, it also creates a fun and easy way to stay on top of what you need to do each day to be successful, while keeping you motivated to reach your goals.

In real estate, it’s all about building relationships with your clients. Consider this: 82 percent of all real estate transactions are with referred and repeat customers. If you want to generate a steady stream of reliable leads, it’s important to deepen your relationships with your existing clients by staying in touch with them.

Referral Maker CRM takes the guesswork out of client communication by giving you a list of who to contact each day in your Priority Action Center. Once you call these clients, write notes or deliver Pop-Bys, CRM moves them to the back of the queue based on how you’ve prioritized the relationship (A+ and A clients cycle through the list more quickly than B and C clients).

And not to worry... If you’re stressed about saying just the right thing to your clients, Referral Maker CRM even features proven dialogues to start the conversation.

- **Build a Stronger Business**

  Do you know what proactive lead-generation activities you have to do today to reach your goals? Referral Maker CRM can tell you! Not only does it make it easy to organize and sort your database, it takes organization one step further by giving you a Daily Action Plan that lists what to do and who to contact to meet your business goals.

  Referral Maker CRM also tracks your progress so you can see, in real time, where you stand in the pursuit of your goals. At a glance, you know how many calls you’ve made and personal notes you’ve written, as well as your daily to do list, recent activities, upcoming appointments and much more.

  A strong business thrives in good times and weathered adversity. In order to build a strong business, it’s essential to know your numbers; that is, your average list price, average days to closing, average sales-to-close ratio, etc.

  Not only can you use these numbers to help your clients understand the local market, they also give you an accurate picture of your sales. Referral Maker CRM calculates these numbers so you can easily refer them in just a few clicks.

  But, these aren’t the only numbers you should know. As a business owner, it’s vital to have a firm grasp on your finances. Referral Maker CRM keeps tabs on how much money is in your pipeline, including how much you’ve earned, how much is pending, and how much there is in total active and potential sales. Additionally, it allows you to track your expenses so you always have an accurate picture of your financial status.

- **Organize Your Day**

  The Work by Referral System is all about helping you create relationships; relationships built on consistent communication and care. By sending monthly Marketing Flyers and eReports, you build trust by reinforcing your character and competence as a real estate professional.

  Designed to be shared, the Marketing Flyers and eReports make it easier for your clients to refer you to their family and friends, especially if you have them personalized with your brand, photo and contact information. In fact, we’ve found that those who personalize their Marketing Flyers earn over $30,000 more than those who choose to send them out unbranded.

  Taking it a step further, Referral Maker CRM features “Referral Intelligent Technology” that allows you to send your marketing materials every month with just one click. And, if you’re so focused on relationship building that even a single click takes too much time, you can now elect to have Buffini & Company send your marketing materials for you with an upgrade called Client Direct.
Member Suzanne Botsifaras has doubled her income and is exceeding her goals.

One day in 2012, after 25 years as a Senior Corporate Law Clerk, Suzanne Botsifaras decided, "That's it! I'm going to get my real estate license." She says of her previous career, "I spent my whole day in front of a computer. There was no personal interaction and it wasn't fulfilling." She was craving a more rewarding career in which she could work with and help people. Real estate turned out to be the perfect fit.

New career got off to a strong start when she signed on with a brokerage requiring all new agents to complete the Peak Producers training program. "I'm so grateful I started right away with good habits; my overall business plan. With all the expenses that come along with being a new agent, I felt like I couldn't afford to do it at the time, but I also knew, I couldn't afford not to.

Suzanne knew her transition into One2One Coaching would take some time, so she became a Referral Maker PRO Member for the interim and stayed focused on lead-generation activities. Her dedication to the fundamentals she learned in Peak Producers, and continued to develop through Referral Maker PRO, gave her success early in her career, even earning her the Rookie of the Year award at her brokerage.

She attributes much of the success she's earned to the Working by Referral System. "Brian's way of doing business resonated deeply with me from the beginning. It's not about what you get from your clients but about what you give to them."

Fully investing herself in her clients, her lead-generation activities and her daily habits seems to come naturally to Suzanne, but she says Referral Maker PRO and CRM really helped keep her on track every single day.

As Suzanne grew in her career, she started noticing a couple of challenges she couldn't quite figure out by herself. She knew that to overcome those obstacles and build the business of her dreams, she couldn't go it alone.

In May of 2013, she upgraded from Referral Maker PRO to One2One Coaching. At the time, her biggest struggle was asking for referrals. "It just didn't feel natural," she says, "But on my first call, my Coach was able to uncover my hang ups and help me find words that were comfortable and natural for me to use." Needless to say, she has had no hesitation asking for referrals since.

"My Coach is able to take what seems like a daunting or overwhelming task and break it down step-by-step. Suddenly, that task becomes simple and attainable."

One formidable task Suzanne and her Coach overcame together was establishing a business and personal budget. This is a major struggle for many business owners. Buffini & Company Certified Business Coaches help their clients create a budget for their business, and a budget for their home—even making sure they pay themselves a salary.

"My Coach finds out how much income I want to make in a year, and then walks me through entering that goal into Referral Maker CRM. CRM then translates that information into all the lead-generation activities I need to do to accomplish that goal. I have a plan!"

When she started in Coaching, Suzanne's goal was to double her income from her first year's earnings. Together with her Coach, she made a daily, weekly and monthly plan to keep her focused on the activities she would need to do in order to reach that goal. After 18 months in Coaching, she is on track to double her 2013 income, netting $180,000 in 2014.

"Coaching kept me focused on what I needed to do to generate the referrals and make the encounters with my clients meaningful. Those encounters, and the referrals they generated, were meaningful to Suzanne both in her emotional bank account, as well as her actual bank account. "I love getting to help people for a living while also being rewarded for my hard work."

The road wasn't always easy as Suzanne and her Coach worked toward her goal of doubling her income in 2014. "At times I felt like I wasn't getting any results from my activities, and even that was bothering the people in my database. It's easy to stray from the activities when you don't see an immediate result or when the people you contact don't respond how you'd like. "My Coach encouraged me to keep doing the activities and she was right." Suzanne's phone started ringing and the clients came pouring in.

Although Suzanne's success is inspirational, she certainly doesn't claim it's miraculous or that it happened overnight. "Coaching works, but you have to do the work too. My Coach gives me action steps that keep me focused on what I need to do, but in between calls, I actually have to do the homework!"

She says her first year of Coaching was all about working on how to ask for a referral, how to get more referrals, and how to grow her database. About her second year of Coaching, Suzanne says, "Now I'm able to go deeper. It's more about building a strong, viable business that's going to give me the quality of life I want at home also."

"Suzanne has positioned herself to remain successful and continue growing her business for years to come. "Coaching is a fundamental investment in myself and in my business. It is a business necessity to me, like my cell phone. I believe in myself and what I can do and I know I need Coaching to help get me there."

In 2015, Suzanne will work toward her goals of increasing her income to $250,000, hiring an assistant, spending more quality time with her family and taking a dream trip to India. If the past is any indicator, and with her Coach by her side, she is sure to achieve all she sets her mind to.
Increase your INCOME with BRIAN BUFFINI’S REFERRAL MAKER SYSTEM!

Referral Maker PRO includes:

1. Monthly Marketing Kit
   Let us be your marketing agency and receive our high-quality, professionally printed Marketing Kit each month.

2. Referral Maker CRM
   The easy-to-use customer relationship manager that helps you maximize the relationships in your database so you can generate more leads.

3. Success Tour Events & Webcasts
   Get world-class business training direct from success expert Brian Buffini at our live events and online webcasts.

4. Online Training & Help
   Need assistance? Help is just a phone call away! Call or email our Referral Maker PRO Support Team as you need it.

Join thousands of other business professionals using Brian Buffini’s Referral Maker PRO to earn $150,000+ per year!

brianbuffini.com/rmpro 800-945-3485 x 4

Generate a steady stream of leads
Enjoy more time with family and friends
Produce a consistent, high income
Get organized once and for all
Work with people you like

Become a Referral Maker today!
Maximize your **EARNING POWER** with a **COACH!**

**Choose the solution that’s best for you…**

<table>
<thead>
<tr>
<th>Business Coaching &amp; Training</th>
</tr>
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<tbody>
<tr>
<td>Personalized One2One Coaching™ Sessions</td>
</tr>
<tr>
<td>Personal Heritage Profile™</td>
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<tr>
<td>Annual Heritage Profile Enhancement</td>
</tr>
<tr>
<td>In-Depth Business Analysis</td>
</tr>
<tr>
<td>Advanced Business Strategies Webcasts</td>
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<tr>
<td>10-12 Peers in Group Coaching Sessions</td>
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<tr>
<td>Online Training &amp; Resources</td>
</tr>
<tr>
<td>Business Plan</td>
</tr>
<tr>
<td>Monthly Training Webcasts with Brian Buffini</td>
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<tr>
<td>Buffini &amp; Company Magazine (Biannually)</td>
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<tr>
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<td>Help Desk Support</td>
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**Professional Marketing Tools**

| Referral Maker™ CRM | ☑ |
| Monthly Referral Maker Marketing Kit™ | ☑ |
| eReport Emails (monthly) | ☑ |
| Rapid Response Marketing Flyers | ☑ |

**Live Events & Networking**

| Attend Brian Buffini’s Success Tour-FREE | ☑ |
| Small Groups | ☑ |
| Referral Directory | ☑ |

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**Group COACHING**

Get the powerful combination of customized Coaching, accountability and synergy sessions with like-minded professionals from across North America.

**One2One COACHING™**

Your Certified Business Coach will provide you with personalized action plans, motivation and accountability to reach your goals.

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**Need help choosing the right solution?** Call 800-945-3485 x 4

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*Our One2One Coaching Members earn an average annual income of **$238,662***

"I’ve been in One2One Coaching for over four years and this year I’m 67% ahead of where I was last year!"

**Susan Hubele | Vancouver, BC**
A One2One Coaching Member since 2003, Roz Byrne, and her Coach, Melissa Winter, exemplify the power of accountability, camaraderie and profitability that come along with a dedicated Coaching relationship.

Now a veteran starting her 12th year with Buffini & Company, Roz candidly reflects, “I tiptoed into Coaching with a very skeptical eye, but I’ve seen it transform my business and work wonders for far too many agents to have any doubt left.”

Roz attributes much of her success to Coach Melissa—keeping her focused on planting the seeds that she would eventually harvest. “You have to have faith in the system; that if you work it, it will work. But you have to believe that before you have proof that it will.”

Outside of her bimonthly Coaching calls with Melissa, Roz strives to remain devoted to the Working by Referral System by capitalizing on all the resources Membership makes available. “Every Coaching call, every Small Group meeting, every Success Tour, every monthly CD that comes in the marketing kit, is a kick in the rear to stay in touch with my database and keep asking for referrals.”

She saw the dedication to her lead-generation activities pay off during the recession. “By diligently sowing the seeds of calls, notes, Pop-Bys and client parties during the downturn, my business remained about the same. That was frustrating to me, but it was a lot better than what happened to most agents because my business did not decrease.” Now that the recession has lifted, Roz has seen steady increases in her production over the last three years, growing her sales volume from $9.5 million in 2012 to $14.5 in 2014.

Coach Melissa helped many of her clients weather the storm of the recession by focusing on what each individual needed to stay motivated. “Our clients often tell us that they love this industry because no two days are ever the same. The same could be said of Coaching.”

Roz has benefited greatly from Coach Melissa’s ability to personalize the system for each of her clients in order to maximize their results. “Not everyone is motivated by the same things,” Coach Melissa says. “As a Coach my role is to tap into their Heritage Profile and find the things that inspire, encourage and motivate them to reach their most important goals.”

During the years she and Roz have worked together, there have been many instances when Coach Melissa has been able to personalize the components of the system to help Roz in areas she found herself struggling. “Roz is excellent at throwing client parties but has struggled with calls and Pop-Bys. “By throwing the parties, which reinvigorate her and bring her closer to her best clients, she has a reason to call them during the planning stage, and Pop-By with a party-favor after. She pushes herself to do the parts of the system that challenge her—and she sees results.”

Roz offers this perspective on overcoming the parts of the system that don’t come naturally to her, “Calls and Pop-Bys...”
Roz has seen steady increases in her production over the last three years, growing her sales volume from $9.5 million in 2012 to $14.5 in 2014.

Roz works 11 months of the year, taking one month off to disconnect from her business. This year she had 10 referrals waiting for her when she got home!
Real Estate Pros Working the Referral Maker System to Win

by Laura Foreman, Copywriter

This year, it’s all about the “year ahead”—launching your best year yet, and then sharing your success to inspire others. There’s no better time than today to start fresh and build your success on a firm foundation—the foundation of the Referral Maker System, that is. Even doing one activity consistently can transform your business and generate a stream of reliable leads.

We asked a few of our Members to share one activity they’ve focused on that’s garnered great results.

As Brian encourages us to do, I send personal notes to all my clients. One of my clients just posted the front of the note card I sent, along with some great compliments, on his Facebook page and the post got almost 150 likes. Awesome free advertising! I’ve got at least two leads from just that single post.

Debora Sousa-Wetter
Dell Realty Associates
Revere, MA

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Debora Sousa-Wetter
Dell Realty Associates
Revere, MA

Jonas Elber
RE/MAX of Spokane
Spokane, WA

I have always told my four daughters, when things aren’t going their way, don’t try to change everything, just try to change one thing. After seeing Brian Buffini and Joe Nigro in Toronto in November 2013, I decided to take some of my own advice. Instead of taking the “bumble bee approach” to my marketing, I decided to do one thing differently. I purchased Referral Maker PRO and started reaching out to my database by writing personal notes a day. I began to consistently send my Marketing Flyers and followed up with the eKtown. In 2013, I sold about $4,000,000 in real estate; in 2014 I’m going to close over $10,000,000. With the success I experienced this year, I knew it was time to step it up and at this year’s Success Tour in Toronto, I signed up for One2One Coaching. I am little nervous to try and repeat my 2014 numbers, but I’m excited at the same time.

Sarah Garner
Royal LePage Supreme Realty
Toronto, Ontario

My focus has been to consistently execute on the fundamentals: calls, notes, Pop-Bys, B2B networking and hosting at least one client party per year. If you follow the systems, they work! I do enjoy the note writing and Pop-Bys the most. When I have five extra minutes between appointments, or when I’m sitting in my car waiting for a client, it’s easy to keep a stack of cards and write a few notes. The response has been great, and helps me stay at the forefront of my client’s minds.

Also, before I was in Coaching I didn’t track my activities, and now that I do, it’s exciting to see the numbers. It helps me stay focused. When I see dollars sitting in my pipeline, as well as active, pending and closed categories, the impact my activities have on my results becomes tangible and really helps me dig in and push!

Tracy Kerzanet
Keller Williams
Richmond, VA

I have used the systemization of calls, notes and Pop-Bys to take my relationships deeper. Every call I make piggybacks on the previous call. I also use the Referral Maker marketing calendar and hold myself to it. If I hold myself accountable to my calendar, make my calls, deliver my Pop-Bys and write notes per my daily plan, I have done my job. Yes, even when transactions are going sideways! It is as easy as a 1, 2, 3 approach. I have a great mentor in my life who has helped me become a successful real estate professional... my mentor is Brian Buffini. And yes, I am nervous to try and repeat my numbers this year, but I’m excited at the same time.

Ryan Shea
Nicole Andrews Group
Dallas, TX

It’s hard to believe that Referral Maker CRM has been around for two years. I have leaned more and more heavily into this robust system. Developing Marketing Campaigns for potential buyers, potential sellers, active buyers and active sellers has helped me stay in touch with my clients in an organized and almost effortless way. This consolidation of information I was once keeping via sticky notes, calendars and Word/Excel documents has literally helped me sleep better at night knowing I am organized.

More specifically, I make a point to be logged in and take notes after completing calls, notes and Pop-Bys. And I always schedule my next interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous conversation, which often may have been a month or even two before. This gesture of showing I care has galvanized relationships with past clients, and transformed current clients into friends.

Building on the foundation of Referral Maker CRM and the strengthened relationships it helps develop, I have been able to enjoy time hosting multiple client appreciation parties. Each event has paid for itself before the event took place, and six times over after the event. Calling to “Save the Date,” receive RSVPs, and thanking guests for coming also helps me achieve my weekly call goals.

As far as income goes, it has literally more than doubled since I started using Referral Maker CRM.

Jonoa Elber
RE/MAX of Spokane
Spokane, WA

What kick-started my business this year was taking Peak Producers. It forced me to get out of my comfort zone and make more calls, send more notes and Pop-Bys to more clients than I’d ordinarily do. Brian Buffini’s Success Tour in New York was a tremendous help, as well as the MasterMind Summit. It just seems like the more of these activities I participate in, the better results I achieve. I’ve become more motivated to do this, and to continue to live the good life. Another thing that has been helpful is staying positive and keeping my focus on things that make me happy and successful in the five circle goal areas, such as spending time with my son, reading inspirational books and planning a family trip to Hawaii next December.

My Coach, Scot Oppelt, continually encourages me to read books and work on myself, and because of this I keep my “A” game moving forward with positive affirmations, positive writing, and having my clients focus on, “What they really want?” Asking my clients that question really helps me focus on what I really want.

Elizabeth Lucchesi
McEnearney Associates
Alexandria, VA

I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.” The detailed notes this system stores for me helps me impress my clients; I’ve been able to recall specifics about our previous interaction with them as a future “To-Do.”
The subject of health is very dear to my heart. At our MasterMind event a couple of years back, I launched a 90-Day Health Challenge, which fueled great results for the hundreds of folks that joined me. Many lost weight, improved their blood pressure and cholesterol levels, and began to experience vitality and mental clarity in their work and leisure.

Since then, I’ve heard from so many of you that you’d like me to start another challenge, so I thought, there’s no better time to work on having our healthiest year yet than right now! My hope is you’ll catch a new vision and take action to become a healthier you.

The choice is ours to move away from disease and toward health so long as we provide the right environment for it to do so. So let’s do that. I’ve created a simple 10-step challenge to take charge and choose health!

### 10 Step Challenge

#### 1. Assess your health
- Get a physical
- Get blood work done (to detect nutritional deficiencies)
- Identify weak spots and make a plan to strengthen them

#### 2. Identify your “why”
- What are your goals? (reduce blood pressure, lose weight, etc.)
- You must have big motivation to do big things

#### 3. Find accountability
- Seek out like-minded friends who are also looking to have their healthiest year yet
- Meet regularly to discuss goals, study books, watch DVDs

#### 4. Get educated
- Saturate your mind with information to encourage and support healthy diet change using books, audio, video, etc.
  - “Eat for Health” by Dr. Joel Fuhrman (book)
  - “End of Dieting” by Dr. Joel Fuhrman (book)
  - “The China Study” by T. Colin Campbell (book)
  - “The Hallelujah Diet” by George Malkmus (book)
  - “Fat Sick & Nearly Dead” (DVD)
  - “Forks Over Knives” (DVD)
  - “Hungry for Change” (DVD)

#### 5. Increase and/or add:
- Nutritionally dense foods in your diet (vegetables, fruits, beans, nuts, seeds, berries, whole grains, nut butters, non-dairy milks, good fats and water)
  - Smoothies
  - Juice drinks
  - Supplements and vitamins for deficiencies
  - Find healthy recipes

#### 6. Eliminate or greatly reduce
- Sugar
- Meat
- White flour (replace with whole grains)
- Processed foods
- Salt (and minimize oils)
- Smoothies

#### 7. Replace or restock
- Fill pantry, refrigerator and cupboards with foods that support your diet to have the right foods at your fingertips
  - Get the essential kitchen tools (blender, food processor, juicer, etc.)

#### 8. Movement
- Keep your body moving (train with your accountability group)
- Walk daily
- Do some resistance training several times a week
- Get fresh air and sunlight—essential for good health

#### 9. Journal
- Keep a daily journal of your thoughts, feelings and activities
- Monitor your goals
- Remember your “why” (your motivation for health)
- Maintain a food diary
- Write down all your known physical problems, no matter how minor they are, before making any diet change. Then note all the changes you experience while on the new diet.

#### 10. Commitment
- If you are going to participate in this challenge with me I’d love to hear from you or your accountability group throughout the year. Please send all correspondence to Buffini & Company, attention Beverly Buffini. Begin with a commitment letter and I will make it my mission to pray for each and every one of you that you will have your healthiest year yet.

The struggle to change is real, but change is possible and the choice is ours to make. I’ve committed to the 10-step challenge for 2015. You can too!

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**Beverly Buffini** is a former Olympic athlete—she was a member of the ’85-88 U.S. Olympic volleyball team. She is a full-time mom and educator and serves on the board of directors at Christian Life Academy.
INCREASE YOUR PROFITABILITY WITH THESE BEST PRACTICES FROM BUFFINI & COMPANY CERTIFIED MENTORS

MARY WARGULA
Berkshire Hathaway Home Services Georgia Properties Alpharetta, GA

First and foremost we require our associates to have a written plan, which not only includes a business plan but a personal one as well. At Berkshire Hathaway Home Services Georgia Properties we believe in a balanced life. We also believe that agents have more of a chance to achieve their goals if they have a written plan, which includes goals, marketing, time management and accountability. As the managing broker, I meet with each of my associates to review their plan and give suggestions as to what I feel they need to do to reach their goals.

I am working on setting up “MasterMind” groups for each of the different levels of agent production in the branch. Once these groups are set-up, they’ll be self-directed. My vision for this is that the agents in each group will help and encourage each other as they work to grow their business.

I will be starting a new Peak Producers class in January and will conduct several during the year. I believe that no matter what level an agent has achieved in their career, coaching is the “Magic Elixir.” As a Peak Producers Facilitator it is amazing to see the increase in production of the agents who really commit to the program.

SAMANTHA GIUGGIO
Fathom Realty Apex, NC

My top tips for having your best year ever are: 1. Be intentional. Make sure you set goals and put them in writing. You have to know what you’re working towards. 2. Have a plan. Once you have your goals in writing you need to have a map of how you’re going to achieve these goals. Plan so your daily, weekly and monthly activities get you one step closer to achieving your goals, and then stick to your plan. 3. Serve your clients. In today’s market with the Internet everyone’s fingertips, clients sometimes struggle to see the value in using a Realtor. By professionally serving your clients, being an expert in your industry, and showing you appreciate your clients, you’ll build trust and lasting relationships that will continue to grow into referrals and lifelong clients. 4. Invest in learning. We work in a fast-paced, ever-changing industry and in order to keep up and be able to serve your clients you need to invest in your own education. Figure out what areas or skills you need to develop. Or maybe you just need a refresher class. But make time to learn! 5. Be passionate about what you do. Life is too short to not enjoy what you spend the majority of your time doing. When you love what you do it shows; in the real estate business we are blessed to work with so many great people and help them “find their way home”!

RALPH ROBERTO
Coldwell Banker RMR Oshawa, Ontario

Since 2012, we have implemented Peak Producers as our primary training program, and to date, approximately 40 percent of our agents have participated in the program—several of them twice. We attribute a significant increase in new listings to the program. In 2014, we offered the program starting the second week of January and are doing the same in 2015.

In 2014, January to October, the Durham Region Association of Realtors reported a drop in new listings of 1.2 percent. During the same period, our company experienced an increase in the number of new listings from 703 to 1033, or 46.9 percent!

EDDIE BROWN
Fonville Morsey Raleigh, NC

To kickoff your best year yet, try a 10-minute push to contact the people who are most likely to send referrals and business your way. It helps you stay organized and focused on your highest-referring A’s clients. Set aside 10 minutes each day—set an alarm to keep you on task—and contact as many people as you can during that time. Do a different type of contact each day, such as phone calls on Mondays, personal notes on Tuesdays, etc. This will help you work through your entire list of past clients, friends, family, associates, prospects, etc. Be sure to track your activities so you can vary how you contact each client the next time.

PEGGY RUDOLPH
RE/MAX Vintage Houston, TX

At the beginning of each year I sit down with my agents and ask them to set goals. Then we dialogue about what daily activities need to be established to reach those goals. I give them a week to work on this and then they come back and we finish the task. We then meet every quarter to see how it’s coming along and decide if adjustments need to be made in order to assist them in reaching their goals.

The second thing I ask them to do is to go through their database and clean it up. I tell them they need to make sure they have added people to it that they have met or done business over the past year that “deserve” to be a part of their database.

Probably the most important part of these two practices is that the agent feels throughout the year that I am aware of their goals; that I’m their accountability partner, as well as their cheerleader.

RYAN HODGE
The Realty Firm London, Ontario

This is how I implement my own personal sales plan with my business partner, train our agents, and recruit via Buffini & Company’s Ultimate Recruiting System:

1. Track everything. Sales, leads, commission rates and price points. This will allow you to analyze where your business is really comes from. 2. Work backwards. Focus on your net goal; not gross commissions. Too often we don’t talk about net profit enough in this business. If you can determine what your net goal is, then you can look towards what type of GCI you need. 3. Start early. My business partner and I usually begin our business plan for the following year after the third quarter is complete. We analyze weekly through November and the first two weeks of December so that our systems are built and in place for January 1. 4. Take time to recharge over the holiday season. Keep up your lead-generation activities, but make sure to spend quality time with friends and family. 5. Focus on the activity; not the results. Build all of your systems into a CRM so you know what activities you need to do daily—notes, Psp-Rys, calls, marketing, price reductions, follow-up, etc. You’ve got to time-block for these activities; it helps prevent the frustrating “peaks and valleys” of sales.

“BY PROFESSIONALLY SERVING YOUR CLIENTS, BEING AN EXPERT IN YOUR INDUSTRY, AND SHOWING YOU APPRECIATE YOUR CLIENTS, YOU’LL BUILD TRUST AND LASTING RELATIONSHIPS THAT WILL CONTINUE TO GROW INTO REFERRALS AND LIFELONG CLIENTS.”

- Samantha Giuggio, Fathom Realty | Apex, NC
With each and every day, you have a fresh opportunity to start—or continue the momentum of—your best year yet. Just take a moment to imagine the next 12 months as a blank slate to be filled with your goals, aspirations and endless possibilities. This mindset doesn’t have to be tied to New Year’s resolutions; truly, it can fuel your success all year long.

Now, to really harness this phenomenon, I’m going to share three key practices that will help you create your very best year. Although they are simple in theory, they are not common in practice. If you want success, happiness and fulfillment you’re going to have to plan, prepare and get after it.

1 PLAN FOR IT
Make your next calendar year everything it can be. Start by taking a look at where you are now. Are your goals the same as last year? Or have they changed? Don’t get stuck in a rut. Out with the old… if necessary. Shake up the status quo. Close your eyes, stifle any negative thoughts or objections that will keep you from hitting your goals. Out with the old… if necessary. Shake up the status quo. Close your eyes, stifle any negative thoughts or objections that will keep you from hitting your goals. Out with the old… if necessary. Shake up the status quo. Close your eyes, stifle any negative thoughts or objections that will keep you from hitting your goals.

Ask yourself, “What do I really want for my life? What is the vision I have for my company? Have I been settling for less?”

There’s no better time than today to get focused on, excited about, the dreams and desires you have for each area of your life. Choose wisely and do fewer things well.

2 PREPARE FOR IT
Next up, let’s get after the mindset it’s going to take to focus on your goals and dreams, and make them real. The number one way to accomplish this is to commit to the few things you want to achieve at the highest level in all areas of your life, choose wisely and do fewer things well.

Determine what the top priorities are for you and then schedule and protect them. Have a laser-like focus on the things that will rock your mission! You can’t do everything—we’ve all been on that hamster wheel. Think again about having that blank slate—then fill it with the things that matter personally and professionally.

3 GET AFTER IT
Once you’ve decided on your most important activities, you must take the next step and manage your decisions by taking action consistently. Having an incredible year is not based on one huge quantum leap in most cases. Small steps every day lead to great things. The daily choices we make are the true cornerstone of achievement. There is no elevator to success… you have to take the stairs,” said the great Zig Ziglar.

First things first here… you have to take care of the golden goose for your business, which is you! For many of us, taking care of ourselves is the first thing that gets cut out of our day. We need to reverse that thinking—and that order. Flip it around and start your day with some quiet time or heart pumping cardio. A brisk 20-minute walk makes a great difference in your energy levels and vitality. Eat more veggies and fruit as you go. Jim Rohn said, “They say ‘an apple a day keeps the doctor away’… what if they’re right?”

Create small blocks of time throughout the week for family dinners, grandkids’ soccer games, calling a loved one and taking time to nurture the really important relationships in your life. And then add in healthy business growth activities like sales and marketing, and agent development and retention. Doing this is critical for achieving long term business success. Take action on those things you’ve decided are crucial for you. Make them non-negotiable and do your best. You and your business are worth it. Once you’ve gone through this process, bring your agents through it as well, and fire up the troops for a great year ahead!

You’ve got this. Your goals and dreams are waiting. Just about everything you want in business and life is available to you if you dream it and plan; prepare and decide, and then get out there and make it happen!

“THERE IS NO ELEVATOR TO SUCCESS…YOU HAVE TO TAKE THE STAIRS.”
-ZIG ZIGLAR
WHY DO YOU STILL NEED A COACH?
It’s very simple—my Heritage Profile indicates it. Nothing is worse than an Olympian, Showman and Entrepreneur [profile attributes] running amuck with no backstop. The great Coach Ward Harrington is constantly pointing out when my attributes are throwing me out of balance.

HOW DO YOU STAY COACHABLE?
I know I have the potential to live a fuller life in all areas and would hate to look back and feel like I didn’t give it my all. With Coaching I’ve experienced a slow transformation from overcoming the fear of failure to welcoming the fear of success. Coaching keeps pushing me to set aggressive goals and to rejoice when I fall short.

HOW DO YOU CONTINUE WORKING THE SYSTEM, BUT KEEP IT FRESH?
I’ve been in Coaching since 2000 and it’s become part of my DNA. What keeps the system alive is I’m having fun using it all the time. Not a day goes by where I don’t write a note, do a Pop-By or encourage others to go after their goals. The positive feedback I receive energizes me to go deeper with the system.

WHAT WOULD YOUR ADVICE BE TO SOMEONE WHO FEELS LIKE THEY’RE NOT MAKING PROGRESS?
My biggest ongoing challenge is consistency. When I do a couple of daily notes, a few phone calls and Pop-By a friend, I have more leads than I can handle. Track your activities, have faith in the system and don’t quit on yourself. As Brian says, “Just being you is good enough to be great.”

WHAT’S THE ONE PIECE OF ADVICE YOU’D GIVE TO SOMEONE WHO’S JUST STARTED COACHING?
Many have gone before you and are achieving lasting success. I’ll work for you if you work it; have faith and go for it!

“TRACK YOUR ACTIVITIES, HAVE FAITH IN THE SYSTEM AND DON’T QUIT ON YOURSELF.”
Brian Buffini Asks Les Brown

Adopted with his twin brother at six weeks old, and misdiagnosed in early childhood as “educable mentally retarded,” Les Brown rose above these challenges to become an internationally renowned speaker, best-selling author and a leading expert on how to harness potential.

1. **WHAT DO YOU ENJOY MOST ABOUT PUBLIC SPEAKING?** Love the transformation that takes place when people hear something that gives them a vision of themselves beyond their circumstances or mental conditioning.

2. **WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO’S JUST STARTING OUT OR MIDWAY THROUGH THEIR CAREER IN REAL ESTATE?** Create a level of rapport, trust and connectedness. People do business with people they know, like and trust.

3. **WHAT’S YOUR ADVICE FOR SOMEONE WHO HAS A DREAM FOR THEIR LIFE, BUT DOESN’T KNOW HOW TO ACHIEVE IT?** I didn’t get into public speaking for many years because I didn’t believe I could do it. My conditioning, my mindset, my upbringing in poverty, all made me believe that type of life wasn’t available to me. I was living my life off an assumption that was a lie. And then something happened; I met someone who saw something in me I could not see.

4. **WHAT WOULD BE YOUR ADVICE TO SOMEONE WHO IS FACING ADVERSITY?** Decide that it is not going to get the best of you. I’m a 19-year cancer conqueror. Every day, that’s a conversation I have with myself. I say, “Lord, whatever I face today, together you and I can handle it.”

5. **WHEN YOU’RE FACED WITH A BARRIER OR OBSTACLE, HOW DO YOU PUSH THROUGH?** You’ve got to think creatively. If you approach a challenge with the mindset that “I can get through this, this is for my growth and development,” then you can handle the obstacle much more effectively.

6. **HOW DO YOU STAY POSITIVE?** To stay positive in the face of adversity, I affirm to myself that no matter how bad it is or how bad it gets, I’m going to make it. When doctors looked at me and said that the cancer had metastasized to seven areas of my body, my life partner looked at me and said, “We’re going to beat this.” I felt that at the cellular level. My conversation with myself was, “I got this.”

7. **WHAT INSPIRES YOU?** I’ve been inspired by a variety of people over the years, including Jim Rohn, Earl Nightingale and Zig Ziglar to name a few. I believe that we have to deliberately program our minds. Most people never achieve their goals because they become victims of “weapons of mass distractions.”

8. **WHAT HAS BEEN YOUR GREATEST CHALLENGE?** My greatest challenge—and it took me 14 years to overcome it—was to believe that I can do what I’m doing right now; to believe I had something of value to say and someone would listen.

9. **WHAT HAS BEEN YOUR GREATEST BLESSING?** It’s becoming an instrument of hope and letting people know that there is more in them. I am who I am because somebody saw something in me that I did not see. Somebody believed in me when I did not believe in myself. I’m so grateful that my mentor, Mike Williams, continued to say, “Les, you have more in you.”

10. **WHAT DOES SUCCESS LOOK LIKE TO YOU?** Success to me is doing something you love that is in service of others, doing something you look forward to, and can work toward mastering. You can make such a big impact on people with the love and energy you put into the service of them.

“AT THE END OF THE DAY, YOU DON’T GET IN LIFE WHAT YOU WANT; YOU GET IN LIFE WHAT YOU ARE.”

Brian Buffini

“Get motivated with real estate’s leading training on Buffini TV!”

Gain cutting-edge strategies for generating more leads

Receive step-by-step action plans to maximize your success & increase your income

Get motivated & energized with world-class industry training
Where were you when you started with Buffini & Company, and where are you now—in terms of your business success, or success in the other five circles?

Before getting involved with Buffini & Company, my wife, Heidi, and I worked together as agents. When she became pregnant her role shifted and she started taking care of the administrative tasks. Shortly after, we noticed our business dropped out from under us.

Heidi was the nurturing side of our business, which I had relied on her to do. It was a humbling experience. I knew I had to learn to build a nurturing relationship with clients to provide for my family. So, I jumped into Peak Producers and soaked it up like a sponge!

Now I approach my business with a focus on relationships. As a result, I have more than doubled my production and dictate my daily activities. Most importantly, the Buffini systems have taught me how to leave work at work, so my family can have my undivided attention.

Why did you ultimately decide to get a Coach?

I was preparing to buy the family business. I had to create better structures in business and in life so I could continue to support my family, provide an environment for my agents to succeed and also approach work and life with a positive, infectious energy.

What specific Buffini & Company resources have been particularly helpful for you?

ReferralMaker.com is set as my homepage. I absolutely love it! I always know where I’m at and what I’m working towards. Additionally, I know who I should be in contact with and in what medium. The Real Estate Report and Complete Home Marketing Plan are also valuable tools. They give me a roadmap to help me explain to clients how I run my business, and what they can expect from me. I also love to listen to the Buffini TV episodes and webcasts on the go!

What advice do you have for someone who might be struggling?

Spend time with the people you’ve enjoyed working with the most and you’ll be reminded of the positive impact you can make in the lives of others. This one simple action will reinvigorate your enthusiasm for this great business.

With Peak Producers’ step-by-step action plans, Brannon generated 25 closed transactions, paid off $44,000 in debt and now has 6 months of reserves.
In 2013, I earned $500,000. In 2014, I hired a full-time assistant, took 10 weeks off (paying for all of my trips in cash) and earned more than I did in 2013.

Buffini & Company offers a step-by-step system to help you live the good life, make a difference in peoples’ lives and have fun along the way!

MARC LAFONTAINE
RE/MAX Absolute Realty Inc.
Ottawa, Ontario

800-945-3485 x4 buffiniandcompany.com