

BUFFINI & COMPANY MAGAZINE



FINDING YOUR ACRE OF DIAMONDS

Building a lucrative business
in the age of disruption

PLUS:

Important trends in
the U.S. and Canadian
housing markets

7 proven tips
to win more
listings

Olympic gold medalist,
Scott Hamilton, on
being a competitor



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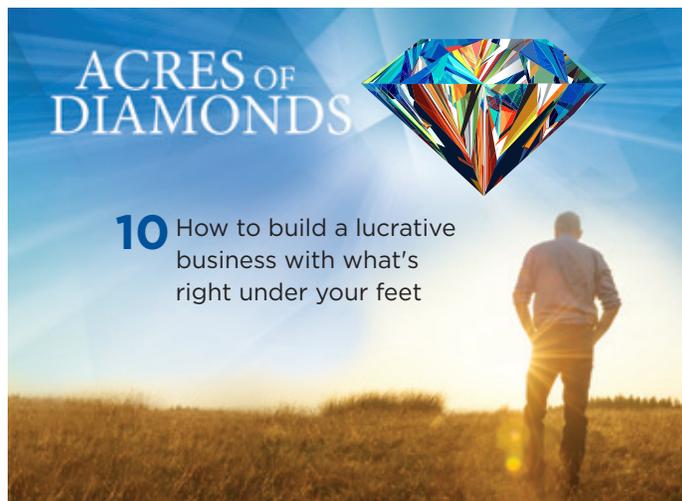
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MESSAGE FROM THE EDITOR

“We’re drowning in information, but starving for wisdom,” Brian often says. Isn’t that true!? Technology puts incredible opportunity at our fingertips, but likewise brings massive distraction and change.

That’s why we’ve taken this issue of Buffini & Company Magazine to explore how to build a lucrative business in the age of disruption and “find your acre of diamonds.”

No matter where we’re at, we all want our business and quality of life to keep getting better. I hope these pages provide inspiration, motivation and tactical tips to help you on your journey.

One of Brian’s favorite books, “Acres of Diamonds” by Russell Conwell, is the inspiration behind his powerful article (page 10) on how to create a remarkable business with what’s right under your feet.”

Then, check out Facts & Figures (page 8) for the latest U.S. and Canadian housing market trends. Good news, it’s shaping up to be another strong year; mortgage rates are low and days on the market are lower than ever, though inventory will continue to be a challenge. But, Joe Niego shows you how to be a polished agent in this low inventory environment on page 14, with seven real-world tips that’ll dramatically improve your chances of winning the listing.

Need a dose of motivation? Head coach Dave McGhee’s got you covered on page 18. How do you pursue a dream to change your life? Dave’s formula of taking a step, building momentum and finishing strong will help you create a habit of goal achievement.

As part of my role here at Buffini & Company, I’m tuned into our various social media platforms. I love coming across posts where our Members share their successes, brainstorm through setbacks, or create support and camaraderie with each other.

For example, Ann Walter recently posted, “Shout out to *the* David Shallow! I was inspired by his effort to call his entire database with happy new year wishes. I started this afternoon—so far, one referral for two deals and a



“I love coming across posts where our Members share their successes, brainstorm through setbacks, or create support and camaraderie with each other.”

great app recommendation for Blinkist (summarizes nonfiction books). Not bad for those first three calls!”

Then there’s Janell Schmittling, who said, “I started working with Buffini & Company three years ago. My first year, before One2One Coaching, I doubled my business. The second year, I signed up for One2One Coaching and doubled my

business again. So this year my goal was just to do what I did last year, because honestly I wasn’t sure if I could do it again. Well, this year hasn’t been without struggles, but I have still had my best year yet ...”

The Buffini & Company community is one-of-a-kind because of each one of you—and this issue of Buffini & Company Magazine highlights many of your successes.

Here’s to staying focused on what’s most important and going far, together, in 2018. Godspeed!

Dawn Brookshire
Editor-in-Chief

MESSAGE FROM THE CEO

“I’ve been getting important feedback from you regarding what you’re enjoying about our products and services and what you’d like to see from Buffini & Company in the future. So, stay tuned ...”



As CEO, one of my main responsibilities is ensuring our customers increase their business, achieve their goals and get tremendous benefits from their Membership with Buffini & Company. And we have some great things in store for you in 2018!

We’ve got incredible content and speakers lined up for our events this year. First off, we’ll be visiting five cities across North America with our Success Tour event; this year’s theme is “Finding Your Acre of Diamonds.” We all want to be successful, and, quite often, what we need to make this happen is right underneath our feet.

For our Members, we’ve added some special breakout sessions just for you, to help you

maximize your business and your Membership.

Next, we’ve lined up 10 Buffini & Company’s GameChangers workshops; they’re focused on “Strategies to Help You Win in the Game of Real Estate.” We have a solid speaker lineup, featuring Joe Niego, J’aime Nowak, head coach Dave McGhee and Kevin Buffini.

We’re also going to run three Blitz programs, which are designed to support you in your business throughout the year. Our results in 2017 were phenomenal and we’re anticipating similar results in 2018.

We’ve got fantastic content lined up for “The Brian Buffini Show” podcast, too. J’aime Nowak will jump in now and again to host our Takeover Tuesdays; she’ll be bringing her unique voice and

expertise to interviews with some extraordinary guests.

I’ve been getting important feedback from you regarding what you’re enjoying about our products and services and what you’d like to see from Buffini & Company in the future. So, stay tuned for some updates on Referral Maker CRM, the Buffini Referral Network and our Community.

I’m excited about 2018, and I hope you are, too. It’s an honor for us to be on the journey with you; please let us know how we can serve you throughout the year!

It’s a good life!

A handwritten signature in black ink that reads "Dermot". The signature is fluid and cursive, written in a professional style.

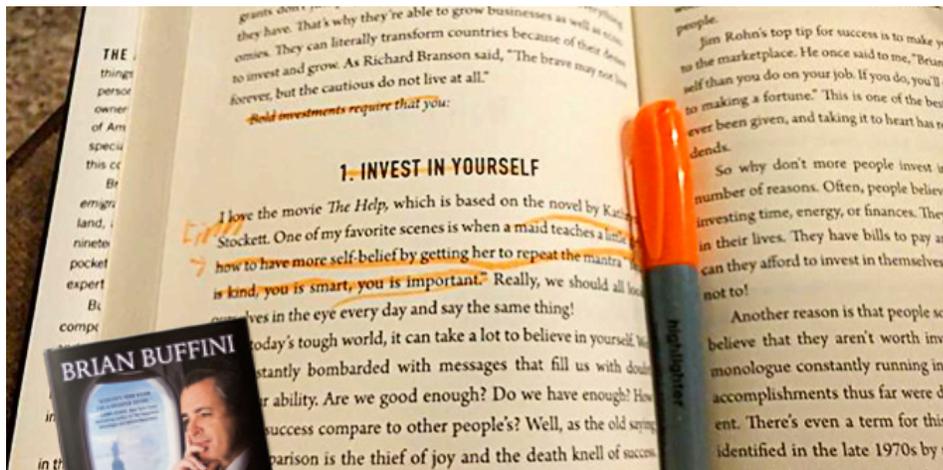
Dermot Buffini
CEO

LETTERS TO BRIAN

I've been going to events for the past five years. This year I was so inspired, I bought MasterMind tickets for my family for next year. When I told my husband I purchased the tickets, I also told him to read "The Emigrant Edge." He was an emigrant who came to America from Germany in 1954 at the age of three. He was reading the book this morning and all of a sudden, he burst out laughing at "the guacamole trees." He is 66 and I'm hoping he can see that there is still so much life ahead of him.

Angela Penkin
Rochester, NY

I listen to your podcast and have finished "The Emigrant Edge." I have to thank you for helping put things in perspective and getting me on the right track. Just today, I used your advice, "Do whatever it takes and don't take no for an answer." I have a client who wanted to relocate and expand her business. She liked a unit, but wanted a further discount because the building is new, not all the units are completed and there's significant water damage that is under repair. When she called the building, there was no one in the office at 1:30 in the afternoon. I told her I would take care of it. I went to the building office and, after talking to the front desk assistant, I was able to negotiate a great deal for her. Like you said, if you want something, do whatever it takes and



When you open up your copy of "The Emigrant Edge" to find your 9-year-old son has highlighted what he feels is important ... and puts his name to it. Happy mama!

Kim Corley Sunlin
Plano, TX

don't give up. When I told my client, she offered me her \$1,000,000 listing and wants me to help her buy a property within the year. It's all about relationships and making your clients feel cared for.

Ronald Monk Jr.
Baltimore, MD

Just over a year ago, my life was in a spiral after having a bit too much fun in college. My grades didn't cut it and my parents cut me off! They allowed me to move home as long as I got a job and either paid rent or paid to continue going

to college. They also suggested I listen to your podcast! I secured a job loading boxes overnight for a company that not only paid my salary, but also reimbursed me for college costs. Each night, I'd load boxes, listen to your podcasts and make plans. After doing very well during my first semester of school, I decided I wanted more. I purchased my first home, a duplex, which allows me to cover the mortgage payment using the rent I collect from my tenants. I've taken baby steps, and am excited to attend MasterMind to keep the momentum moving. Where there's a will, there's a way—and I have the will! Thank you for helping me believe!

Cullen Garves
Osseo, Minnesota

JOIN THE *conversation* ...

✓ Get **INSPIRED** ✓ Keep in **TOUCH** ✓ Reach your **GOALS**

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Everything you've said on "The Brian Buffini Show" has been so motivating to me. I've always been a hard worker, but in the past eight years, I've been lazy on the weekends. You pushed me back into being a more productive person who is now fired up again because of everything you said. Thank you so much for the boost I needed.

Christine Kendall
San Diego, CA

INDUSTRY FACTS & FIGURES

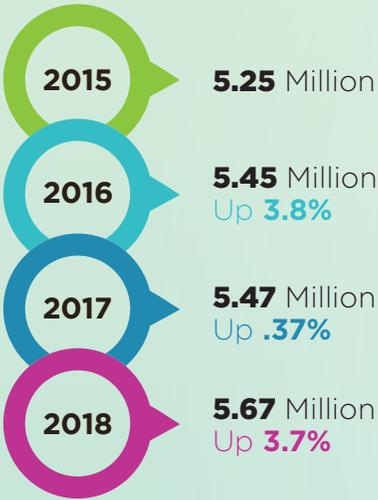
A Housing Market Forecast for 2018

UNITED STATES

The U.S. real estate market is the healthiest it's been in years – nearly where it was during the housing boom of the last decade, but without the drama and uncertainty. Here's how the numbers break down ...

2018 will be the **third-best year** in the history of real estate

HOUSES SOLD



2017 inventory of homes on the market

DOWN 6.4%

1.9 Million homes on the market, amounting to a **4.2 month** supply.

Housing demand will continue to **exceed supply**

We're currently **250,000 housing units short** of the 1.2 million necessary to meet the demand of the 50-year new construction average.

The economy **will continue to grow**

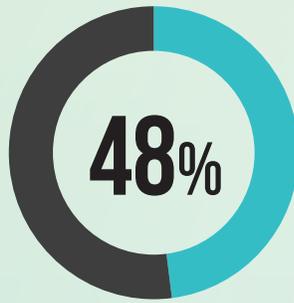
2.7%

The predicted overall growth of the U.S. economy

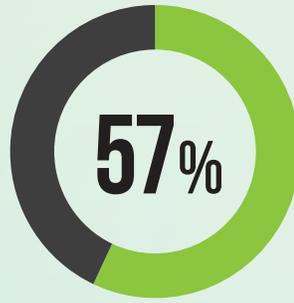
2.2%

2017's GDP

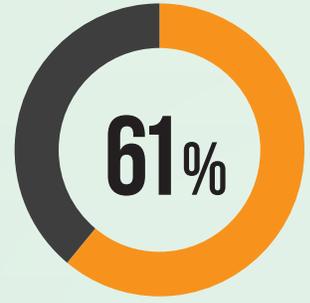
Time-on-market is at an **all-time low**



of homes are on the market less than a month



of Americans say now is a good time to buy

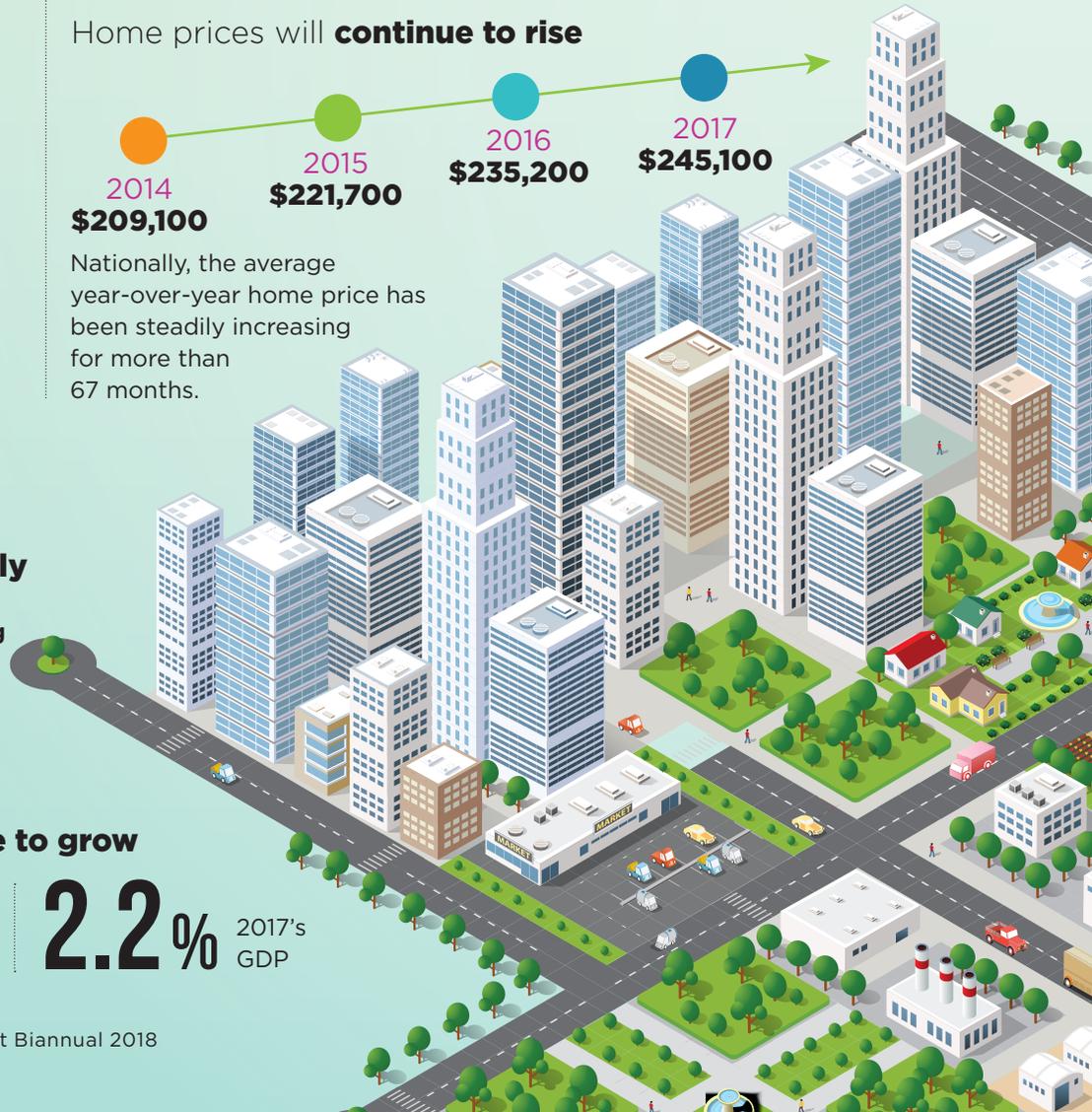


of Americans say it's a good time to sell

Home prices will **continue to rise**



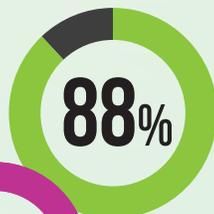
Nationally, the average year-over-year home price has been steadily increasing for more than 67 months.



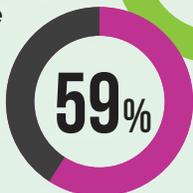
Mortgage rates still **historically low**

4.5% The projected mortgage rate for the end of 2018.

Borrowers finance, on average, **90% of the purchase price**



of buyers finance their home purchase



of Americans say it would be **easy to get a home mortgage** today

The percentage of first-time buyers has **fallen 15% to 29%** of all sales.

Many potential first-time buyers are **delaying home purchases** due to:

- Student loan debt
- Lack of suitable inventory
- Limited job advancement

The average income of a first-time buyer:



32 The average age of first-time buyers

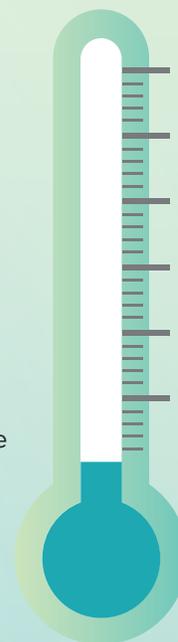
 CANADA

The Canadian real estate market is on track to remain strong, despite a general cooling in sales and home prices. In fact, the Canadian housing market will remain in balanced territory.

The market will **cool about 8%**

1.2%

The predicted home price increase, the smallest increase in nearly a decade



Sales activity has fallen

4.3%
below 2016 levels

2018 projected housing starts range from **192,200** to **203,000**

Housing starts are **expected to level off** by 2019

What's responsible for the cooling market?

Decreased affordability in many markets, especially for younger and first-time buyers.

New regulations, such as taxes on foreign homebuyers, put in place to temper hot and volatile markets.

New mortgage qualifications on all buyers to pass a "stress test" ensuring homeownership costs don't exceed 39 percent of the borrower's household income.

Balanced Market: The Canadian housing market is balanced, meaning it's strong and considered neither a buyers' nor a sellers' market.

4.9%

The average mortgage interest rate as of August 2017, which is expected to hold steady

Sources: NAR, Fannie Mae, CMHC, Royal Bank of Canada, CREA

ACRES OF DIAMONDS



One of my favorite books is “Acres of Diamonds” by Russell Conwell, founder of Temple University. First published in 1890, Conwell based it on a speech he’d given more than 6,000 times. At its heart is the parable of a wealthy man named Ali Hafed, who lived close to the River Indus in present-day Iraq. Hafed was “contented because he was wealthy and wealthy because he was contented.” But all that changed one day when a priest told him about diamonds and their immense value, which far exceeded that of Hafed’s wealth. That same night, he went to bed a poor man, not because he had lost anything, but because he was now discontent.

Determined to find the diamonds he’d heard about, he sold his farm, left his family and traveled to Palestine and Europe in search of them. In the end, however, he was unable to find any, and he threw himself into the sea, penniless and exhausted.

Meanwhile, the man who bought his farm discovered a sparkling stone in a stream on the land. The stone turned out to be, you guessed it, a diamond. Ali Hafed’s farm was on top of a diamond mine all along.

The moral of that story is just as relevant and important today: If we looked closer, we’d see diamonds all around us—in our families, our relationships and our databases. We are even diamonds ourselves, although we may need to chip away at some rough edges and get polished!

With a little digging, we can find success, wealth and happiness hidden right under our feet. Here’s how ...

How to build a lucrative business with what’s right under your feet



By Brian Buffini
Founder & Chairman

Opportunity is in your backyard

Many of us can't see or appreciate the opportunities presented to us on a daily basis. We falsely believe we have to do extraordinary things or travel far and wide to become successful, when often our biggest opportunities are things we take for granted or even complain about!

With a different perspective, these unseen opportunities could provide our most significant breakthroughs. Take the American dream, for example. Today, some people believe it no longer exists. But 100 years ago, people thought the same thing!

The dream isn't dead. There are still

“Become rich and successful and then go do some good in the world. By giving back, you can do so much for your community—and gain so much in the process.”

acres of diamonds out there to mine—you just have to know where to look. Start with where you are and what you have. Explore what's close at hand. We often overlook the real value of something, just because we're familiar with it, so we must



retrain ourselves to look and think about the familiar in new ways.

Have an open mind. Many important inventions, such as the snap-button and the mowing machine, were created by everyday people who viewed things differently. Find the best in what's around you and believe in the great opportunities available on your doorstep.

If you want to succeed in business, build relationships

When business leaders complained to Conwell they couldn't get rich in their own town, he asked them about the relationships they'd nurtured. Did they know who their neighbors were; what they did in their spare time; and what they wanted and needed? If not, he counseled they would never succeed in business.

This philosophy underpins everything we do here at Buffini & Company. At the foundation of our Referral

ACRES OF DIAMONDS



System is the concept that everything required to experience phenomenal success in business and life comes from who you already know. It's a tried-and-true system; our clients make fortunes by mining their databases and building strong and enduring relationships with their customers. In short, they achieve incredible success by concentrating on what's right in front of them! Relationships are at the heart of every successful business, and you should start building yours by investing in those closest to you.

Pay attention to get ahead

To learn what people want, you must be observant. In "Acres of Diamonds," Conwell tells the story of hat maker John Jacob Astor. Unsure about what styles of bonnets would sell well in his failing store, he sat on a park bench and observed the local ladies as they passed by.

When he saw a lady with a confident and happy manner, he took note of her bonnet. Then, he'd make a similar hat and put it in his shop window. He did this over and over again, only making those

"You must pay close attention to what your customer wants—not what you *assume* he or she wants."

styles he knew would sell. Ultimately, this was a pretty simple plan, but it paid off handsomely.

The lesson? You must pay close attention to what your customer wants—not what you *assume* he or she wants. Do this, and you will find a desire and then fill it, not the other way around. As Conwell said, "We must know what the world needs first, then invest ourselves to supply that need, and success is almost certain."

Money is not the root of all evil

Many people feel uncomfortable with the idea of becoming wealthy. They subconsciously believe there's something almost distasteful about having money. The truth is, when you achieve success, people will make assumptions and

judgments about your character to criticize you. But, can you be rich and still be a good person? Of course you can!

As Conwell said, you can do more good with money than without it! He lived and breathed what he preached. Every cent of the money he received for giving more than 6,000 speeches was sent back to Temple University for the education and betterment of its students. So, why not live by his example? Become rich and successful and then go do some good in the world. By giving back, you can do so much for your community—and gain so much in the process.

Greatness can be found everywhere

According to Conwell, the greatest people don't boast of their good deeds or act in a superior way. They are plain, straightforward, earnest and practical. In "Acres of Diamonds," he recalls meeting Abraham Lincoln. Though initially intimidated by the president, Lincoln's ordinary, down-to-earth manner put Conwell at ease. As he says, "Greatness consists not in the holding of some future office, but in doing great deeds with little means, and the accomplishment of vast purposes from the private ranks of life." In other words, you don't have to be a president to be great! If you want to achieve greatness, begin with who and where you are.

Come on over to "The Brian Buffini Show!"



In episode #074 of "The Brian Buffini Show," I share a few excerpts from Conwell's work that have profoundly influenced my life, as well as my most important takeaways. It's one of the latest installments of "Brian's Bookshelf," where I feature the books that have helped me succeed and achieve. Here are just a few of my favorite Conwell quotes from the episode, which also inspired the article above.

"If you wish to be great at all, you must begin where you are and with what you are."

—Russell Conwell

"We must know what the world needs first, then invest ourselves to supply that need, and success is almost certain."

—Russell Conwell

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HOW TO MAKE IT BIG IN AMERICA

“ It’s common sense,
it’s real, and it works! ”

DAVE RAMSEY

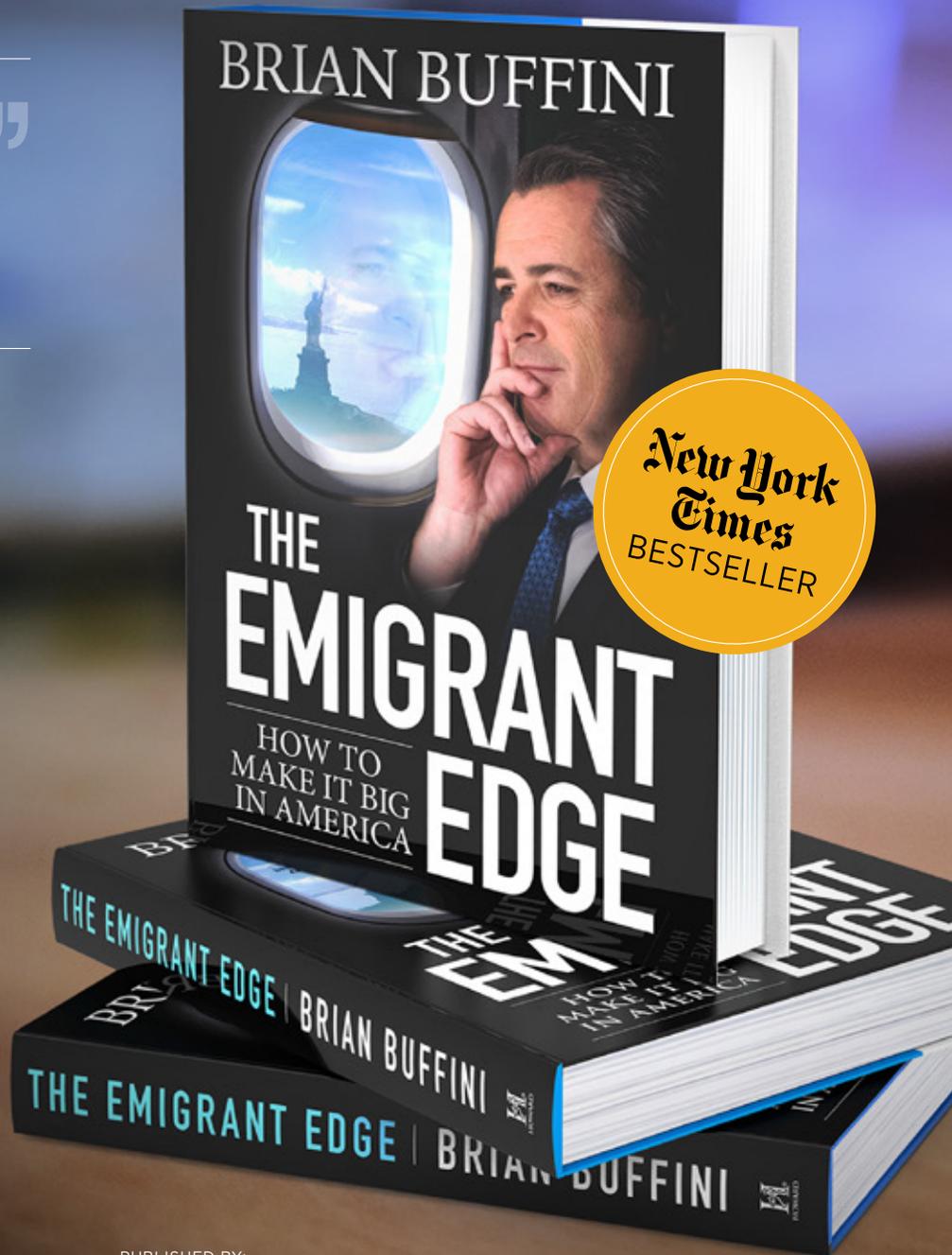


- ✓ Learn the 7 traits of highly successful immigrants
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- ✓ Take the 21-point challenge for realizing your own success

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How to Be a Polished Listing Agent

Win listings with these proven tips

By Joe Niego
*Presenter &
Trainer*



Have you noticed the housing shortage in your marketplace? If you haven't, you will soon! We have the same housing inventory available today as we had back in 1994. Why is that an issue for the real estate community? Because today we have 63 million more people living here in the U.S. The demand for housing has grown, but the supply has not.

Chief Economist and SVP of Research for the National Association of Realtors®, Lawrence Yun, stated: “Housing shortages look to intensify and may well turn into a housing emergency if the discrepancy between housing demand and housing supply widens further.”

Based on statistics, the housing market forecast is crystal clear: lack of inventory will be the major issue agents face for the next five years. You've heard me say this many times: “The crown jewel in all of real estate is the listing opportunity. Everything else is a distant second.” This statement has never rung truer than it does today.

If you want to not only survive but also thrive during these inventory shortage years, you'll need to focus on listing opportunities. Next time you schedule a listing appointment, consider embracing these tried-and-true tips.

Share what to expect on the listing appointment

If you've ever sold your home, you know it can conjure up a variety of emotions—from anxiousness to excitement. Before you ever enter a seller's home, make sure they know what to expect during the listing appointment. This'll establish you as an expert, assure the seller and position you to lead the appointment.

Gain insight into what your clients want

Every potential seller is attracted to different selling styles. Some sellers like a

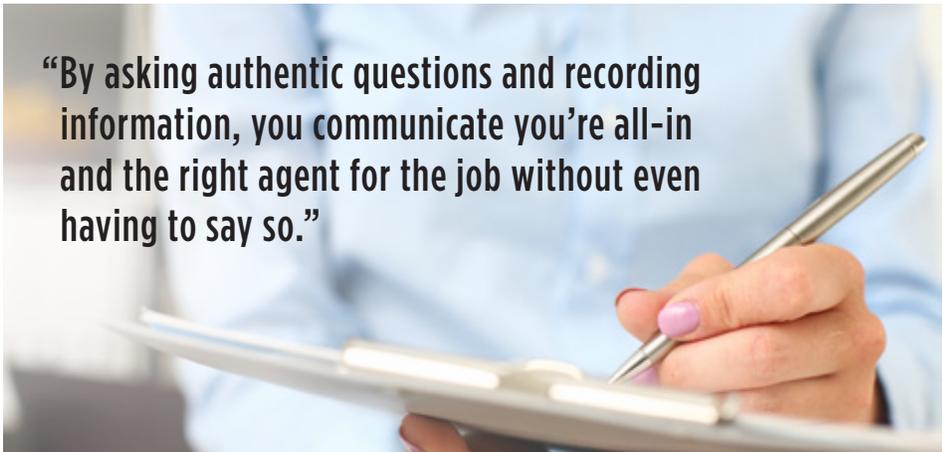
more assertive agent. Others like an agent who's more laid back. Discovering what style appeals to your seller will increase your chances of obtaining the listing. Remember, it's not about you; it's about the seller.

Ask a lot of questions and record the details on paper

A homeowner knows you're fully engaged and excited about listing their home when you show a genuine interest in their property. One of the best ways I've found to communicate interest is to ask lots of questions during the listing walkthrough and write down the answers.

Ask a few of these questions to reveal what your seller wants and needs from an agent:

- When you purchased your home, did you use an agent?
- How was your experience?
- What did you like about the agent?
- What did you dislike?
- What is your expectation in using an agent to sell your home?



“By asking authentic questions and recording information, you communicate you're all-in and the right agent for the job without even having to say so.”

“It’s best to delay the commission conversation until later in the appointment when you sit down at the kitchen table.”



Now, I know the housing stock in my market pretty well. I don't really need to take down notes. Before the appointment even begins, I usually know the room sizes, age and square footage of the home. However, this home is special and unique to my seller.

By asking authentic questions and recording information, you communicate you're all-in and the right agent for the job without even having to say so.

Delay commission conversation till the kitchen table

During a listing appointment, homeowners are anxious. They're searching for someone to trust with their largest asset, their home. Many times, while sellers are still giving a tour of the home, they'll jump to the topic of commission. An unskilled agent would be unprepared for this question and engage in an intense commission discussion while walking through the master bedroom; this isn't good for the seller or the agent.

It's best to delay the commission conversation until later in the appointment when you sit down at the kitchen table. For the best result, "lead"

the listing appointment by letting the seller know the appointment flow as soon as you greet them.

For example, "So glad to meet you! I'm excited to view your home and take some detailed notes highlighting all of its unique features. After that, we can sit down and talk about the process and the costs associated with selling your home. Sound good?"

If you miss this initial opportunity, you can still adjust course. If the seller asks you, "What's your commission?" while on the initial home walkthrough, delay the conversation by saying, "Thanks for asking. I was looking forward to talking about that when we land at the kitchen table. I'll cover not only the real estate commission, but also the other expenses that come along with selling a home. Is it okay if we talk about it then?"

Gain insight into the listing price

Pricing a home can be tricky. Often, homeowners are unrealistic about the market value of their home. Remember, their home is their castle and they hold it in high esteem. Don't be caught off guard—before you offer your seller a listing price, know where they stand.

Here's my strategy: I show the seller

comparable homes that are actively for sale and pending. I leave the closed transactions for last. While viewing the closed comparables, I ask the homeowner, "Which of these homes do you feel is most like your home?" Their response will give you great insight into their realistic or unrealistic perception of the home. Knowing where your seller stands will give you an advantage as you present your listing price recommendation.

Give a price range instead of a flat price

When an agent gives the homeowner a suggested price, they immediately become vulnerable to dissenting opinion. I advise suggesting a price range. This both allows the seller to visualize their home selling at the higher price and presents the potential reality of a lower-priced sale. Once a property is listed, that initial price range focuses the seller on a scale of possibilities and often helps if it's necessary to adjust because the initial on-the-market price was too high.

Give thanks for the opportunity—not the listing!

Upon a listing agreement, many agents will thank the seller for giving them the listing. For example: "Mr. and Mrs. Seller, thank you for listing your home with me."

On the surface, this seems like a gracious gesture, but when analyzed it's a statement of weakness. Did the seller do the agent a favor by listing their home with them? Or did the seller provide the agent with an opportunity? I argue it's the latter. Thanking the seller for the opportunity is a stronger position from which to begin a professional relationship. "Mr. and Mrs. Seller, thank you for the opportunity to list your home. I'm excited to help you with your move!"

...

These tips just scratch the surface of what it takes to become a listing master. However, just these seven will greatly improve your chances of acquiring a listing when on an appointment. With the housing shortage upon us, listing skills are of paramount importance. Embrace these tips ... and list!



9

8

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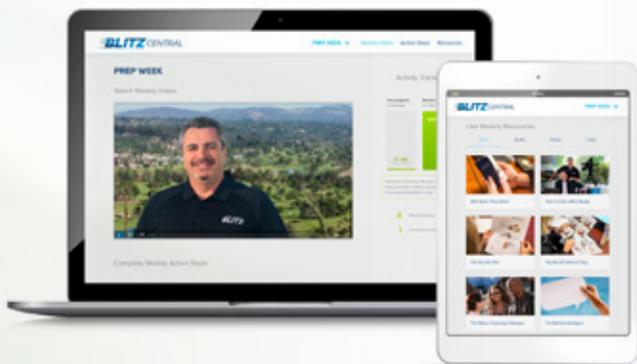
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A Proven Formula for Success

Take the right next step



By Dave McGhee
Vice President of Coaching & Membership

Have you ever had an idea or a dream you believed would change your life? Most people regularly have great ideas, but very few act on them.

What if you followed through on that idea and achieved that dream? What would your life be like right now? What if there was a formula that would all but guarantee you could live the life of your dreams?

In our Buffini & Company Coaching program, we help people achieve their dreams every single day. These are ordinary people achieving extraordinary results. And, in more than 20 years of One2One coaching people to success, we've discovered this proven success formula: Take a step. Build momentum. Finish strong.

Take a step

The first step to achieving any goal is to simply take that first step. It doesn't have to be perfect, or even good. It's just the initial action. Newton's first law of motion

begins with, "A body at rest will remain at rest, unless an outside force acts on it." The laws of physics don't allow things to just happen on their own. To achieve your goals, you have to be that outside force.

Don't wait for motivation. Just make the first move. If you're unsure how to achieve your dream, find out how others have achieved similar dreams. That in itself is taking a step. As we'll see in the second part of the formula, motivation will come. It's a byproduct of action. So, just take that first step, and the next one will follow.

Build momentum

People will often go all-in at the start of a resolution, only to exhaust themselves or lose focus right after. We see it at the beginning of each new year. It's easy to lose momentum when you don't know what should happen next, which is why seeing how others have achieved similar dreams is so important.

Knowing the path will make it easier to stay on the path. The actions that follow, no matter how small, will become easier to take with time. It's physics.

It is also important to recognize the potential causes for losing momentum. The second part of Newton's first law of motion states, "A body in motion at a constant velocity will remain in motion in a straight line unless acted upon by an

outside force."

While circumstances outside our control can cause us to lose steam or even give up on a dream altogether, the most likely culprit comes down to ourselves. This is why it's so important to find your path and stay on it.

Finish strong

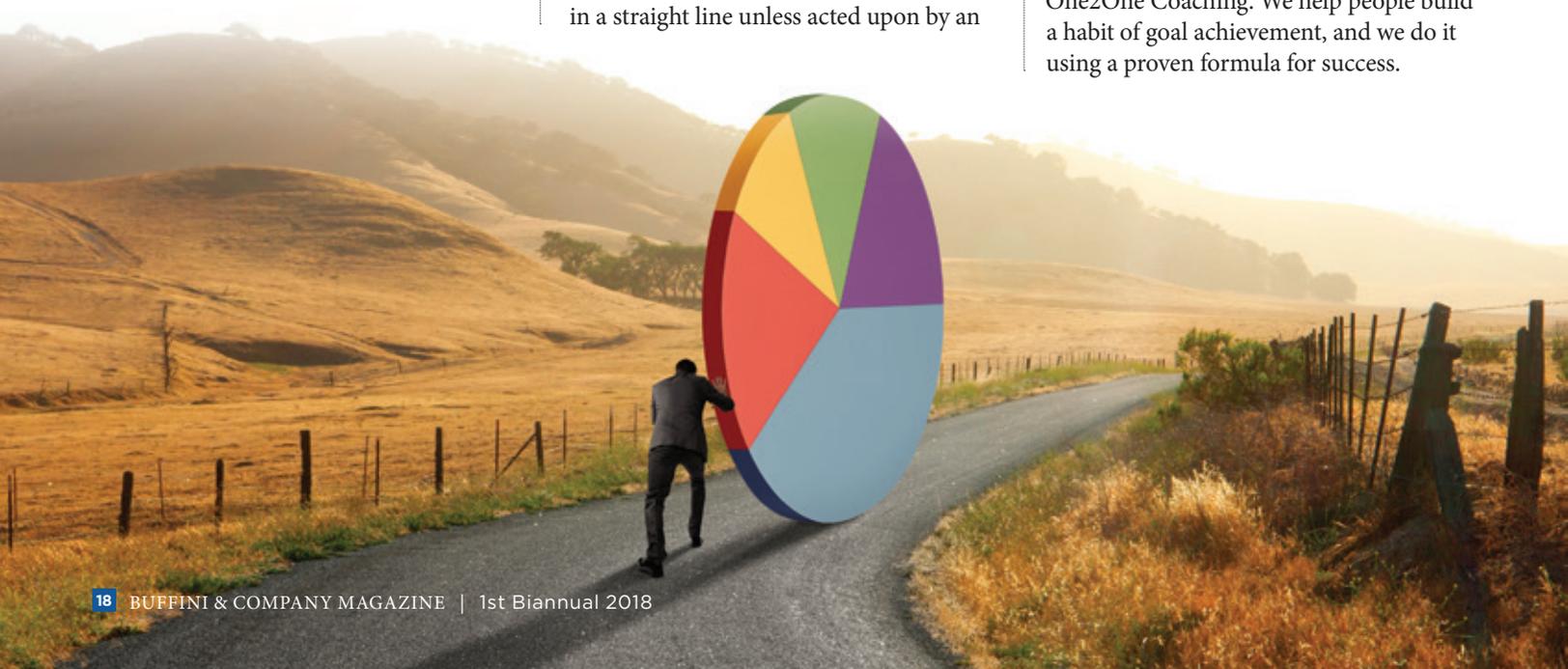
While your dream may excite you more than anything else, the path to achieve it may, occasionally, be boring. The excitement starts to wane and the goal starts to lose its luster. Pursuing the goal may begin to make you feel like you're just turning the grindstone.

When this happens, we may start to look for something else to pursue, something else to motivate us; but that is when we must push forward even stronger. We must persevere. We must finish strong.

How? Focus on the next step and just the next step, until it's achieved. That step keeps you on the path. And if you stay on the path, you'll achieve your goal.

And then what?

The achievement of one goal is the first step toward the second goal and then the next, until you've built a habit of achieving all your goals. That's what we do in One2One Coaching. We help people build a habit of goal achievement, and we do it using a proven formula for success.





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In the New Tech Landscape

Build a business that can't be replaced



By Ed Sablan
*Referral Maker
CRM Product
Manager*

Technology is ever-evolving and sometimes it's hard to distinguish what will provide the most value or solve your most pressing issues. Disruptors like Uber and Airbnb have changed the way we look at emerging technology. Zillow, Trulia and Redfin are just a few of the bigger companies currently impacting the real estate industry, and, with their rise to prominence, many more will continue to join the competition. In light of this, a significant question for many real estate professionals is, "Will real estate agents be replaced by technology?"

Technologies like blockchain, machine learning and APIs will undoubtedly change how companies and agents do business. They'll streamline and speed up transactions in a secure fashion; they'll bring certain aspects of the process straight to the consumer. It's likely you've seen some of these forces change the landscape for brokerages and real estate agents already.

But, before you get concerned about

where things are going, let's put this into perspective ...

As you know, the homebuying and selling process is complex, with numerous phases between someone's initial interest and a closed transaction. Although more than 95 percent of buyers used the internet at some point during their home search process and 49 percent of recent buyers found their home online, more than 88 percent purchased their home through a real estate agent.* Yes, technology will replace some of your "tasks," but it will also make your overall responsibility as a "trusted advisor" easier.

The key to technology is using it to your advantage and focusing on what's most important. What really drives your business? Are you doing what is needed to consistently secure and close deals? Real estate is still one of the biggest purchases most people will make in their lifetime and navigating through the process isn't easy. Buyers and sellers have more information than they can handle at their fingertips; however, they need an experienced professional to guide them along the way.

At Buffini & Company, our award-winning technologies and services are designed to help you increase your income while making your life easier.

Referral Maker CRM is a simple contact management system that helps you streamline your business and build a steady stream of referrals. Referral Maker PRO adds in monthly marketing and rich content to share with your clients. The solid partnership of Referral Maker CRM and Referral Maker PRO ensures you'll maintain consistent contact with your best clients—those who refer you to their family and friends, or would refer you if asked. And, last but not least, One2One Coaching offers a Buffini & Company coach that will work with you

"Buyers and sellers have more information than they can handle at their fingertips; however, they need an experienced professional to guide them along the way."

to create a customized business plan—tailored specifically for you—to take your production to the next level.

We are constantly looking at what's out there in the market and tools we can use to help our clients succeed. As technology rapidly changes, we're investing heavily in our products and services so we can lead the way for the real estate industry and continue to support real estate professionals who work by referral.

For example, you'll see some major upgrades coming to Referral Maker CRM as we build new features and integrate it with more products. Referral Maker for Teams will be enhanced so it's adaptable for different team dynamics and facilitates assistants even better. The Buffini Referral Network will continue to be refined so it's seamless to send referrals to other world-class agents across the nation. We want to give you the tools to be successful and WIN! Because when you win, everyone wins.

Referral Maker CRM vs. Referral Maker PRO



Referral Maker CRM is an award-winning and simple-to-use contact management system that helps you streamline your marketing efforts so you can serve your clients more effectively and efficiently.



Referral Maker PRO includes everything you need to market to your clients and build a strong, relationship-based business.

Take the guesswork out of lead generation!

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Who to call



Who to see



What to say



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Referral Maker[®] CRM
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With a Buffini & Company Certified Coach,
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Create a personalized
action plan for
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Continuously offer
outside perspective on
your progress.



Help identify
your strengths and
weaknesses.



Hold you
accountable and keep
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Make sure
you Live the
Good Life!

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we've got you covered.

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Personalized One2One Coaching Sessions	✓		
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In-Depth Business Analysis	✓		
Like-Minded Peers in Group Coaching Sessions		✓	
Online Training & Resources	✓	✓	✓
Weekly Training Podcasts	✓	✓	
Buffini & Company Magazine (<i>Biannually</i>)	✓	✓	✓
Help Desk Support	✓	✓	✓
Buffini & Company's Blitz (3x per year)	✓	✓	✓
Professional Marketing Tools			
Monthly Marketing Kit	✓	✓	✓
Referral Maker CRM	✓	✓	✓
eReport Emails	✓	✓	✓
Rapid Response Marketing Flyers	✓	✓	✓
Live Events & Networking			
Attend Brian Buffini's Success Tour FREE	✓	✓	✓
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Buffini Referral Network	✓	✓	✓

Which Membership is right for you? 1-800-945-3485 x2

Keeping the Faith

Adam Coe's leap of faith to sign up for One2One Coaching is still paying off 15 years later



“Without a coach, you’re lucky if you accomplish in a year what you could accomplish in a fraction of the time with a coach.”

—ADAM COE

By Laura Foreman
Copywriter

A Buffini & Company Member for more than 15 years, Adam Coe, a REALTOR® from Chandler, Arizona, joined One2One Coaching after attending one of Brian Buffini's two-day events. He'd heard about Buffini & Company from a title rep in his office. After five years in the business, he was primarily advertising in one popular real estate magazine and seeing no results.

“I had no idea what I was supposed

to be doing,” he concedes. Working as a transactional agent, Adam felt pressured to always be on the clock, fearing that if he missed a call, the potential client would call another agent.

At the event, Adam was able to speak with Brian and explained his dilemma. “I didn't have money for both coaching and advertising in the magazine, so I asked him what he thought I should do,” Adam explains. When Brian suggested that signing up for coaching would have a bigger impact on his business, Adam put his faith in the system and canceled his

magazine advertisement.

When he first started coaching, he confesses he wasn't as committed to the system as he should have been. However, once he listened to his coach, he was able to get organized and prioritize his time. In his first year of coaching, Adam began to build his database and connect with his past clients; something he still enjoys today.

His coach, Krista Aguero, praises, “Adam is one of my most consistent clients with regard to executing on the fundamentals.”

In his first year of coaching, and without focused effort, he closed **13 transactions and earned \$48,000 in gross commissions.** After three years, with a renewed commitment to working the system, he **met and surpassed his \$100,000 goal.**

Relying on a strong support system

Adam has a great support system behind him, which includes his coach, as well as his wife and son, extended family and friends. “We all face obstacles in life,” he explains, “but the difference is how you tackle them. It all comes down to your attitude.”

Coach Krista says that while there have been times Adam has felt discouraged or frustrated, he never gives up. Instead, he recommits to his goals and the system. Adam insists it’s important to maintain a positive outlook. “It’s the obstacles in life that make us stronger,” he says.

One challenge Adam faced was during the recession, when property values in Arizona plummeted. To reach his goals, he had to make more sales; and he did just that. Krista describes, “He kept his head down and pushed through the turbulence.”

Although Adam’s life has changed immensely since becoming a Member—he’s now married and has started a family—one thing is for sure: he’s grateful for all that he has, an attitude that both his coach and Brian Buffini have instilled in him.

“I see things differently now. When you focus on what you haven’t done or don’t have, it brings you down,” he says.

Finding accountability in all areas of life

Adam appreciates the accountability of coaching. “It’s human nature to procrastinate,” he admits. “Without a coach, you’re lucky if you accomplish in a year what you could accomplish in a fraction of the time with a coach.”

A proactive go-getter, Adam sees goals as a checklist of tasks to accomplish. The first goal he made when he joined coaching was to earn \$100,000 in a single year. At the time, he was only making about \$30,000. In his first year of coaching, and without focused effort, he closed 13 transactions and earned \$48,000 in gross commissions. After three years, with a renewed commitment to working the system, he met and surpassed his \$100,000 goal. Now, his sights are set much higher, and 2017 was his best year yet.

As a pragmatic person, Adam is a natural at tracking his progress. “When



“Adam is one of my most consistent clients with regard to executing on the fundamentals.”

—COACH KRISTA AGÜERO

I do the activities, I see great results; if I don’t do them, I don’t see results,” he explains. In addition to a coach, he also has two accountability partners: one is a fellow Buffini & Company Member, and another is a lender in his office.

“We send each other the number of calls, notes and Pop-Bys we do,” he explains, “and I enter all of my activities in Referral Maker CRM.” In addition to his accountability partners in business, he also has an accountability partner at the gym to help him reach his health goals.

While Adam has increased his income each year since he began coaching, he’s also decreased his expenses. “My grandfather always said, ‘It’s not how much money you make; it’s how much you save.’ We keep our living expenses low and don’t have any debt except for our mortgage,” he says. This strategy allows him to achieve his financial goals.

Taking time off to enjoy the good life

Before he started in coaching, Adam felt he didn’t have any control over his schedule. Over the last 15 years in coaching, however, he’s learned to time block and prioritize his day. Although he still works 45 to 50 hours a week, including Saturdays, he’s built flexibility into his days and always takes

Sundays off.

However, the thing that’s impacted Adam most in his 15 years in coaching has been the abundance mentality of Brian and the other Members. “When I first started in the business, I asked my broker if I could borrow the listing book and he resisted, saying it was proprietary information. With Buffini, I was taken aback by how open everyone was,” he recalls.

Like many Members, Adam visits the

“I see things differently now. When you focus on what you haven’t done or don’t have, it brings you down.”

—ADAM COE

Buffini & Company Members Facebook group to learn and share ideas. He also attends events and leads a small group of his own. “It’s great to be around other like-minded people and see them grow over the years,” Adam says.

Adam describes getting a coach as one of the best things he’s ever done for his career, as it’s improved his relationships, given him more free time and equipped him with tools to build his business. Although the improvements have taken time, by slowly plugging away at the system, doing the activities, setting goals and tracking his progress, he has been able to achieve success.

Your Best Investment = Yourself

With the help of a coach, Gigi Causey created structure and consistency in her referral-based business



“Coaching allowed me to see myself as a business owner and not just an agent.”

—GIGI CAUSEY

By Laura Foreman

Copywriter

Gigi Causey, a REALTOR® from Baltimore, Maryland, is proof that staying faithful to the Referral System improves not only one’s business, but also all other areas of life.

Like many of our Members, she first learned about Buffini & Company through the training program 100 Days to Greatness® [predecessor of Peak Producers]. “I loved the concepts behind the program and felt I could incorporate many of the activities into

what I was doing already,” she explains. The work by referral system was a natural fit and provided reassurance as well. “As a woman in the business, working with people I knew, or who were referred to me, provided a bit of security I didn’t have when meeting with complete strangers.”

Once she finished the class, she tried to continue doing the activities but says she quickly lost focus and the rhythm of the system. She tried to go it alone, but signed up for Group Coaching two years later. Although Group Coaching helped her recommit to the work by referral system, she realized she wanted more attention on

her and her business. She recalls, “I had so many questions, ideas and things I wanted to do in my business and selfishly wanted the calls to focus on just me!”

Movin’ on up

After six months in Group Coaching, Gigi signed up for One2One Coaching in October 2010. “I realized if I truly wanted to take control of my business, I needed to make the investment,” she says.

According to her coach, Allison Oster, “Gigi does a phenomenal job with working the Referral Systems. In addition to doing

her daily lead generating activities, Gigi also hosts several parties, mixers and seminars every year, and threw her ninth pie party last November. Getting face to face with her clients allows her to build solid relationships with them, which is critical not only for offering great service, but also for earning referrals.”

While working by referral gave her a system to follow, coaching helped her get organized and provided the additional push she needed to apply the system consistently. “Coaching has given me the structure and focus in an industry where it’s easy to get distracted by the latest and greatest new idea. It’s given me confidence, focus and permission to define what success looks like for me and my family,” she says.

The first thing Gigi and Allison worked on during their initial coaching sessions was creating a budget. Although her expenses were never out of control, she confesses, “I really had no idea what my expenses were.” Without a budget, Gigi wasn’t sure how much money she was bringing in or how her bottom line was impacted by her spending. However, with a budget in hand, she’s been able to plan better and, most importantly, save more of what she earns.

Over the years, Gigi’s business has increased steadily. In 2011, she closed 12 transactions. Six years later, she closed more than 40 transactions. Her average sales price has increased 45 percent and she’s nearly tripled her income. “She’s the perfect example of someone who’s achieved significant results by diligently applying the system in her business,” says Allison.

From agent to business owner

The effects of coaching have spread to other areas of Gigi’s life as well. “The biggest impact coaching’s had on me is it’s allowed me to see myself as a business owner and not just an agent,” she says. “I know I’m completely responsible for every success and every struggle.”



“She’s the perfect example of someone who’s achieved significant results by diligently applying the system in her business.”

—COACH ALLISON OSTER

For Gigi, the biggest challenge is seeing herself the way others do. Like many people, she’s her own biggest critic. As a result, she often has trouble celebrating small victories en route to her goals. She admits, “It’s something I’m striving to overcome with the help of my coach.”

Putting family first

The structure she’s found as a result of coaching helped her put her family first. When Gigi got her real estate license in 2003, her children were toddlers—one and three years old, respectively. “Real estate was the obvious career choice for me because of the ‘flexibility in hours,’” she says.

While being a real estate agent provided flexibility at times, she ended up

working a great deal of hours, including many weekends. Her taxing schedule came from not setting boundaries with her clients. “In looking back at my planners from those years, I would estimate I was easily working 60-plus hours a week,” she confesses. “Clients came first and everything else was scheduled around their availability.”

Coaching helped her create structure in her workday and effectively prioritize her schedule so she could enjoy more time with her family. “Family and non-negotiables go into my schedule first and then clients are scheduled around that,” she explains. “I’ve learned that clients respect the boundaries you create as long as you set expectations up front.” While she may make exceptions every now and then, particularly for her top clients, she generally works 35 to 40 hours a week and enjoys at least one day off.

Gigi also takes more vacations and plans time off with her family to rest and recharge; has committed to working out regularly; and sets goals for all areas of her life. She continues to grow personally and professionally and attends Buffini & Company events regularly. Not only has she attended MasterMind Summit five times, she’s also brought her children. She says she does this to expose them to great inspirational speakers and show them that anything is possible as long as you have a plan. In 2017, she attended Peak Experience and has already registered for this year’s event.

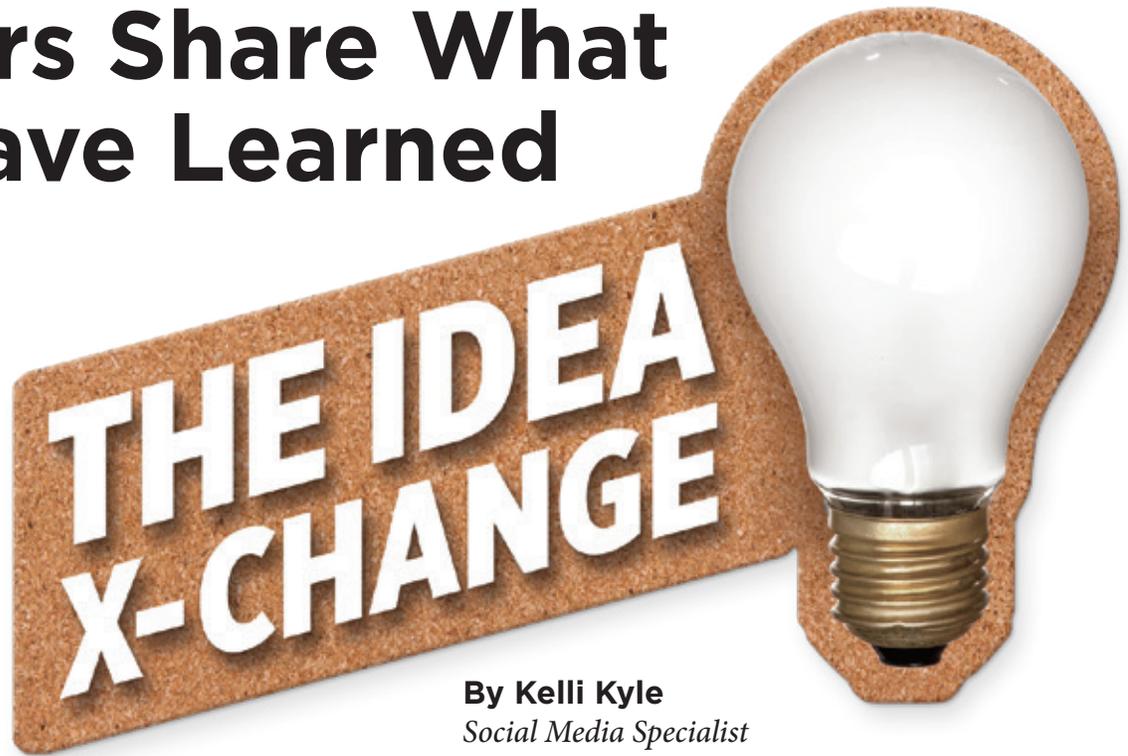
Additionally, she became a Certified Mentor last summer and taught her first Peak Producers class at the end of last year, sharing the system and strategies she’s learned with new and seasoned real estate professionals.

Needless to say, having a coach has made a big difference in Gigi’s business over the years. So, what advice would Gigi give to someone who’s on the fence about getting a coach? “Just do it!” she urges. “Trust the system and believe NOW is the perfect time to take charge of your business.”

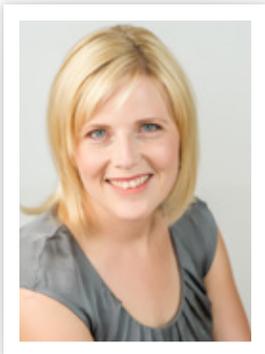
In 2011, she closed 12 transactions. Six years later, she **closed more than 40 transactions**. Her average sales price has increased 45 percent and she’s **nearly tripled her income**.

Members Share What They Have Learned

Although our fast-paced, tech-driven society may make us feel more productive, it also confronts us with plenty of distractions: social media, the news cycle, unexpected situations and challenges that pop up throughout the day. To succeed, we have to stay focused. For ideas on how to achieve this, we asked our Members, “**How do you work by referral in the face of distractions?**”



By Kelli Kyle
Social Media Specialist

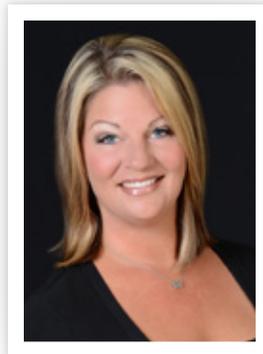


The Referral System keeps me on track and focused on a daily and long-term basis—I know what needs to be done and how to hit my goals. Referral Maker CRM helps me focus on the right relationships and keep track of my activities. Having a coach and plugging into the events and podcasts keep me in the right frame of mind, both when things are

going great and not so great.

The true test of a system is what happens when things don't go as planned, life happens or distractions creep in. Coach Melissa has helped me build “flex time” into my schedule so that I've got a buffer in my day and week to take care of those unexpected emergencies, whether they be personal or business. I used to book everything so tight that if anything went off course the slightest, it turned into a chaotic and stressful day. I felt like I was only putting out fires and was burnt out. Now, when I know I've completed my lead generation activities and “won the week,” I can use my flex time for something fun.

Stephanie Winger
*Vision Realty
Windsor, ON*



I am constantly listening to a podcast to keep me on track. I'm listening to episode 34 “Everybody Needs a Coach” from “The Brian Buffini Show” now!

Leslie Sullivan
*RE/MAX Hometown
Magnolia, TX*

I lean into Referral Maker CRM. It keeps track of my activities and keeps me on pace to improve year over year. As I write this, I am 39 notes short of 1,000 for one year! This makes me push even harder. I can do it! Referral Maker CRM keeps me focused on doing all my calls, notes and Pop-Bys!



Mary Vierthaler
*Long Realty Company
Tucson, AZ*



I fell in love with Brian's Referral System a little over a year ago. I started Peak Producers in the fall of 2016 as a brand-new agent, and my eyes were aglow with the knowledge of Joe and Brian. I also attended the MarTech Trends conference [now GameChangers] and left there completely juiced up on all the possibilities the Referral System has to offer. I believe in continuing your education and surrounding yourself with people smarter and more experienced than you are!

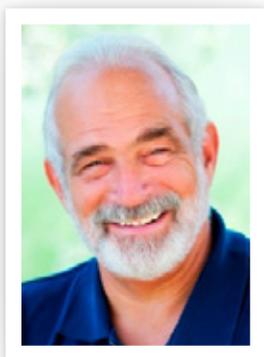
Being a new agent, I had no past clients. So how was I going to do a Pop-By? I had no A-list, or at least I thought I had no A-list. I started delivering small little Pop-Bys last fall to my friends, old friends, new friends, yoga friends, neighbors etc., anyone and everyone I could think of. I did everything from Turkey Poop at Thanksgiving, to Grinch Pills at Christmas and Peeps delivered on my Pink Vespa at Easter; reminding everyone, each time, "I'm never too busy for referrals." It was the Turkey Poop that got everyone's attention. No, I'm not kidding; they loved it! They said, "If you market like this to us now, then we know you'll be able to market our house when we get ready to sell."

The referrals started coming in, one by one, each making me a firm believer in the power of the handwritten note and the Pop-By! So, thanks to a little Turkey Poop, determination, consistency and the Blitz, I, at the age of 50 and for the first time in my life, hit six figures, closed 33 transactions and sold over \$8 million in one year.

You can listen to Brian all day long, but action must follow. You have to listen to his most important advice, and that's the power of consistency. It's not what we do once in a while that shapes our lives, but what we do consistently.

Amy B. Cotney

*Toland Realty
Auburn, AL*



My coaches Roibin McFarling and James Bell have told me for years, "You're a free spirit. Free spirits hate structure. They view it as bondage. But structure will give you the freedom you seek." It's true! The Referral System gives me the "track to run on." That is, it helps me focus on the highest-return activities while protecting me from S.O.S. (Shiny Object Syndrome), to which I'm prone. Time blocking, quarterly client events, personal notes, Pop-

Bys, monthly mailings and eReports; add them all up and you have a system that builds deep relationships that last a lifetime.

Larry Underhill

*The Statesman Team, Keller Williams
Lodi, CA*



I was using the Referral System before implementing Referral Maker CRM technology. Now, we're able to track and automate our marketing, which helps every aspect of our business. If you're having trouble, just call Client Care, and they'll spend time helping you

through any challenges you're having. It's such a user-friendly, comprehensive, great tool; and I think it's fun to use so you can see where you've been and where you're going.

Sandy McAlister

*McAlister Properties, LLC
Stuart, FL*



I used to go to bed with a significant list of tasks to remember for the next day. They'd be racing through my head on an endless loop as I tried to go to sleep. Enter the Chinese Proverb (that I first heard from Zig Zigler): "The faintest ink is more powerful

than the strongest memory."

Now, each night before I turn out the lights I do a "brain dump," listing everything I must/need/want to do the following day. I make sure to put my non-negotiable (lead generation) activities at the top. Putting these thoughts to paper allows me to close the loop of reviewing. I've grown to trust that everything is there, in my notes, waiting for me. Some people prefer cloud-based systems like Evernote ... pen and paper, phone app ... doesn't matter, as long as you do it.

Over my years of involvement with Buffini & Company, I have picked up techniques that have become habits. These habits are a byproduct of the incredible speakers, resources, events, CDs, podcasts, coaching sessions, small group meetings and idea sharing with fellow Buffini & Company Members.

Shana Story

*RE/MAX Preferred
Saint Pete Beach, FL*

ON THE SCENE

Highlights from the Buffini & Company Member Community

Buffini & Company Members rave about the level of community support they receive from one another in Buffini Groups and at events. They're eager to spread that same love and support to their clients and local communities as well, especially in times of need. From hurricane relief efforts to pie parties, one thing is for sure: our Members share a proud sense of service to their clients, peers and local communities.

Together Is Better

When disaster strikes, it's important to lean into the community around you, and our Members do just that. Post-Hurricane Harvey, Members from all over the country opened their wallets, doors and hearts to serve their clients, fellow Members and greater communities. (They even encouraged their kids to help as well.)



Clockwise from top: Brad Wolk delivers much-needed donations. Judy Hans shows off her "Texas Strong—Persevere in the Moment" bracelets. Suzanne Mitchell's son raises money for hurricane relief. Joe Diosana jumps in to help after the natural disaster.

Bring a Friend

Recently, Members in Buffini Groups (local networking groups focused on working by referral) were encouraged to "Bring-a-Friend" to their monthly meeting, so other real estate professionals would have an opportunity to experience the power of like-minded collaboration.



Top left: Liz Rhodes and members of her California Buffini Group strike a pose with their guests. Bottom left: Mike Gandolfo poses with Buffini Group members and guests in Kentucky. Top: Members and guests in Becky Hearne's Buffini Group break bread in Texas.

Networking at Events

Buffini & Company events are not only a great place to learn and grow, they're a fantastic opportunity to interact with the best of the best in the industry! Spending a couple of days with hard-working, like-minded people is a great way to increase support and share ideas, which results in a boost for your business.



Members networking at Brian Buffini's Success Tour events around the country.

Coming Together After Harvey

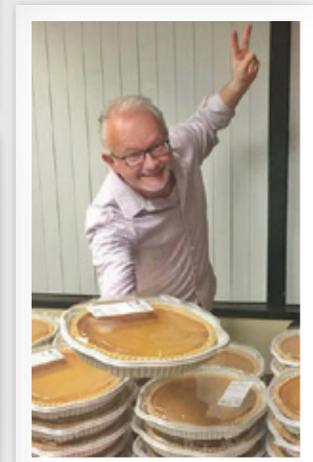
Long-time Member, Carol Fusco Jukes, of Katy, Texas, was doing well in her business when Hurricane Harvey made landfall and devastated everything in its path. Carol had planned to attend Brian Buffini's Success Tour a few weeks later. "I almost didn't go to the Dallas Success Tour; the hurricane was so devastating. I was in shock," she says. "But then I thought to myself, what could be better than being around my Buffini family?"

At Success Tour, she ran into a friend, Becky Bochniak. "At that time, there were people who lived in neighborhoods where the waters had not yet receded. They had no idea what their homes would look like," she says. She and Becky met for breakfast the next morning, where Becky gave Carol an envelope. Carol opened the envelope to find an encouraging card, along with \$3,000 in cash and directions to use the money to help others in need, starting with her family.

"Right then, the shock wore off, and I knew what I had to do," she says. "When I got back to Houston, I matched Becky's \$3,000 and handed out \$500 each to affected families." For Carol, it was an amazing experience. "Many people are carrying mortgages and lost everything inside their homes, including vehicles. How can you not give?" she says.

Pie Parties

As part of the Blitz, Buffini & Company Members host a reverse Pop-By party, inviting their best clients into their homes and offices to express their gratitude. The impact is incredible, not only on their clients but the economy as a whole! With more than **100,000 pies given away** at these parties so far, they are definitely appreciated, down to the last bite!



Buffini Members making their pie runs at Costco. Clockwise from top left: Jennifer Gile & Kayla Pils, Cindy Borbely, Robin Anwerda, Jeremy Larson.

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WINNER'S CIRCLE

WORKING BUFFINI & COMPANY'S REFERRAL SYSTEMS FOR SUCCESS

Josh Forster | Elevations Real Estate, Fort Collins, CO

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 circles?

I started Referral Maker PRO [previously Self-Paced Coaching] in the spring of 2007. Although I was sending the marketing materials, I wasn't doing anything else. The highest gross income I earned was \$72,000.

In 2012, I started One2One Coaching. My coach, Darrin Jackson, helped me create a budget. Now, we own a new, much nicer personal home and three investment properties. We're able to tithe to our church and also give to our favorite organization, Life for the Innocent, which rescues children from human trafficking. I work an average of 40 hours a week, rarely working nights or weekends to ensure I can spend a good amount of quality time with my wife and three kids.

Why did you ultimately decide to get a coach?

I attended a Denver Success Tour [previously Turning Point] in December of 2011 and decided at the event it was time for a Coach. Even though I'd been to a number of events before, I was at the point where I knew it was within me to reach the next level, but I also knew I needed help getting there.

What challenges have you faced and how have you overcome them?

My biggest challenge has been comfort. It's dangerous being comfortable if you want to achieve anything significant in this life. Darrin must always monitor me to make sure I'm pushing myself in the various circles and not letting myself sink into a state of complacency for too long.



What are you doing to win in this new market?

First, I'm keeping connected with other Buffini agents. In 2017, 30 percent of the deals I closed were referrals from Buffini & Company agents for a total volume of \$3.2 million. Second, I'm working my purpose into my business. My wife and I are passionate about rescuing children from human trafficking through the Life for the Innocent organization. This year, we did the "1 Home, 1 Child" campaign, where, for every home we sold, we donated money to rescue one child out of human trafficking. It's been the best year we've had in 13 years of real estate.

How has your coach helped you win?

None of this would have been possible without Darrin. Whether he was directly responsible for something, walked me

through it, or just put me in the right mindset or environment to succeed, I could not have done it without his support.

My home and business budget would not exist without his prodding. I have a great marriage with very little strife and my wife and I are on the same page in all the important areas. I rarely work evenings so I get to spend some amazing quality time with my three children, hiking, skiing and having fun outdoors. Darrin encouraged me to finish and publish my first book, "Discovering Why," after more than two years of work on it, and as of the beginning of 2018, I'll also begin speaking on the topic of helping others find their purpose. It's a true passion of mine and Darrin helped me through the process; he's a connector and, without him, my book wouldn't exist at all.

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

As simple as it sounds, the annual marketing calendar is one resource I use constantly. At the end of every year, I have the next year planned out to the week on what lead generation activities I am going to do. I just do what the calendar tells me to do. The next best thing has got to be the CRM. The tracking and reports are amazing!

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

Lean into your purpose and connect it to your business. You can fuel your days with inspiration that goes far beyond selling homes. Also, lean into the Buffini & Company community. There is no other group of people like it anywhere.



BRIAN BUFFINI ASKS SCOTT HAMILTON

Olympic gold medalist, Scott Hamilton, knows a thing or two about competition. As a child who was in and out of hospitals battling serious illnesses, Scott discovered that ice skating allowed him to feel like everyone else. Skating helped him learn the power of perseverance, a lesson he applied when facing cancer, and also when starting his own organization, the Scott Hamilton CARES Foundation, which raises money for cancer research.



1 In your new book, “Finish First: Winning Changes Everything,” you explain that competition is a good thing. Why is competition good for us?

Without competition, nothing would ever get done. We always need accountability and feedback so we can test our limits. When we dumb down competition, we begin to wonder how can we feel good about who we are; how can we find our purpose and live a great life?

2 Why do you think people avoid competition?

We’ve been given the narrative that we’re all equal on every level, which is true in that we’re all people. However, our skillsets are individual. This world is a beautiful tapestry of unique individuals with unique skillsets. The challenge is to tap into our skills and gifts and use them to fulfill our purpose.

3 How can we encourage and embrace competition in our lives and achieve our hidden potential?

First, we need to recognize that competition is important. Second, the worst thing that can happen is failure, and even that’s not that bad. Third, we have to identify the pain points of being successful. If success had a recipe, the largest single ingredient would be failure because it gives us the opportunity to learn and grow.

4 You’re known for your optimistic attitude: What mental dialogues, habits, etc., have allowed you to stay positive?

I’ve accepted who I am and I’m content with that. Life is a roller coaster, and we all have our highs and lows; we have to find a balance and stay focused on our goals.

5 How do you leverage your time and energy?

Identify what’s in front of you and then ask yourself how you can do it as well as possible. My wife, Tracie, and I throw most of our time and energy into our four children, and we’ve been called to help those around us as well. I support others with cancer, and she’s focused on helping Haiti. The challenge is scheduling and working together; she’s a natural at it, and I’m still learning.

6 What inspires you?

I recently toured the cancer centers at Boston Children’s Hospital and MassGeneral Hospital for Children. I was so inspired by the kids; the doctors and nurses working to extend life; and the

parents who find courage and joy in the process. I’m also inspired by people who give selflessly, who rise up and succeed against all odds, and who touch other people’s lives.

7 What does success look like to you?

Success is personal. It’s contentment for a job well-done. It’s important to focus on the wins, keep moving forward and learn from the losses.

8 Who are some of the people you admire the most?

I admire my wife; how she does things, how she lives and loves. She’s constantly working for others and fights for our kids. Her generous spirit of compassion inspires others to recognize the best in themselves.

9 What are some things leaders and real estate pros can do to not only tap into their hidden potential, but encourage others to tap into their potential as well?

The real estate business is about being selfless in networking. Raise the bar and look at the needs of your clients. It’s all about value, connectivity and hard work.

10 What’s your best advice to a business owner or real estate pro who’s struggling?

Be humble, be open and expand your understanding and skillset. Always work to improve—it’s time well-spent. There are seasons in life, but you have to keep looking ahead. Nostalgia is expensive, so be bold and look for ways to improve and find your purpose, even if it means reinventing yourself.

For the full interview, visit Brian Buffini’s blog at blog.buffiniandcompany.com.

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Success Despite Disruption

It all depends on where you focus your attention



By J'aime Nowak
*Director of Corporate
Development & Training*

As leaders in the real estate world, it is impossible to ignore the fact that our industry is under siege in these changing times. Marketing, media and technology companies are entering the real estate space, introducing new economic and virtual models for our business, as well as opportunities for our agents and consumers.

There is, without a doubt, a lot of disruption going on, and it threatens to distract us from the main focus. Some of us may not even remember what that is anymore as we struggle to keep up with the latest advertising channels, lead-gen tools, social media platforms and artificial intelligence offerings. So, what can we as leaders do to stay relevant and ensure our companies and brands remain strong?

At Buffini & Company, we have the tremendous opportunity to work with a vast assortment of leaders, agents and companies that employ a wide array of models and methods. One thing I'm always eager to find out is what separates the truly successful leaders from the rest of the pack. What are they doing day in and day out to consistently be highly profitable, while still enjoying their work and the people they serve?

It turns out, in this evolving, opportunistic marketplace, there are a few key principles our best leaders are focusing on to win. These principles deserve a hard look from all of us who want to continue (or start!) building the ultimate office, filled with talented professionals, no matter the market.

They focus on creating a productive, profitable environment for their agents

This is the main thing. This is our purpose each day as brokers, managers and leaders in the crazy, wonderful world of real estate. Everyone wins when our people know what makes them and their brand or brokerage different and better. More importantly, they benefit immensely when they know how to communicate those differences to their network. More listings are

won, which puts more signs in yards and equals more market share. This creates more opportunities to serve, more deals to close and more referrals and profits to gain. Positive momentum all around!

Top Tips: Continually remind your agents and clients of the unique benefits of working with you and your organization. Help them answer these questions clearly:

“What are the top three reasons a client should list or buy with you and your brand?” and, “How does your service and support go above and beyond?” Make it real and tangible so your agents can confidently communicate and ask for business!

As your people take action and get results, your office will develop a positive culture of productive behavior and your agents will spread the word that your company is the place to thrive as a real estate professional.

They focus on providing spectacular service and support to their agents and clients

The top reason transactions fall through is because agents lack the skills necessary to close them. This is not good for our industry. Training and development are for everyone these days. With constant changes, challenges and innovation besetting today's market, it is now more important than ever for agents to expand their knowledge of the business!

Most people have an internal desire to get better; they just don't know exactly how to go about it. Our best leaders are making a special effort to provide training, systems and tools that help agents leverage their time and create an exceptional experience for their buyers and sellers.

Top Tips: Offer various learning opportunities focused on equipping agents to be true professionals. Topics might include: How to create inventory; How to keep sellers happy (with longer listing times); How to effectively generate leads; How to streamline workflow with technology; and “Lunch and Learns” where leaders or successful agents share how they are working toward success. So agents can focus their effort on face-to-face time with clients and prospects, many companies provide educational presentations or offer pay-to-play listing and transaction coordinators, marketing and social media experts and tech support to take care of promotion, input, paperwork and follow-up activities.

At the end of the day, having people to buy and sell with is the name of this game. When our agents are growing and focusing on what is important, they show up as confident, competent professionals who can handle every twist and turn of the transaction with grace and discernment. This creates an exceptional brand in your local market and makes a big difference within the walls (virtual or otherwise) of your organization!

They focus on hiring and keeping the right agents

People are the magic component of the real estate industry. They can be our biggest asset or our greatest challenge. As we discuss the keys to having a winning organization, it all comes down to the people we employ to serve the client, close the transaction and interact with colleagues on a daily basis.

Who you choose makes the difference between having a high-energy, focused environment full of productive professionals and having just another average office. Even the best leaders have made the mistake of surrounding themselves with the wrong talent. It doesn't matter whether the market is hot or not, our prominent leaders understand that who we surround ourselves with does matter.

Top Tips: Decide the kind of agents that are a great fit for your office: character traits, production level, skills and strengths.

Also, know your deal breakers: those things you are not willing to tolerate. Then, listen to your gut and ask lots of great questions. Any red flags? Do not hire. If you already have a few questionable hires, try setting clear expectations, with a deadline for compliance, if needed. Release them back into the marketplace, if warranted.

There is a tremendous cost associated with a bad hire or keeping those who aren't a good fit. It can make or break a company. Unproductive, low producing and toxic agents hurt your opportunity to succeed. Ultimately, they take more of

your time by causing client complaints, compliance issues and office drama. Not to mention positive, productive, ambitious people don't want to be near those who aren't. Your job is difficult enough. Trust yourself and make the tough choice for the good of all.

As we forge ahead into 2018 and beyond, let's embrace the new tech and tools that make our life and business better, while remembering to keep our eyes on the main focus. Let's learn from the best and lead the way, concentrating on selling more homes and doing it in a competent manner that benefits our clients.

Let's avoid getting buried in the distractions and instead show our people the skills they need to serve at

“Even the best leaders have made the mistake of surrounding themselves with the wrong talent.”

the deepest level; leveraging their time to focus on the activities that matter. Last but not least, let us be selective about the talent we choose to surround ourselves with, making sure we hire and keep only those who contribute to the environment we hope to create.

If you focus on these principles, you'll become irresistible to the people you're in business with, and your office will be attractive to other great producers and consumers in your marketplace. This is how we, as leaders, win. Also, know that you don't need to go it alone. Lean into our content, proven systems, coaches and our phenomenal community. Lead the way, continuing to build or to finally realize your good life as you help others realize theirs.

As One2One Coaching Member Brad Noll (pictured with his team below) knows, the right team makes all the difference. He has relied on coaching and the Referral System to lead his thriving team in Fort Wayne, Indiana. See Brad's story on the back of this issue.

Photograph by Rachel Lank



MENTOR TOP TIPS

Certified Mentors Share Their Best Advice for New Mentors

DIANNA KINNARD

REECENICHOLS | OVERLAND PARK, KS



My best advice is to provide those taking Peak Producers unexpected extras! We have an unexpected extra for them each

week, such as additional items of educational value or door prize drawings. We also have a special celebration for graduation!

Each week, we talk about their “best takeaway” from the class and how it made a difference in their business. We keep the conversation going through our ReeceNichols Buffini Peak Producers Facebook page, where we also post the door prize winners and items of value.

I wish I would have known the more classes you do the better it gets!

One of our Peak Producers, Cynthia, just had knee surgery. She was reading “The Emigrant Edge” right before surgery (which she won as a door prize drawing!), and all the nurses were curious about it. One day after surgery, she was back in class—her knee on an ice machine no less! She didn’t want to miss her Peak Producers class.

MARK NELSON

RE/MAX LEADING EDGE | READING, MA



My office requires new agents to take Peak Producers. We believe the program provides agents the structure and guidance needed to succeed in real estate. We take mentoring the class seriously and, because of that, run a pretty tight ship.

Two days prior to class, I send an email to the participants stating that we start on time. I have never started a class late and always remind folks to allow time for traffic and a line at the coffee shop. I also let students know cell phones and laptops are turned off at the beginning of class. As simple as those two things sound, if you communicate about them in advance, and then follow through, everyone’s experience is positively impacted.

Typically, I keep class sizes between six and eight participants, and try not to go over two hours. At the beginning of class, I let them know that, initially, I only want to discuss what action steps they completed and ask them to be very specific (e.g. I did 10 notes, not I wrote some notes).

Obviously, Brian’s segments are important, but I tell students that collaborating together at the beginning of the class, where we share successes and challenges, is just as significant. This is when we review the specific action steps each student has completed. If you skip this step, or allow vague answers, students will gravitate toward easier activities instead. At the end of class, I ask each participant what resonated most with them. Doing this properly takes time, which is why I like to keep classes small.

Before facilitating each class, I watch every segment and write down talking points to discuss at the end of of class. After class, I often share a relatable story along with the key points to generate more engagement.

Finally, I aim to get a mix of new and experienced agents in each class. That way, new agents can glean wisdom from the veterans rather than leaning solely on the Mentor.

JOSIAH McDANIEL

FIDELITY NATIONAL TITLE | FRISCO, TX



A best practice of mine is taking time before class to understand where each person is coming from with regard to the current state of their business. Where have they found success? What do they struggle with? What are they hoping to achieve by taking the class? This helps me as a Mentor understand how much, and what kind of, accountability will be required for each student.

My relationships with the students grow deeper. Because they have a personal connection to the class, they have a higher chance for success.



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“I NO LONGER FEEL GUILTY IF I TAKE A DAY OFF AND I RECOGNIZE THIS MAKES ME A STRONGER TRAINER AND AGENT.”

Glenda Newell has always had a love for real estate. She became a licensed broker in 1983 and also co-owned a residential construction company. Later, she began a career in residential sales; however, she didn't have much success. "I teetered between being a 'licensee' and an 'agent,' and being with a small company, I was offered neither training nor direction. I did, however, gain some experience and a love for the business," she says.

She left the industry for a few years, becoming a teacher, until she joined Coldwell Banker Sea Coast Advantage as a sales associate in 2003. Immediately, she focused on training, taking part in all of the opportunities offered by the company. Her determination earned her Graduate, REALTOR® Institute (GRI) designation, as well as other designations. "My intent was clear when I decided to go back into real estate sales," she says. "I was going to educate myself this time around and have a successful career!"

Taking advantage of the hot market, she not only achieved success in the business, but also grew in experience. "With my teaching background, I started as a pre-licensing instructor at our real estate school. In 2010, I was approached by our firm's owner, Tim Milam, about considering the position of professional development director at our company. It was at that time a colleague introduced me to Buffini & Company," she explains.

In 2010, Glenda became a Certified Mentor and began teaching 100 Days to Greatness [predecessor of Peak Producers]. She's continued teaching, holding Peak Producers training two to three times a year with an average of 10 agents per class. "Having Peak Producers as a part of our training program has helped me tremendously as professional development director by providing a renowned program recognized as one of the best."

"Sea Coast agents love this program, and most of our top producers have either taken 100 Days to Greatness or Peak Producers; some have taken Peak Producers multiple times. Our recruiting team promotes this program, and training at Coldwell Banker Sea Coast Advantage is no doubt an attraction for agents to join our company."

The proof is in the results: according to Glenda, 2017 saw Sea Coast's total agent count increase by 95. Additionally, she explains the company has exceeded \$1 billion in sales six times since it opened in 1988, and four of those years included 2014-2017.

Although Glenda continues to sell and list homes, training has become her full-time job. "Peak has been instrumental in helping me gain the knowledge I need to be the best real estate agent I can be. It has given me confidence in my abilities," she says.

Together with the Peak Producers training course, she uses "The Brian Buffini Show" podcast and information she's learned at events to help her deepen her understanding of the system and become a more efficient trainer in her office.

"Since facilitating the programs, I feel my ability to assist our agents through training has steadily increased," she says. "I no longer feel guilty if I take a day off and I recognize this makes me a stronger trainer and agent. I am very grateful to work for a company that allows me the opportunity to share this great program with other agents."

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True Wealth

How to cultivate the treasure at your feet

By Beverly Buffini



Brian Buffini is a voracious reader and, since our marriage in 1990,

has introduced me to a myriad of books that have been informative, inspirational and profound. Like him, I love to read and be around books. One of my fondest memories growing up as a military brat was visiting the library every weekend and sitting in there for hours at a time, researching my latest interest. I was like a kid in a candy shop.

However, over the years, as our priorities changed to meet the needs of our children and professional careers, Brian and I had to take advantage of every available opportunity to read. With limited free time, we began to rely on each other to share details from our most recent books. As a result, Brian became a source of enrichment by sharing with me the great books he came across.

One of the more recent books he recommended that's made an impact on me is "Acres of Diamonds," written by Russell Conwell. As I was working one evening, Brian was eager to share this little gem of a book. He enthusiastically came into my office and said, "Hon, you've got to read this book, it's a short one, and you can probably read it in one sitting." Seeing his zeal, I gladly took to the book and finished it quickly. Much like Brian, I was immediately inspired. No wonder; I learned that the book originated from a motivational speech Conwell delivered more than 6,000 times to audiences in the early twentieth century!



"Over the years, as our priorities changed to meet the needs of our children and professional careers, Brian and I had to take advantage of every available opportunity to read."

In the book, Conwell gives an account of a farmer who was a wealthy man, not only because he was rich but also because he was content. Then, one day his eyes were opened to the value of diamonds, and he left all he had to search for them. Sadly, he never found the diamonds and died a poor man. Ironically, the man who bought the farmer's land went on to discover diamonds in one of its streams. The precious gems were there all along.

Even though we can extract many lessons from this book, I believe the most significant takeaway is that we experience true wealth only when we live a contented life.

Alfred Nobel, an entrepreneur who worked hard and became very successful, and who the prestigious awards in science, literature and peace are named after, said, "Contentment is the only real wealth."

Contentment, according to Webster's Dictionary, is "a resting or quietness

of the mind in the present condition; a satisfaction which holds the mind in peace, restraining complaint, opposition, or further desire."

If we look around us: in our homes, in our workplaces, in our sporting activities or on the news, we see a culture that is drowning in displeasure and disappointment. Almost every ad on TV shouts, "What you have is not good enough and who you are is not good enough; just get this product, and you'll be happy."

At MasterMind 2017, Brian's message on how to build a "wonderful life" taught us that discouragement is one of the biggest enemies of contentment. Discouragement is often caused when we compare ourselves to others and believe the "grass is greener" on the other side.

How often are we deflated because we believe that "something" or "someone" else would be better? By learning to enjoy

what you have and cultivate your own “land,” you’ll be able to discover the beauty that’s there.

Another enemy of contentment is a complaining attitude. To complain is to “express dissatisfaction or annoyance about a state of affairs or an event.” We not only think it, but we express it, thus spreading the poison of negativity.

As you read this article, how are you doing today? Are you discouraged? Are you dealing with some challenging situations where you’ve been disappointed over and over again? Have you been misunderstood? Are you looking for more? Are you ready to sell, leave or quit? Let me ask a tougher question: If you were to dig deeper and try a little harder, could true wealth be right underneath your feet?



Three antidotes for conquering discontentment are GRATITUDE, PERSPECTIVE and PERSEVERANCE

First, thankfulness sets in motion a wave of possibility for resolution. Thankfulness expresses humility, which is true courage. Gratitude is chief among traits. When our children were young, we were very intentional about teaching them to express their appreciation for everything. If you’re grateful, it’s hard to be dissatisfied.



“When we focus on our gratitude, the tide of disappointment goes out, and the tide of love rushes in.”

—Kristin Armstrong, professional cyclist

Secondly, maintaining a proper and positive perspective on your circumstances is paramount. The books you read, the company you keep and the faith you express will shape your view of the world.



“The only thing you sometimes have control over is perspective. You don’t have control over your situation. But you have a choice about how you view it.”

—Chris Pine, actor

Thirdly, persevere in the moment; continue in the face of difficulty, even when there is no prospect of success. The three affirmations that help me cope and persevere in the moment are the following:

- **This too shall pass**
- **All things work together for good (Romans 8:28)**
- **I can, I will, I believe!**

The farmer was literally standing on his “acres of diamonds.” He was impetuous and reacted to outside forces. Unfortunately, it’s easy to do this when we forget to express thankfulness, lose perspective or give up because of discontentment. Many of us are blind to the “acres of diamonds” we’re standing right in the middle of; if only we would recognize it and cultivate it before seeking greener pastures. True wealth is being contented in all circumstances, right where we are.

“Discouragement is often caused when we compare ourselves to others and believe the ‘grass is greener’ on the other side.”

LESSONS FROM THE LEGENDS

Q WHAT WAS YOUR BUSINESS AND LIFE LIKE BEFORE YOU STARTED BEING COACHED?

Although I had a respectable business and was selling about 18 homes a year, I didn't have written goals or a real plan.

Q HOW HAS YOUR LIFE CHANGED AS A RESULT OF COACHING?

I've learned to write goals and dream big. I read more and am growing personally. Additionally, my annual gross income increased from \$103,177 when I started One2One Coaching to \$579,710. My business even grew consistently throughout the recession.

Q WHY DO YOU STILL NEED A COACH?

The Buffini way to do business is pretty simple, but life happens, and it's easy to stop doing what you need to do to keep the forward momentum. My coach helps me stay focused on the right things and move forward toward my goals.

Q WHERE ARE YOU NOW IN BUSINESS AND LIFE?

My business has grown tremendously. Last year, as a single agent, I sold 89 properties. I'm able to take several vacations a year; all my debt is paid off; and my business is currently 92.6 percent referral or repeat clients, which makes everything so much easier. I'm very involved in my community, between networking and giving back, and recently hosted a food drive where I was able to donate a food item for every client. I've also become a goal setter and achiever.



AN INTERVIEW WITH SUSAN KLIESSEN

RE/MAX CENTER, DULUTH, GA

Q WHAT IS YOUR ADVICE TO SOMEONE WHO FEELS LIKE THEY'RE NOT MAKING PROGRESS?

Don't be afraid and don't hide from your clients. Just start calling folks and saying, "Thank you," and, "How can I help you?" You'll be shocked at what develops.

Q HOW DO YOU CONTINUE WORKING THE SYSTEM, BUT KEEP IT FRESH?

I keep attending events and listening to Brian's content. There's always a twist, and there's always something more to learn. I've also started hosting client parties, which I shied away from for years, and they've become my favorite thing to do. I hosted my first client party in 2014 and had nearly 200 people attend. I have one every year now. It was

scary to try, but it has been a lot of fun and very profitable. I also learn from other members of the coaching community through social media groups.

Q WHAT IS ONE PIECE OF ADVICE YOU'D GIVE TO SOMEONE WHO JUST STARTED COACHING?

Listen to your coach and be coachable. Follow through. Will Durant, by way of Aristotle, said, "You are what you repeatedly do. Excellence, then, is not an act, but a habit." I would also encourage them not to compare themselves to others. You are on your own path. Compete with yourself, not those around you. Brian says that comparison steals your joy and I firmly believe that.

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TEAM LEADER



HUSBAND, FATHER

Producing agent: "I worked in real estate for four years before I joined One2One Coaching with Buffini & Company. Although I was having a great year, I realized I didn't know how to duplicate it. Since joining coaching, I've tripled my gross income and quadrupled my net income."

Team Leader: "Coaching has also helped me manage my team. I work with my agents using the underlying philosophy and tools I've learned to help them become successful agents."

Husband and Father: "One2One Coaching has been amazing for my relationships. It helped me realize my identity is not found in my volume or sales; it brings to light what's important in life. Buffini & Company has really cracked the code on living the Good Life!"

Photography by Rachel Lank

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