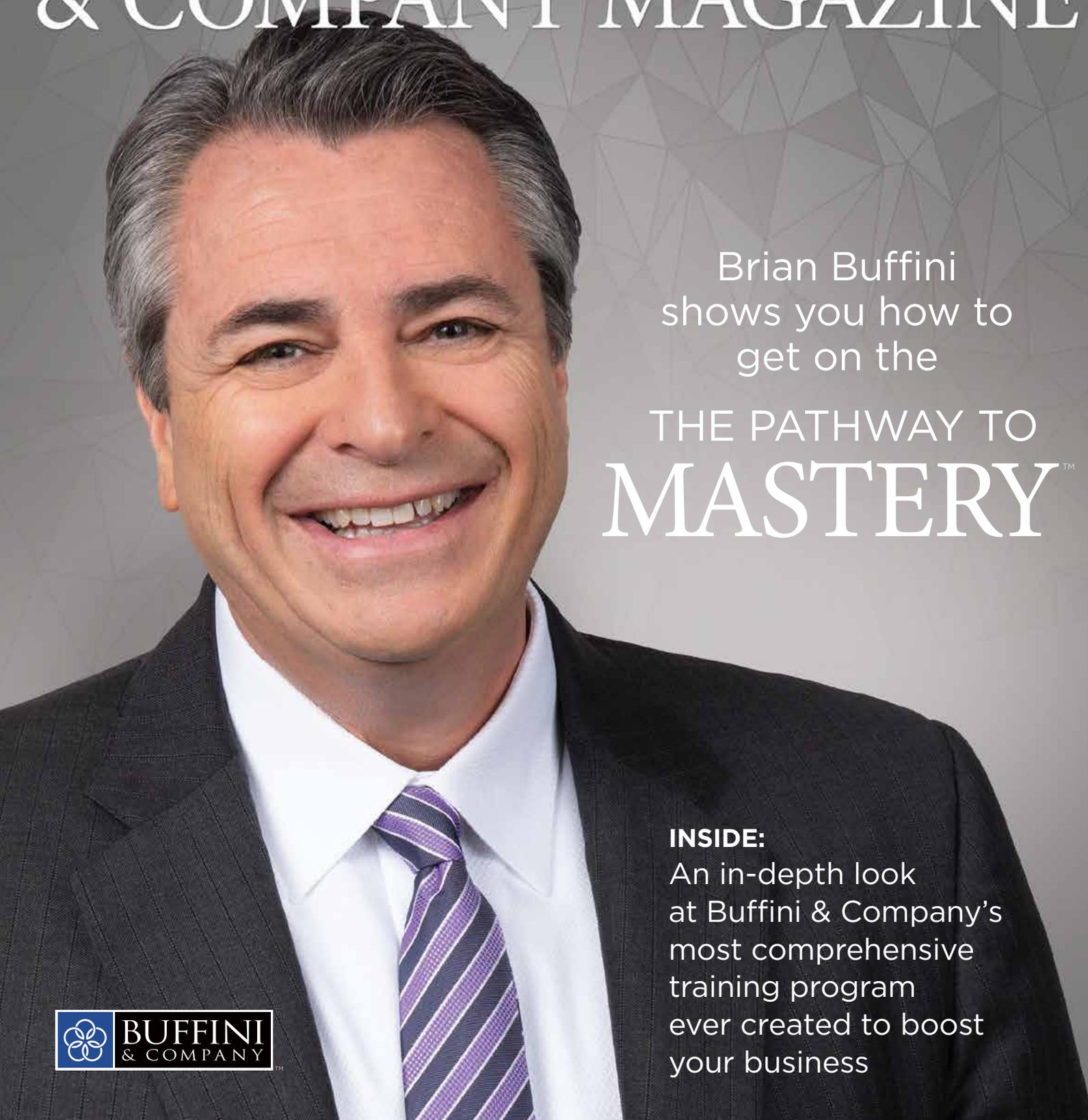


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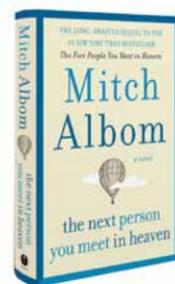
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with her coach and a little sparkle

# MESSAGE FROM THE CEO

As CEO of Buffini & Company, I strive to ensure we always focus on our core principles: taking care of customers, exceeding expectations and Working by Referral. These principles are at the heart of what we do and who we are, and they will never change. However, as the world rapidly evolves, creating market shifts and technological advancements in the process, I want to ensure we always offer our clients innovative tactics to help them practice these principles.

Buffini & Company is world-renowned for leading, developing and innovating both coaching and training. Because we are dedicated to helping people become the best they can be, we are also dedicated to our clients' continued learning and growth. This passionate, ongoing commitment means we are in the best possible position to help our clients elevate their businesses and lives to the next level.

Our products add real value, helping people gain and keep an edge in this fast-paced and ever-changing industry. Peak Producers was the groundbreaking program that led the way in the marketplace. This world-class, 12-week program has been at the forefront of the industry's best trainings for many years, providing people with a step-by-step action plan to overcome peaks and valleys in their income and produce at a consistently high level.

Now, I'm very excited to tell you we have added an innovative new training program to our suite of offerings. Designed for both new and veteran agents, The Pathway to Mastery is the most comprehensive, in-depth training program ever created for the real estate industry.

In martial arts, people must go through many colors on their journey from white belt to black belt, and, in many cases, must earn a sixth degree black belt before they're considered a master. The Pathway to Mastery takes you on a similar journey. The Essentials course is the white belt level that puts your business foundations in place—it's an eight week deep dive into lead generation, working with buyers and sellers, the seven essentials of negotiation and building a world-class business

plan. The Advanced course takes you to the black belt level, where you become a person of influence in your community. The Mastery course raises the bar to the sixth degree, where you build a business and life of true significance.

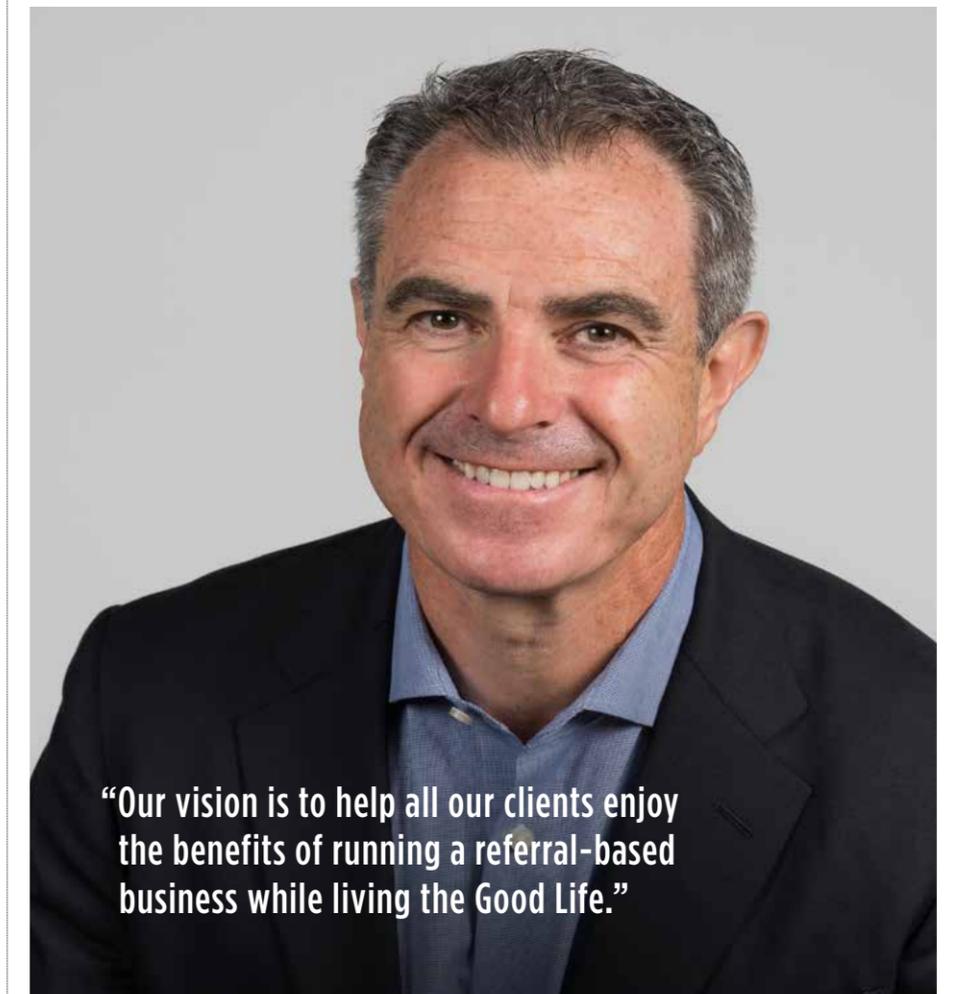
Agents can take the Essentials course online or with a Buffini Certified Mentor or Facilitator. Whether you are already a Buffini Certified Mentor or Facilitator for Peak Producers or 100 Days to Greatness or are new to the program, it's easy for you to get certified to lead The Pathway to Mastery.

I'm enormously proud we can offer different opportunities for our Members to learn and grow. "Ancora Imparo" is a phrase we've been saying a lot recently here at Buffini & Company. It means, "I'm still learning." This philosophy of lifelong

learning is strongly reflected in our corporate commitment, as well as our commitment to our Members. We will never stop learning and growing, and we are here to serve your needs as you look to the future and seek to learn and grow in your business.

I'm very excited for what's ahead, and I can't wait to see what we can achieve together. Our vision is to help all our clients enjoy the benefits of running a referral-based business while living the Good Life, and we are honored to be on this journey of lifelong learning with you!

Dermot Buffini  
CEO



"Our vision is to help all our clients enjoy the benefits of running a referral-based business while living the Good Life."

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# LETTERS TO BRIAN

Sending special thanks and love to Brian Buffini and the team for teaching me so much about goal setting. My husband and I were able to stop working and are now living off the income from our real estate investments. This is all thanks to what I learned from you, Brian. You have been a huge teacher in my life, and I have great love and gratitude for you. Thank you, thank you, thank you!

**D.B.**  
Vancouver, WA

Mr. Buffini, I know you send, and I would imagine receive, a ton of notes, but I felt compelled today to send you one thanking you for your podcast. Every week brings relevant, useful information. I started over from the beginning last week and just listened to #017, recorded with your wife, about family and relationships—my husband and I live by the same principles. I'm new to real estate, after 12 years as a stay-at-home mom, and I look forward to meeting you in person someday! Thank you for all you do!

**Alison Wilson**  
San Diego, CA

Mr. Buffini, thank you for speaking honest and heartfelt truth through your amazing podcast! You have touched my life in ways that a note like this is not large enough to convey. Truly, I thank you for all I have. Thank you! May God continue to bless you!

**Dean Van Dyke**  
Issaquah, WA

For the love of Mary, I'm starving for wisdom, but drowning in information. Can you tell I've been listening to you too much? I know you get lots of fan mail, but I wanted to write a "millennial" handwritten note to make sure you know your goal of impacting and improving the lives of people has been accomplished in my life. I first heard you on the "EntreLeadership Podcast," and ironically, I see you interviewed Ken Coleman on one of your podcasts. I've listened to many of your episodes, and am so grateful I can listen over and over without needing to tape it back together like the motivational

cassettes you listened to.

One of the most impactful episodes was you and Beverly being interviewed by David Lally. I so appreciated the candor and input from you both. Your Family Blueprint was mentioned several times, which was an entirely new concept for me. Over the past year, I've developed my own with my wife: Our mission is to have a simplified lifestyle, while being generous, real, intentional and prayerful; this has enabled us to radically love and positively influence people for the sake of God's kingdom. Simplify and get a grip so we can love people. This blueprint, and its implementation, will change the course of my life and the lives of my children and their children. For that, I am very grateful.

I went to MasterMind Summit because my wife surprised me at Christmas, telling me she was sending me to this conference. We're from Chicago, have two girls (ages five and three) and are in the process of adopting a baby, so it's not without sacrifice on her part. Influenced by one of your podcasts, we've since agreed to use 3 percent of our income for personal, self-development events like this. I've always had a "voracious openness to learn," but I love the idea of putting financial muscle behind it. Also, my wife and I bought our first house exactly six years ago. We've been consistently getting handwritten cards from my Realtor and always thought she was just being really nice, but on our latest card I saw the Buffini & Company symbol on the back! I had no idea she's been following your system from day one. Again, just wanted to say I appreciate you,

your family, your employees and your dedication to the work which is impacting so many people. As I implement what you teach, I'm learning and I influence others; it's creating a compounding effect to bring positive change to our generation, and ultimately God's kingdom. "Ancora Imparo" along with you.

**Caleb Redelman**  
Chicago, IL

I wanted to let you know I am new to your podcasts, but quickly realized their value—not only from a business standpoint but from a moral standpoint. I sometimes find, in the quest for business development and money making, core values begin to lose their priority. Glad to see you managing both, and teaching how to do so as well.

**Megan Kelly**  
Franklin, MA

I have to tell you all that when I first received my real estate license, I was scared to death to tell anyone! What if someone asks me a question? What if someone wants to meet somewhere to talk? I don't even know what to talk to people about. Well, let me tell you what—since being introduced to Brian Buffini, everything has changed for me in the most incredible way. Oh, and it didn't happen overnight. It has taken me two years to get where I am now.

I listened to what he told me to do and his advice—you don't grow until you get out of your comfort zone. Now, I don't meet strangers and I always let people know I am a Realtor. By golly, now you



With over 4.6 million downloads and counting, "The Brian Buffini Show" is changing lives all over the world. Brian receives hundreds of letters and emails on how the content impacts listeners. These are a few of our favorites.

cannot shut me up! So, if you want to know anything about real estate, please get in touch with me.

I love talking about real estate! I do not know it all, nor will I pretend to know. This industry is always changing, and that is why I have fallen in love with what I do.

I just booked an Alaskan cruise for my husband and I, and I'm paying for it! It's a Good Life!

**Pamela Shelton**  
Denton, TX

Can't tell you how much Peak Producers changed my business. To be honest, it had more to do with validating my belief systems. I'm also an avid listener of the "The Brian Buffini Show" podcast as I live in my car! Keep doing what you're doing—it's making a huge difference! Sláinte!

**JoAnn Wiley**  
St. Johns, FL

My friend Nate Naness introduced me to your podcast almost four months ago. I have listened to them while running/jogging. Interestingly, I used to run 2 or 3 miles on a treadmill, but stopped due to

**"Thanks to your podcasts, I feel I am rediscovering my passion and drive, which I know will lead to success."**

— JONATHAN KAYE

boredom. Listening to your podcasts, I have run 6 to 8 miles, happily. My wife is a little jealous, because occasionally I spend more time listening to your podcast than talking with her. Of course, I share your podcasts, and their dramatic effect on me, with many people I meet.

Now, to the effect on me. I have had a privileged life—I am 51, but since starting my software business 17 years ago, work life has been a series of ups and downs, mainly downs. In the past three to four years, a remarkable opportunity has been revealed through my work, and I truly believe it is my life's work (purpose). However, my emotional and mental issues from previous efforts and failures put me in a bad mental state. Fortunately, I have a magnificent family, but my work stresses, internal self-doubt and questioning have kept me down.

Thanks to your podcasts, however, I feel I am rediscovering my passion and drive, which I know will lead to success. I have not quite righted the ship, but I am turning things around. In my mind, I have won already. Thank you, thank you, thank you for all you do. God bless you and your family.

**Jonathan Kaye**  
Philadelphia, PA

Mr. Buffini, you are a true inspiration to me. My mother (a real estate agent) and I always listen to you. One of the most life-changing things you taught me is effective networking. Your advice has an amazing effect on me. I also have started to read "The Richest Man in Babylon." Thank you!

**James Cook**  
Westbrook, CT

## Join the conversation!

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## MESSAGE FROM THE CMO

# Cut Through the Noise and Build a Lasting Business

Think back to when you were a little kid. Remember that shiny new toy you just had to have? Perhaps you can still picture it in your mind—all your friends had one, and you needed it, too. Then, when you finally got it, you played with it for maybe a couple of months before moving on to the next big craze.

Now, fast forward to the present day. This exact phenomenon is happening in the real estate industry. Each year, at the National Association of REALTORS® Convention, I walk the exposition floor with our Buffini & Company leadership team. Brian likes to call it the “Afghan Bazaar.” There are hundreds of vendors trying to sell you on the newest gadget or software they promise will revolutionize your business—artificial intelligence, online lead-generation services, self-driving cars—even machines that write your personal notes for you!

No doubt, all these technological advancements can be exciting. However, can't they also become a bit distracting? Just like that new toy, many of these services go out of style quickly, when they are replaced by the next trend. Still, we all want to be seen as being on the cutting edge of the industry, which makes it easy to get pulled into these new sales and marketing offerings.

If this sounds like you, I encourage you to take a deep breath, and pause for a



moment. You can be successful without getting distracted by the latest trends. To build a business that lasts, you must go back to the fundamentals. When your business has a strong foundation, it will last.

This is one of the most important lessons I've learned in business. I want to share with you three strategies that will help you reconnect with the fundamentals, so you can future proof your business.

**Build Lasting Relationships.** Most people can't remember their agent's name after a transaction. The relationship shouldn't end when the transaction is complete! A commitment to building and maintaining relationships helps you stand out from the crowd. Write personal notes, make check-in calls, go for lunches, and deliver Pop-Bys to show your past and current clients that you care. Stay top of mind, and the referrals will start pouring in!

**Go the Extra Mile.** I like to start each morning asking, “What can I do to make someone's day?” A servant leader mindset is critical to a strong business. Perhaps you can host a client appreciation party to show your A+ people you value them. If you see a past client post on social media that his heating system broke in the dead of winter, maybe visit with a couple of space heaters—as a Canadian, that example hits close to home for me!

No matter what you do, make sure it comes from the heart. Constantly keep an eye out for those opportunities to go the extra mile. And remember, service doesn't need to be expensive or elaborate. It's the little things that make a huge impact!

**Sharpen Your Skills.** Your skills are your secret weapon. America's best listing agent, Joe Niego, always says it's the skills that pay the bills.

Develop tactics that help you offer the high-quality service you want to be known for. Attend networking and professional development events. Invest in training to hone your craft. This is one of the best things you can do for your business! When it comes to technology, it's okay to stay current—just make sure it's supporting your business of selling real estate; not taking it off course! Treat the tech trends in your business not as principles, but as tactics.

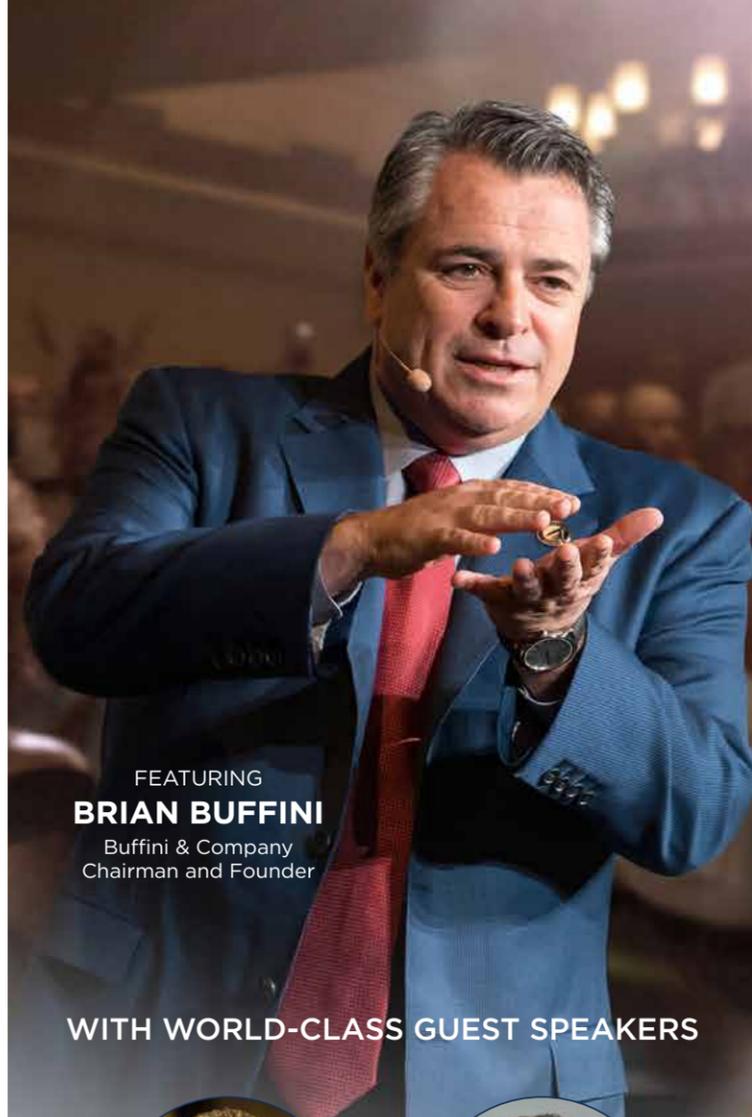
As you begin to apply these principles and build your business, your journey to mastery won't always be smooth. It will take some time, and you will hit a few bumps along the way. While jumping on the latest trends may feel like a foot on the accelerator, it often veers you off course and down a detour.

...

If you're looking to get back to the foundations of this business and cut through the noise in 2019, I encourage you to check out our latest training program, The Pathway To Mastery—Essentials. It's a great way to reconnect with the core fundamentals of a great referral-based business, and achieve the Good Life. Best wishes for a successful year ahead!

*Terri*

**Terri King**  
Chief Marketing Officer



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# HOW TO BECOME A MASTER

BY BRIAN BUFFINI

All of us want to be the best we can be. We want to fulfill our potential, grow into our strengths and perform at our peak. In other words, we want to be masters! However, many of us no longer know what it actually takes to become a master. In this age of mass distraction, we're constantly sold quick fixes to our problems. As a result, we've started to believe we can make instant and linear improvements to our lives, relationships and careers with a simple click of the mouse or snap of our fingers, instead of putting in the time, practice and energy required. If you truly want to master something, you have to take a very different approach. Author George Leonard defined mastery as "the mysterious process during which what is at first difficult becomes progressively easier and more pleasurable through practice." To become a master, you must be willing to set a course, stay on that path and make a lifelong commitment to honing your skills, regardless of the challenges you will undoubtedly encounter. It's certainly not an easy process, and there is no magic formula; but, if there's any surefire way to success and fulfillment, the process of mastery is it. Let me show you how you can get on your own pathway to mastery.



"MANY OF US NO LONGER KNOW WHAT IT ACTUALLY TAKES TO BECOME A MASTER. IN THIS AGE OF MASS DISTRACTION, WE'RE CONSTANTLY SOLD QUICK FIXES TO OUR PROBLEMS."



## SEEK AN INSTRUCTOR

If you want to master a skill, you must have a great teacher. No instruction means it will take you much longer to learn, so it's vital to find a good mentor or coach who can offer you expert advice and guidance. The best teachers are the ones who actively involve students and point out what they're doing right just as frequently as what they're doing wrong. Take our Buffini & Company coaches, for example; they have provided 1.5 million hours' worth of coaching to our clients, helping them become more focused and make meaningful progress in their professional lives. Part of their job is to remind clients of things they'd sometimes rather ignore, such as the importance of making more calls or delivering more Pop-Bys. However, coaches also act as cheerleaders—encouraging clients to not only work hard at their goals, but celebrate them when they're achieved.

## PRACTICE CONSTANTLY

As legendary athlete Babe Didrikson Zaharias said, "The formula for success is simple: practice and concentration then more practice and more concentration." If you want to master anything, you have to practice, practice and then

practice some more! It's not glamorous and sometimes it will seem like there are no visible signs of improvement; but, if you commit to this spirit of always learning and practicing, you will continually clear the obstacles on your pathway to mastery. Challenge yourself and see how much better you can get.

## SURRENDER

Often we are so afraid of looking like fools we resist surrendering to the process. But, to become a master, you must surrender yourself to your teachers and to the demands of your discipline. Remember, there are no experts, only learners. As Og Mandino advised, "Take the attitude of a student, never be too big to ask questions, never know too much to learn something new." Mastery in any area of life can only be achieved when you realize there is always room for growth. Have a beginner's mindset, set aside your ego, give your whole self to the process and learn to relish the journey.

CONTINUED ►

"HAVE A BEGINNER'S MINDSET, SET ASIDE YOUR EGO, GIVE YOUR WHOLE SELF TO THE PROCESS AND LEARN TO RELISH THE JOURNEY."

# HOW TO BECOME A MASTER

◀ CONTINUED

## BE INTENTIONAL

All masters visualize their success before it happens. Define what mastery looks like to you. Be intentional about conjuring thoughts, images and feelings associated with success. Visualization is the connection between imagination and purpose. If you can see it, you can be it; so visualize your goals, master your vision and have a clear picture of what you want to achieve. There are many opportunities to practice mastery in our lives if we just look. We all have chores that we can't avoid—cleaning, gardening, grocery shopping ... the list is endless! How many of us spend many hours driving the kids to and from various activities? You could look at these journeys as drudgery to get over and done with, or you could view them as an opportunity to be intentional about practicing mastery. Try this experiment. The next appointment you have, get there a few minutes early. Don't waste time checking your phone. Instead, visualize how you will serve your client and how the meeting will go. Or, take a few moments to listen to one of my podcasts on "The Brian Buffini Show" and explore the mindsets, motivation and methodologies of success. By intentionally monitoring what you listen to and read, as well as surrounding yourself with positive people and powerful thinking, you can make enormous strides on the pathway to mastery.

“THERE ARE MANY OPPORTUNITIES TO PRACTICE MASTERY IN OUR LIVES IF WE JUST LOOK.”

## COMMIT TO SELF IMPROVEMENT

Becoming a master is a journey, and you must have the courage to experience failure along the way. What's the difference between the master and the beginner? The master has failed more times than the beginner has ever tried! Push your limits to achieve higher performance; this growth will reveal areas where you need to engage in constant and never-ending improvement. Don't be afraid to be vulnerable or to fail—your shortcomings can become your assets. As the saying goes, you don't know what you don't know, but you can use your shortcomings to fuel your passion for learning. It's easy to resist change; but, to achieve mastery, you must commit to the journey, develop a support system and establish a strong mental and physical fitness routine to give you energy.

“DON'T BE AFRAID TO BE VULNERABLE OR TO FAIL—YOUR SHORTCOMINGS CAN BECOME YOUR ASSETS.”

## JOIN ME ON THE PATHWAY TO MASTERY



Never has there been a time in history when distraction has so drastically undermined the process of mastery. The truth is, if you want to go fast, you have to slow down. The biggest and best breakthroughs in my life have all happened when I hit the pause button. Pressing pause allowed me to see the big picture and determine what I was supposed to do with my energy to best impact and improve the lives of others.

This is my wish for you—and it's why I designed our brand-new training program, The Pathway to Mastery. As the most comprehensive, in-depth training program ever created for the real estate industry, The Pathway to Mastery dives deep into the principles of mastery and will inspire you to rethink everything you know about this subject.

In Part One—Essentials—we will examine lead generation, ways to work with today's buyers and sellers, the seven essentials of negotiation and the skills required to develop a world-class business plan. This first course gives you a rock-solid foundation on which you can build and progress with Parts Two and Three—the Advanced and Mastery levels.

If, like me, you're dedicated to learning, growing and achieving mastery, you can't afford not to check out this innovative and powerful new program.

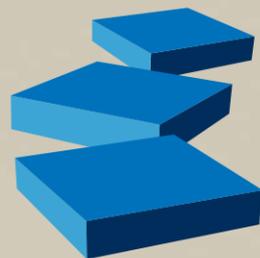
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COURSE  
**2**

**Advanced:**

Build a successful business, and become a person of influence in your community.

COURSE  
**3**

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# THE PATHWAY TO PRODUCTION FOR YOUR OFFICE

**Now is the perfect time** for a fresh start, wouldn't you agree? The industry is constantly evolving. We are introduced to more trends and technology every day—it's a noisy, distracting world out there. The more tactics change, the more necessary it becomes to master the priceless fundamentals that ultimately make a business thrive. To maximize your opportunity for success, you must master the essentials that underlie high productivity and performance.



**BY J'AIME NOWAK**  
Master Trainer

## PRODUCTIVITY BEGINS AT YOUR BOTTOM LINE

If you take a vested interest in your people and help them to perform at their highest level, it will have a trickle-down effect throughout your organization.

When you invest in the success of your agents, everyone wins. Once the profits start rolling in, perhaps your team members will pay off outstanding debt,

or treat themselves to a much-needed vacation. Those high profits create a positive, upbeat environment; better equipping your team to tackle the everyday challenges that come with the business.

Winning agents create a winning culture for your company. The office is transformed into a space where people take action and see results. Your agents will spread the word your company is the place to thrive in real estate. This situation is incredibly attractive to other top producers in the marketplace seeking an environment conducive to high performance. That, my friends, makes recruiting a breeze!

## IF WE CAN MOVE PEOPLE TO ACTION, WE ALL WIN

We all “know” eating nutritious foods and exercising regularly is beneficial to our health, but does that make it any easier to practice these habits daily? The process can be daunting and full of obstacles. This is the same challenge you might face when you encourage your team to achieve their professional goals. The great motivational speaker, Jim Rohn, compared this process to “herding cats”—everybody may dance to the beat of their own

drum, but they all have the same overarching goal. Helping your team grow is a challenging, yet worthwhile, pursuit—ask yourself what you can do to make a difference in people's lives and raise the level of professionalism in the industry.

It begins and ends with you. You set the tone with every decision. The agents you hire, the expectations you set for them and the level of value and care you provide them will make the difference between being average and being at the top of your game in your market. Of course, you'll want to achieve all of this while staying true to your mission and your goals. Here are my top tips to create a growth-oriented environment.

**Set high expectations and a high production standard in your office.** Make sure it's in writing, and have your team commit to it!

**Live what you teach!** Do the work yourself, and be a model of consistent lead generation and business development activity.

**Hold your team accountable** to your standards and help them focus on what



they can control: their activities and mindset.

**Create a culture and environment focused on your people.** Help them achieve higher goals, because when they win, your company will win, too.

**Provide the people you lead the opportunity to implement a proven system** focused on lead generation. Make sure it's based on relationships, excellent customer service and hard-and-soft skill development.

Now is the time for your office to specialize in helping agents sell more homes. Let's harness their enthusiasm and skills to dramatically impact everyone's bottom line. This can be achieved by providing a productive culture and an efficient, proven, results-driven system for high performance! I wish you continued success as you build your ultimate company with fantastic people! We are here to help you every step of the way.

## BECOME CERTIFIED TO FACILITATE THE PATHWAY TO MASTERY—ESSENTIALS PROGRAM!

I am beyond thrilled to give you the great news: once again, Buffini & Company has poured its time, energy and resources into the development of an incredible new training program. This one is designed to make you the hero! The goals of our program are to increase production, develop great business habits and create consistency in agents by focusing on the foundations

of a rock-solid business. Lead and influence your office by providing this fresh and engaging program to create a healthy business and a responsive database over eight weeks.

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\*Based on annual income. Buffini & Company is the only business coaching company that tracks and verifies its numbers.

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# ANCORA IMPARO

## Are you still learning?



**BY BEVERLY BUFFINI**  
Buffini & Company  
Co-Founder

If you ever take a tour through the offices of Buffini & Company—and I hope you do—pay close attention when you get to Brian’s podcast studio. This is one of our visitors’ favorite spots on the tour. The room is filled with items especially meaningful to Brian. One such item is on the wall behind his broadcast desk: a brass plate with the inscription “Ancora Imparo.” This is a quote attributed to Michelangelo, the renowned Italian sculptor, painter, architect and poet, and, when translated, simply means, “I am still learning.” Brian, as you may know, is an Irishman with an Italian last name who is a fifth-generation house painter. So, it’s easy to see why he would be inspired by this Italian painter who, himself, inspired others as he coined this saying at the age of 87. All kidding aside, the moral behind the phrase has been key to the success of our business and personal growth.

My kids have asked me if I knew Brian was going to be so successful back when he and I got married. I’ve had to tell them that, while I could not have predicted Brian’s level of success, I knew he had enormous desire for growth. For as long as I’ve known their father, he’s lived with a sense of mission. When I met

“IT’S EASY TO SEE WHY BRIAN WOULD BE INSPIRED BY THIS ITALIAN PAINTER WHO, HIMSELF, INSPIRED OTHERS AS HE COINED THIS SAYING AT THE AGE OF 87.”

Brian Buffini in 1986, he was in painters overalls studying for his real estate license. He had left home and country, with nothing more than the change in his pocket, to make himself available to the opportunities in America.

They’ve also asked about my own success, and how I was able to become an Olympic volleyball player with only limited exposure to the sport while growing up in Montgomery, Alabama. Their questions often elicit a smile, but upon reflection, I realize that Brian and I had similar mindsets and similar motivations that helped us to achieve such dreams. At the heart of it, we both believed that it was imperative to continue our personal growth and not become complacent.

We recently went to visit Brian’s parents in Ireland. While there, we did some sightseeing and found the amazing Irish Emigration Museum in Dublin, a must-visit if you ever travel to the Emerald Isle. This museum features 1,500 years of Irish history and tells the moving and unforgettable stories of the 10 million Irish

people who left their homeland in order to achieve a better life, while making tremendous sacrifices along the way. The kids and I learned, to a deeper extent, the mindset and motivation behind Brian’s achievements. Continued success is impossible without continual learning and growth. No one is exempt! Brian came to America not knowing what the outcome would be. He earned his real estate license not knowing what success the future held. His commitment to self-improvement was paramount through these uncertain times. Likewise, when I started playing volleyball in high school, I had very little exposure to the sport and was limited in mentorship opportunities. I knew achieving my dreams would require becoming a student of the game, so I immersed myself in coaching, camps and clinics wherever I could find them. I eventually earned a college scholarship and All-American honors. Many of my peers thought I had “made it,” but walking into the USA National Team’s gym for the first time helped me realize how little I actually knew and how far I still had to go.

The same principles of embracing change by learning, growing and doing have helped me through many adjustments in life: being a wife, mother and teacher home schooling all six of my children. I’ve had the pleasure of coaching all my kids in volleyball for their school or club teams, but transitioning from player to coach wasn’t easy. Despite all the knowledge I have from years of playing, coaching is very different and I am still learning. I had to go back to square one and absorb all I could. When I first started, Brian would answer the front door to find delivery men invading our front porch with boxes full of books and DVDs—anything I felt would help me with coaching volleyball. I needed all those resources to help me provide the best information I could to develop players and deal with the many personalities on a team. It hasn’t been easy, but I take Andrew Carnegie’s quote to heart, “Anything in life worth having is worth working for.”

Possessing the scholar attribute in my Heritage Profile, I have a particular desire to grow. I love to learn for the sheer joy of it. But, the power of learning is in applying it to your life, whether it is your gift or a skill you must develop. It pays dividends. I want to share three principles that have been indispensable to our continued growth and success over the past 28 years in business, marriage and family.

### STUDY YOUR FAVORITES AND FOCUS ON YOUR STRENGTHS

Focus on your strengths to make them go from good to great. If you’re good at something, try to become even better at it. If you’re good at writing personal notes, try to become so great at them you evoke an emotional response with every note you write.

Brian loves sales and I love volleyball. We have invested and are still investing much of our time and energy into knowing all we can about our interests. If you’re becoming a new bride or groom, a new parent or a new business owner, become a student and profit from the acquisition of knowledge.

### SHORE UP YOUR WEAKNESSES

To start, admit you have weaknesses. Brian and I both began our journeys knowing very little; but, as we learned, we were able to target the specific areas we needed to develop. For example, time management was not my forte, but six children and our crazy schedule have taught me plenty. What are your weaknesses? Where can you develop a little more or a lot more? List your strengths and identify your weaknesses. Shoring these up may make the difference in your success.

### STAY ACCOUNTABLE

My best advice would be to get connected. My progress as a coach drastically accelerated when I made concerted efforts to engage with others to learn and grow. As an athlete, I often made attempts to attend camps and clinics, which was a great sacrifice for my parents. Stellar coaching made all the difference for me. As a new bride and then a new mom, I went to small groups so I could learn from more experienced wives and mothers. I love praying, but I needed accountability to help me stay consistent. I joined an

over-the-phone prayer group with two other ladies and we’ve met on Saturdays at 9 a.m. for the past eight years. For our marriage, Brian and I try to meet on a weekly basis (granted it doesn’t always happen with our schedule), with the sole purpose of growing our relationship. Our annual “timeout” getaway just happened at the end of December. We worked on our family mission statement, business, children, faith and anything else of importance to us. Synergy is vital to growth and helps you stay accountable.

My husband has afforded me another opportunity to grow. In 2019, I’ll be speaking at all five of Buffini & Company Success Tour events. While you may have already seen me speak at a live event, I want you to know public speaking does not come easily to me. Creating a presentation that meets the needs of the audience is extremely difficult to do. However, I also respect and appreciate the opportunity to impact the lives of people who hear me speak. So, as I write this article, I am searching for the best content to read, listen to and watch, preparing myself so I can be the best speaker I am capable of being for all of you.

Here we grow again—Ancora Imparo!



“THE POWER OF LEARNING IS IN APPLYING IT TO YOUR LIFE, WHETHER IT IS YOUR GIFT OR A SKILL YOU MUST DEVELOP.”



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# THE Giver's Guide TO GREATNESS



**BY JOE NIEGO**  
Master Trainer

**W**hen Brian and I get together, you never know when a game-changing conversation will break out. These conversations aren't planned or prepared—they just happen. They are those mentally stimulating interactions, requiring you to dig deep into your thoughts—and I mean deep. This challenge always energizes me! We talk about everything from family life, relationships and spiritual issues, to current events, finances and business. Last year, when we were working

on the new training program, The Pathway to Mastery—Essentials, one of those conversations worked its way to the surface. This time, I was the instigator. It happened after a long day of content creation and event planning. I dropped a question on Brian.

“Hey Buff, what do you think the single common denominator is for all great salespeople?” I asked.

“Are you asking one of those questions you already have your answer for?” Brian replied. Well, he got me. I answered my own question: “Yep, great salespeople are great givers!”

“Great minds think alike,” Brian said with a nod.

Now, that conversation continued well into the day. From our real-world experience in both sales and life, we

strongly believe in the ancient scripture that says, “you reap what you sow.” When salespeople sow by giving, they reap by receiving referrals and more business. Brian and I have experienced the results of this throughout our entire careers. Focus on being a genuine giver first and foremost ... and you will receive!

When most people think of giving, they think of material items like food, clothing and money—types of charitable donations. But, there are different, more powerful ways to give that will leave a lasting impact.

In that conversation, Brian and I came up with several giving habits that were consistent with all great salespeople. I want to share with you some of the most important ones you can implement right away in your own business.

**Joe Niego and Brian Buffini on the set of The Pathway to Mastery—Essentials filming.**



## GIVE ENERGY

Have you ever met a salesperson for the first time and walked away thinking, “I really like that person”? Maybe you couldn't put your finger on the exact reason why, but you just felt good about them. If you were to dig a bit deeper into the why, there is a good chance you would discover that this person exudes a healthy, positive and authentic energy. It wasn't fabricated or over-the-top. The energy most likely originated from a positive and giving spirit. The famous Mr. Rogers is a perfect example of someone who exudes an authentic energy that draws you to him. He sold ideas, principles and lessons to the toughest customers on the planet ... children!

Think about the type of energy you exude. Make it your intention to give off that positive, authentic energy. It's what great salespeople do!

## GIVE A SMILE

Human emotions and expressions are contagious. It's scientifically proven that when one person sees another person yawn, they'll yawn too. Laughter is the same way—just hearing someone laugh will cause others to laugh. Likewise, it has been proven smiling at another human being will cause them to give the same expression. It even changes the other person's emotional state, and they can shift into a more positive and accepting mood. When a salesperson gives a warm smile, potential customers and clients smile. This small act costs nothing but gives much. It's a gift to your client and increases your face value—literally!

## GIVE EXTRA EFFORT

Lou Holtz, national champion college football coach of the Notre Dame Fighting Irish, once said, “It's the extra effort after you have done your best that creates victory.” In the business world, we are not attempting to win an NCAA national championship. As salespeople, we're working on winning the “hearts and minds” of our clients. I've observed that great salespeople always give that little bit extra. They do more than what is expected or required. Actions speak

louder than words. They express care. When salespeople make the extra effort to call, explain, listen and understand, people feel valued. As a result, they want to do business with you and refer you. Look for ways to give extra effort. You'll sell more as a result!

## GIVE TIME

Time is so precious. Since the beginning of human existence, man has gone to great lengths to measure and master it. We've used sundials, hourglasses, clocks and watches. We package time in days, weeks, months and years. Once time passes, it's gone forever. I think everyone agrees time is priceless. That's why, when salespeople give their time to clients, clients respond favorably. All great salespeople will give clients their time.

## GIVE AN AUTHENTIC COMPLIMENT

A well-delivered compliment is one of the most powerful and impactful gifts a person can give. Mark Twain once said, “I can live on a good compliment two weeks with nothing else to eat.” I know what he's talking about. Yet, compliments are often handed out in a careless and meaningless way. I'm not saying the heart of the giver isn't sincere, but, with a little tweak, a compliment can become more impactful and meaningful. I've discovered the keys to giving a relational compliment that creates connection.

1. Make it authentic
2. Tell the person why
3. Ask a question

For example: “I love the floor plan of your home. It has an open and spacious feel to it. Did you design this yourself or was it your architect's idea?”

Great salespeople know how to give a sincere compliment.

## GIVE ATTENTION

With the ever-growing presence of technology, including smartphones, flat-screen TVs, tablets, social media, apps, laptops, email, direct messaging and all of the other gadgets, our lives are moving

more quickly every year. Distractions are permanently embedded in our lives. A recent study done by Bank of America™ Trends in Consumer Mobility Report discovered that 71 percent of all Americans sleep with their cell phone within arm's reach on either the nightstand or the bed. Even in sleep we are distracted!

Nowadays, we rarely give anyone our undivided attention. Think about it—when was the last time you were fully engaged with another person, with no distractions to compete with? Great salespeople master the skill of giving their undivided attention. They put their cell phone away and eliminate the temptation to glance at incoming emails and text messages. They maintain direct eye contact with their clients. Giving a person attention and being genuinely concerned about their needs will make them feel valued.

...

Good stuff, isn't it? Who thought being a great salesperson would hinge on being a genuine giver? Though we don't give to receive, those who give freely receive the most in return. It's a win-win! As Brian's dad used to tell him, “Give it out in slices—it comes back in loaves!”



For more in-depth conversation between Brian and I highlighting the benefits of being a giver, check out his podcast, “The Brian Buffini Show,” and listen to episodes #129 and #130—parts one and two of “The Giver's Guide to Greatness.” The content is totally free. It's a gift Brian gives to the marketplace and another example of how great salespeople are always giving. Brian does it again!

# INDUSTRY FACTS & FIGURES

## RENT VS BUY

Make a monthly payment to a landlord, which will increase in most cases.

Make a monthly mortgage payment, build equity and wealth over time.

Depending on where you live in North America, it could be more cost effective to own your home instead of paying rent. Check out this breakdown on some of the numbers you'll want to know in the rent-versus-buy conversation.

### STATES WHERE IT IS CHEAPER TO BUY THAN RENT

Difference between average monthly mortgage and monthly rent:



### TODAY'S RENTER: MILLENNIALS AND GEN Z

More than half of non-homeowners in the U.S. are

**AGES 18-34.**

As people under age 34 start to get married, have children and move up in their careers, they often switch from home renters to homeowners, fueling the housing demand.

In Canada, of 1,000 millennials surveyed, only

**35%**

owned a home.

**69%**

of the group said they planned to buy in the next five years.

Top reasons U.S. non-homeowners buy:

**GETTING MARRIED** | **STARTING A FAMILY** | **SETTLING DOWN**

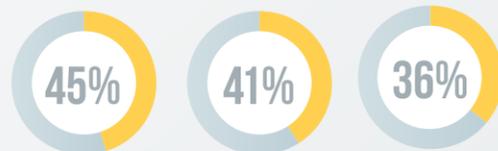
### IN THE UNITED STATES, BUYING IS "THE AMERICAN DREAM"

**1/3** of Americans who plan on buying a home in the next five years said they believe that owning costs less in the long run.

**75%** view homeownership as part of their American dream, and plan to buy eventually.

**58%** of U.S. non-homeowners believe now is a good time to buy.

### AVERAGE INCOME AMERICANS HAVE SPENT ON RENT OVER THE YEARS



**\$485.6 BILLION**

Rent paid by Americans in 2017

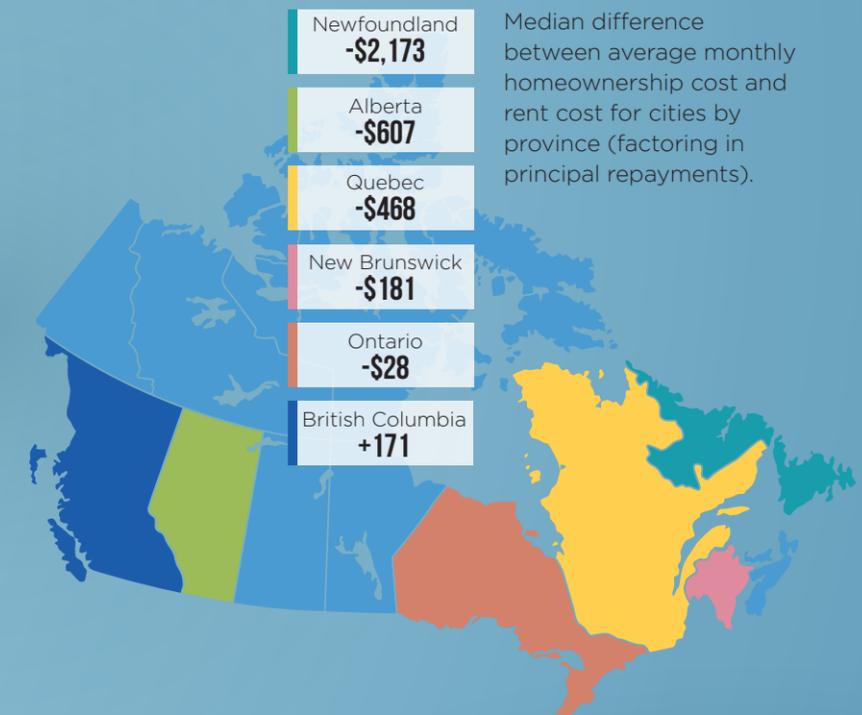
### IN CANADA, BUYING IS MORE AFFORDABLE OVER TIME

If interest rates on mortgages remain the same, the monthly savings for homebuyers could be around

**\$1,295**

### CANADIAN PROVINCES WHERE IT IS CHEAPER TO BUY THAN RENT

When factoring the principle repayments that accompany mortgages, it's cheaper to buy than rent in most provinces and metro areas. The exceptions are some areas in British Columbia and Ontario.



**40%** of Canadian renters spend more than a third of their pretax income on rent.

SOURCES: NAR, NerdWallet, Mortgage Professionals Canada, Canadian Census Data, Royal LePage Survey, GOBankingRates, MarketWatch

# Make Your Service Exceptional



**BY JEFF HOOKER**  
VP of Product Development

Your clients aren't simply an important part of your business; they are your business. Equally important as the service you provide is the exceptional way you provide it.

Exceptional service sets you apart from your competition.

We've all experienced subpar customer service. The resulting feeling is typically one of disappointment, frustration or, sometimes, pure anger with a purchase or exchange. However, receiving exceptional service results in a sense of satisfaction and often leads to a strong desire for repeat business with that company or individual. And yet, providing exceptional service can be difficult. When you professionally and memorably stand out while providing a service, it increases trust, customer loyalty and the likelihood that a client will recommend you.

So, what are a few things you can do to demonstrate exceptional service?

## MAKE A GREAT FIRST IMPRESSION

First impressions are essential for a productive, referral-based business. Even if you offer exceptional service, there are little things that may affect someone's perception of you. Maybe you take too long to respond, or you don't smile during your first conversations. Perhaps you focus the discussion too much on your own goals versus those of your clients. These little actions might cause you to potentially lose a client, and they may never experience your exceptional service. The first impression is foundational in building a lasting relationship.



## BE TRANSPARENT

Transparency must be at the heart of the relationships you create with your clients. Build trust through open, timely and genuine communication. Offer candid insights, honest advice and address issues as they come up. This will not only demonstrate your commitment to service, it will help your clients trust that you have everything under control and their best interests in mind. This will improve both the confidence they have in you and the likelihood they will recommend you.

## STAY IN TOUCH

The close of a transaction is where you can solidify your relationship with your client and truly stand out from the crowd. Check in a few weeks after move-in day and make sure your client is satisfied, reminding them you're there as a professional resource. For ongoing relationship building, establish a client appreciation program to remind you to make a call or send periodic mailings to past clients. For a truly personalized

touch, send a handwritten note, host a client party or pop by your clients' homes to deliver a small gift or sentiment that reminds them you're at their service and never too busy for their referrals. Make it clear you're their professional business resource for anything related to their home, and available to answer questions they may have, even beyond buying and selling a house. When you demonstrate exceptional service and genuine care for your clients' well-being, they're more likely to come to you with repeat business and mention you to their family, friends and colleagues.

At Buffini & Company, our services and trainings are built upon our proven Working by Referral System and designed to help you consistently stay in contact with and provide an exceptional level of care for your clients. A few services include:

### Referral Maker CRM

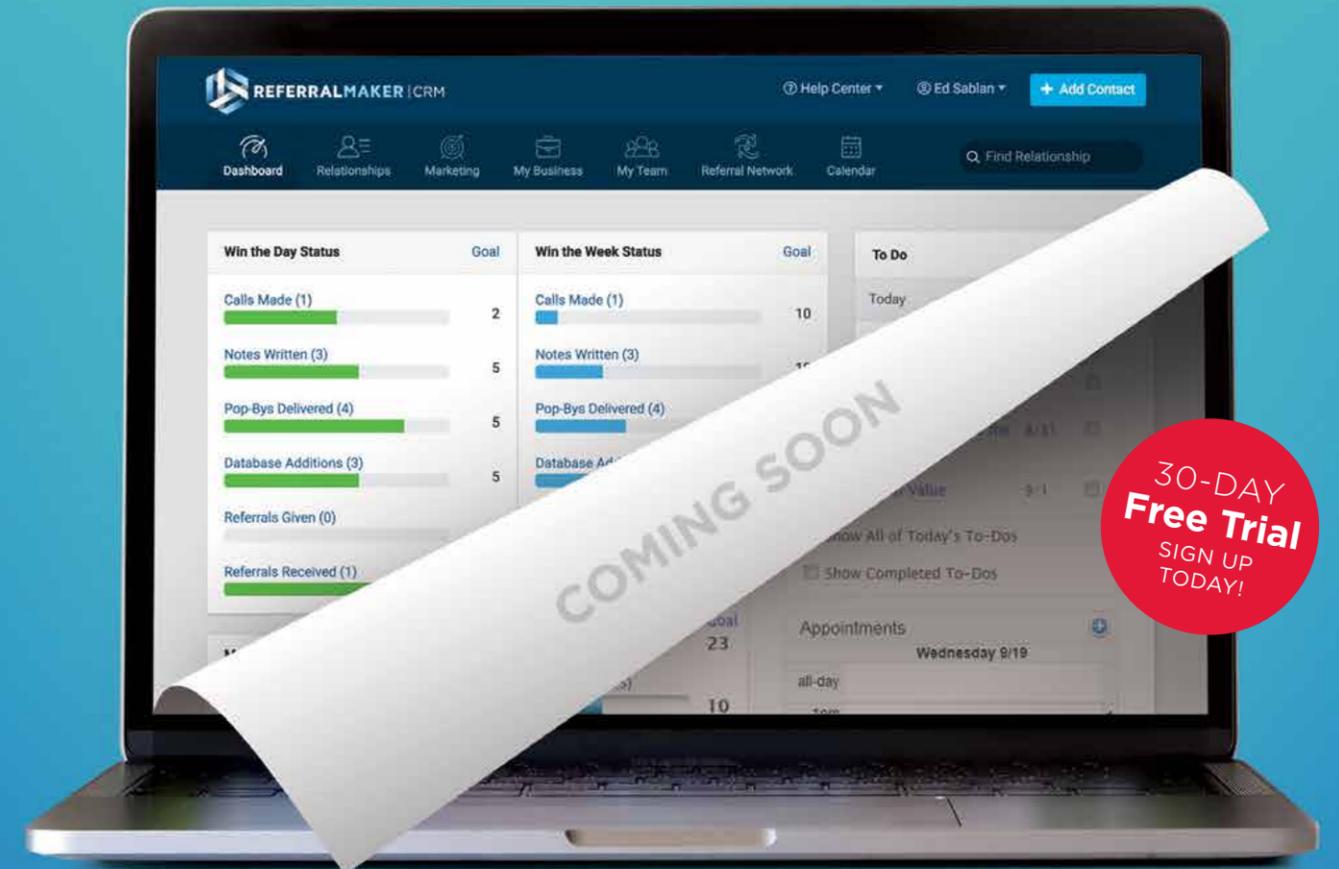
Our award-winning software provides you with the essential tools and services to help take the guesswork out of lead generation through daily action steps that will help you stay in touch with your clients.

### Referral Maker Marketing Kit

Our unique and professionally designed marketing collateral and content is printed monthly for you to share with your clients. This allows you to stay in contact, demonstrate your care and keeps the door open so you can work to generate a steady stream of referrals.

While there is no easy way to provide memorable service or consistently grow your business, Buffini & Company is here to help you succeed, with proven tools and systems designed to make your life easier. When you begin to focus on providing exceptional service and take the essential steps to stay in touch with your clients, they begin to take notice. Offering high level service will put you and your business in high demand.

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THE PATHWAY TO  
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## MENTOR SUCCESS STORY

Even the most decorated athletes had to start somewhere. With the right mentor and training, anyone can go from beginner to pro. So, think of Jim Pojda as the right mentor for agents at his brokerage.

As the Vice President and Regional Director of Career Development for Alain Pinel Realtors in the Bay Area, Jim makes it his priority to keep new agents on the right track with Buffini & Company's Peak Producers training, and prior to that, 100 Days to Greatness. Jim became a Buffini Certified Mentor in 2005 and has led more than 300 agents toward success during that time. Jim also facilitates a one-year mentorship program at his brokerage for new recruits. During that one-year program, Jim meets one-on-one with agents and introduces them right away to Brian Buffini's methods, including the Referral System.

"I provide each new agent with the book 'Working by Referral,' but agents are often skeptical at first," Jim admits. "So, I like to teach from data to solidify their reading."

Jim has collected this data throughout eight years of working with beginners in this system. Repeat customers and referrals account for more than 70 percent of these new agents' leads.

"I show everyone the results to 'lead them to water,' and it's difficult to debate actual data points," Jim says.

During the remainder of their first year in real estate, Jim conducts one-on-ones with the new recruits. One new agent he mentored sold 17 homes in year one; another sold 16. This

### JIM POJDA

ALAIN PINEL REALTORS, LOS GATOS, CA



**"Buffini & Company is always on the forefront, with methodologies and skills to deliver material in a unique way that moves agents to action."**

process isn't always easy, but Jim says it is fulfilling to hear the successes of agents who have completed the program.

"Nothing brightens my day more than when alumni call, text or email a story about how they've utilized the skills learned during our time together," Jim says. "These are the moments that make the stressful days fade away."

Buffini & Company's systems have not only changed the lives of Jim's agents, they hugely impacted his own life. During his first two years in real estate, Jim was a beginner putting in 15-hour days, seven days a week. When he discovered Brian Buffini's training systems, he fully committed to turning pro, using the Five Circle Goals—

spiritual, family, business, financial and personal.

"We work hard to 'Live the Good Life,' and this requires life balance," Jim advises. "If I had stayed on that schedule of life imbalance, I would have, without a doubt, been divorced with a very different life today. Instead, I'm happily married to my wonderful wife with our five children that light me up each day."

As the newest Buffini & Company training program, The Pathway to Mastery, rolls out this year, Jim sees even more opportunity for agents to learn and grow through Working by Referral. He's looking forward to getting agents on board.

"I'm always eager to learn and adopt new methods while leading agents," Jim says. "Buffini & Company is always on the forefront, with methodologies and skills to deliver material in a unique way that moves agents to action."

Over the years, Jim has achieved tremendous success in his own career. As a mentor, he's helped hundreds of agents go from beginner to pro through a commitment to training that prioritizes referral-based lead-generation strategies. When other managers wonder if they should get certified to lead Buffini training, he shares the results of his efforts. "Why wouldn't you?" he asks.

"We must stay ahead of the industry and provide our agents with the best," Jim insists. "Buffini & Company is the number one real estate training company, and it's been a pleasure watching it

## MENTOR TOP TIPS

With the much-anticipated release of our new agent training program, The Pathway to Mastery—Essentials, we decided to ask for tips and words of wisdom from some of our seasoned Certified Mentors and Facilitators. Here, they offer insights for new Mentors and Facilitators as they begin their own journey creating positive change for and improving the lives of their students.

### What is your best advice for new Buffini Certified Mentors or Facilitators?

#### ALICIA AVERITT HALEY

NORTH LITTLE ROCK, AR  
McKimmey Realtors

#### LEAD BY EXAMPLE



Be a walking, breathing and living example for students to follow. If you don't walk the walk, it's hard to talk the talk! Students

and agents need to see proof this program/system works. Also, write them personal notes, bring Pop-Bys at least once and celebrate with a graduation when training concludes. Giving out little rewards for perfect attendance is a fun way to acknowledge your students as well.

#### WAYNE THROOP

KANATA, BC CANADA  
Royal LePage

#### PRACTICE PATIENCE



Being a Certified Mentor is a role I take a lot of pride in, and a job I take very seriously. I know teaching the Buffini & Company Referral Systems to

agents will have a dramatic impact on their business and potentially take them to the next level.

The best advice I can offer any

new Certified Mentor would be to do your best being patient with the process. Not every agent is going to get on the bus at the speed you might like them to. Some may never get on the bus at all, but you need to be okay with that.

Some agents are going to jump right in and run with it quickly; others may procrastinate and take longer; some may decide it is not for them. As a Certified Mentor or Facilitator, you must learn to become okay with whatever they decide. Don't stress about it and don't take it personally. Just do your best and keep going! In the end, they will appreciate you for what you've done for them.

#### LESLIE HOGAN

KANSAS CITY, MO  
ReeceNichols

#### BE AUTHENTIC



I think one of the most important things a Certified Buffini Mentor or Facilitator has to do is walk the walk. I have always been a relationship

builder, in my own life and my business. For the agents to have a great example, a Certified Mentor has to enthusiastically build relationships in every aspect of their life. I never ask my agents to do anything I do not do myself. I do the action steps along with them every time for every

class. My agents see me living out the example on social media as well.

I also think it is important to implement "out of the box" experiences for them. For example, I require each of my classes to pick a charity they will donate to at the end of the class as a group. My classes have collected donations for animal shelters, adopted families and supported battered women and children's shelters. It's important for Peak Producers to stay humble and be a part of something bigger than just their own real estate business.

Being a Certified Mentor is something I am very proud of because I love being a part of helping other agents succeed. We are better and our businesses are better if we continually lift others up!

#### NANETTE MCCONNELL

LOS ALAMITOS, CA  
Berkshire Hathaway HomeServices  
California Properties

#### GIVE 100%



My best advice is to mentor with all your heart and intention. You will actually see light bulbs go off when your agents realize how 'doable' this program is and

when they begin making headway with their business. It never fails. At the conclusion of every session I have taught, agents always ask to continue meeting just for the camaraderie and accountability they have developed with each other.

All agents should be required to complete this training!

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**Ann Meadows**  
Denver, CO

Over the years, I've learned a lot from Todd Nordstrom. One brilliant strategy he has is inviting other Buffini & Company Members to his client parties. Not only are they a great time, but they help his clients see how well connected he is to agents all over the country!

**Todd Nordstrom**  
Miami Beach, FL

Heather Valentine once told me, "Focus on the things you do best and let your team do the rest!" I've really taken that to heart, as I've built a great team around me to help me focus on my strengths so I can best serve my clients.

**Heather Valentine**  
Moseley, VA

I met Barbara Betts six years ago at a Buffini event. Barb has been my sounding board for business and life ever since. We've shared client party ideas, Pop-By ideas, marketing ideas and just general business ideas. Being that Barb's kids are older than mine, she has helped me learn to balance what's important in my kids' lives, while running my business.

**David Shallow**  
Naperville, IL

Ann Meadows and I check in with each other five or six times a month to discuss a multitude of things like client party ideas, Pop-By strategies, referrals and generally anything we can do to make our jobs easier and improve our clients' experiences.

## THE COMMUNITY CONNECTION

Being a Buffini & Company Member, you have access to what Brian calls "The Knowledge Pool": the collective benefit of all the Members' years of experience, ideas that have produced amazing results and processes implemented with great success." The best part—they want to share it! If you are a Member, be sure to take advantage of this by either attending an event or joining a Buffini Group or Buffini & Company Members-Only Facebook Group.

**Ben Andrews**  
Clackamas, OR

I first met David Shallow at a Buffini & Company event in Seattle when he gave me a Pop-By. That first meeting turned into a breakfast at another event, and now we have a great friendship. David is the best at connecting at a deep level, so he is someone I turn to when I'm stumped on how to help one of my clients with a challenge in their life.

**Barbara Betts**  
Long Beach, CA

Dan and Maria O'Dell have inspired me to build my business-to-business networking events with an education focus. We've shared content and ideas. I continue to grow events and hope to be as big and successful as theirs one day.

**Dan & Maria O'Dell**  
Overland Park, KS

Our go-to sounding board is Heather Roxburgh. Heather has great systems for leading her team and is a marketing genius. She always inspires us to get more creative in how we communicate with our database.

**Brad Noll**  
Fort Wayne, IN

Ben Andrews has been a huge influence on me and my business, specifically when it comes to writing personal notes. He has inspired me to grow my personal production through writing more notes than I ever thought possible!

**Mike Gandolfo**  
Louisville, KY

Brad Noll and I met at a Buffini & Company event in 2017 and immediately knew we were kindred spirits. We connect regularly to talk about being great dads, living our faith, working with our wives and being great business owners. I am grateful for his friendship because he makes me a better person.

**Heather Roxburgh**  
Draper, UT

Mike Gandolfo has shared many valuable resources and tools he uses in his brokerage; that has had a tremendous impact on my team. His advice helped turn our annual planning sessions into productive and enlightening team bonding. He's helped us challenge each other to think big and become the best versions of ourselves. I can't thank him enough for helping to make my team stronger, while improving our bonds with each other!



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\*One2One Coaching™, Group Coaching and Referral Maker® PRO



**Rich and Julie Primrose**  
Woodhouse Group  
Eagle, ID

After retiring from the Air Force in 2010, I was looking for a fulfilling second career that would allow me the freedom of working for myself. I became a Realtor in 2011, in Virginia, and the first Buffini & Company resource I tapped into was Peak Producers. By the second week of class, I saw the light and joined One2One Coaching. From there, business skyrocketed.

Then, in 2013, there was lots of strategic planning, and Team Primrose made its quantum leap. My wife, Julie, had partnered in a successful government contracting company, but was burnt out. Seven years into the business, her partners bought her out, and we picked up our real estate business and relocated to Boise, Idaho, where we knew only two people. During this time, we also transitioned to a new coach. Although overwhelming at times, we focused on our business processes, marketing and networking. The hard work is more than paying off; our business has doubled each year since 2014.



**BY KELLI KYLE**  
Marketing Writer

No one should have to travel the road to mastery alone. Everything we do at Buffini & Company is designed to support you as you move toward success in business and life—and there is a whole community of folks on the journey with you! We asked some of our rock star members, “What Buffini & Company resources have you tapped into for help on your journey to mastery?”

Without our coach, we would not be at the level we are today, both in our business and lives.

Buffini & Company live events are another incredibly valuable resource for us. Over the past five years, we have attended MasterMind and Success Tour events, and will be attending our first Peak Experience in 2019. The relationships we cultivated at the live events have blossomed into true, lasting friendships. It is indeed a Good Life!

**Chadd McCulley**  
SilverPointe Properties  
Brentwood, TN

I would have to say the most influential resource has been the Five Circle Goals. I wanted to grow my business and provide a better life for my family, so I needed to change everything. Since I have the tendency to get super focused on one thing, my fear was that all my energy would go toward work. The Five Circle Goals allow me to focus on all key areas of life that will benefit not only my clients, but family as well.



**Brittney Frye**  
RE/MAX Summit  
Sumter, SC

I attended the Richmond Success Tour in March of 2016, literally right after I tested for my license! I loved the experience. Then I went home, got married the next month, and finally started my career in May. To be extremely honest, by May, the Success Tour was an idea from the past, and I didn't implement much of what I learned. Fast forward two years; I attended the Richmond stop of the Success Tour in March of 2018. After almost two years in the business, I decided it was time to really get serious and hit the ground

running. I came to the event with a completely different outlook. It was time, and I was ready!

During the 2018 Success Tour, I listened, engaged and signed up as a Buffini member with the Referral Maker PRO system. Having a system that keeps my contacts organized and helps focus my business into task-oriented goals has been so helpful for me to really get a grasp on my business. By getting involved with Buffini & Company and investing in Referral Maker PRO, I have renewed my business and myself. In just under a year's time, the system has helped me replace over a third of my sales—which were previously earned sitting in a model home for a new construction company—with personal transactions. I'm following my passion of helping military families transition, and I have the time to video homes for them and take them on personal tours of our town, which makes my heart so happy! Additionally, this year I have traveled more than I have in the past five years. I've visited my husband overseas and been to two different Buffini & Company events; I also got to see my sister in Virginia perform in her dance recital and school play. Five years ago, I would've told you that would be impossible to do—that I would have to always be at work to survive. I still have a lot of growing to do, but seeing the growth in my business in less than a year is definitely motivation to continue improving!



**Paula Rose**  
COMPASS  
San Francisco, CA

I would have to say leaning into “The Brian Buffini Show” weekly podcasts has made the greatest impact, lately. I look forward to them. They

are encouraging. It's like having a personal coaching session in my car every Tuesday morning. I have shared them with real estate agents and entrepreneurs, both young and old. The episode I listen to most often is episode #073, with Joetta Clark Diggs, “You Go Girl.” I love listening to Joetta and the principles she has applied, because she demonstrates through discipline, mindset and sheer willpower, you can meet and exceed your goals and aspirations. Not wishing, not hoping, but working. Brian teaches those principles of staying focused

and working on the fundamentals, and that resonates with me. Another process I thank Brian dearly for, that I learned from Turning Points and the Success Tour, is creating a spending plan to know where I am in relation to survival, stability, success and significance. Sticking to my spending plan has helped me thrive in a changing market, set goals and achieve them for my long-term plans. I am truly grateful. I don't consider myself as having “arrived” by any means. I am on a journey—a constant journey—of learning and application.



**Natalie Sweeney**  
Keller Williams Realty  
Visalia, CA

For years, I've listened to an hour each morning of audio and video teachings, either from the Buffini archives, Brian's podcast, books he's referenced within his teachings, his recommended reading list, or those written by authors who speak at Buffini events. I listen to most of them multiple times, with the intention of learning and experiencing a paradigm shift. Once you think differently, it's easier to act differently. By the time I get to the office, I've filled my heart and mind and have a better attitude and focus for the day.

As an example, Brian taught on “The Stacking Effect” and “The Rest-Run Cycle” and recommended corresponding books: “The Compound Effect” and “The 12 Week Year.” “The Compound Effect” taught me how to master, and enjoy, the grind of lead generation. “The 12 Week Year” taught me to focus on lead measures rather than lag measures. By combining these two principles, I was able to hit higher numbers of calls, notes and Pop-Bys, resulting in 2018 being my best year ever.

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# WINNER'S CIRCLE

WORKING BUFFINI & COMPANY'S REFERRAL SYSTEM FOR SUCCESS

Heather Roda | Platinum Properties, Paso Robles, CA

When Heather Roda anxiously walked into the bank to see if she had enough saved up for the down payment on what would soon become her own real estate office building, tears started streaming down her face.

"I went to my bank and I had it," Heather recalls, her voice lighting up at the memory. "I had the down payment and I didn't even know it."

A little while back, Heather's coach, Scott Malcolm, helped her set up an automatic transfer into her savings. Heather didn't even need to think about it, and by the time that office building went up for sale, she had the money she needed. This was a significant shift for Heather, who used to struggle with consumer debt and paying taxes.

"When I came into coaching, I was a financial mess," Heather remembers. "Now I realize I don't stress out about money, and I feel peaceful about it."

Finding financial freedom wasn't the only change Heather experienced since joining One2One Coaching in 2015. She also shifted her mindset to favor personal growth.

"I think about who I want to be, more than what I want to do," Heather explains. "Having a coach really helps you grow in a way I don't think you could if you were just listening to Brian's podcasts, coming to the events and reading books without



**"I used to always tell people my coaching was free—I paid for it with exactly the money I saved by reducing my database."**

engaging with a coach."

There was another major win for Heather in coaching. After a few months of relationship building with her coach, her production volume started to increase. Her numbers went from a stagnant, yet solid, \$12-13 million in total sales, to an even more impressive \$25 million today. This was something she struggled to achieve less than four years ago, while she was paying \$700 a month for online real estate service leads, advertising online to strangers and sending postcards to an overflowing database, all without breaking through her production plateau.

"I was wasting a lot of time on lead generation that wasn't really doing anything for me," Heather says. "I don't waste time anymore, and I'm less stressed out."

Once she began her bi-monthly calls with coach Scott, one of the first things he had her do was make her marketing more intentional. He told her to cut down her database, and remove anyone she wouldn't want to chat with if he or she called. At first it wasn't easy, but it ended up saving Heather tons of time and money.

"I used to always tell people my coaching was free—I paid for it with exactly the money I saved by

reducing my database."

Although she has more than doubled her production now, Heather has no plans to stop coaching as she continues her work.

"Quitting coaching for my business would be like saying, 'well, I got into shape and now my body doesn't need exercise anymore,'" Heather says.

She urges agents who've just started coaching to stick with it. "Give it time, put your faith in the system and let your coach work that system with you until you get into a groove," she explains.

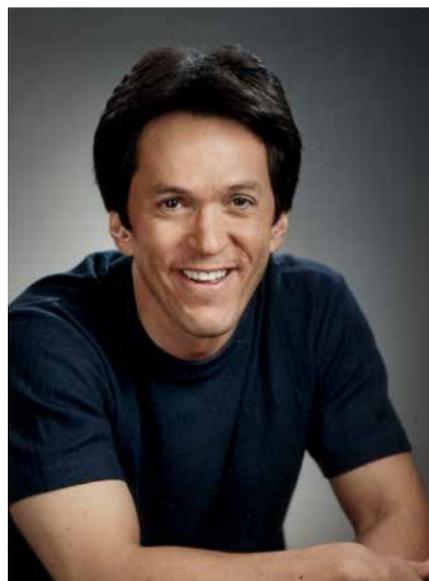
Today, when Heather reflects on her business and life, she has no complaints. She happily owns her own brokerage with her husband, Ryan. In 2018, they even took their two tween daughters, Savannah and Emma, down the coast to Buffini & Company's MasterMind Summit in San Diego. This balance she has achieved has made her less stressed and more productive, and for this she credits her One2One Coaching experience with Scott Malcolm.

"We can all look at the system and know it obviously works, but, without a coach, there's nobody to keep you on track," Heather says. "We're just human, and we're always going to need reminders and motivations. That's never going to stop, so you can just embrace it. Set patterns for your life that roll with that, and it'll be a better life."



## BRIAN BUFFINI ASKS MITCH ALBOM

Mitch Albom is the author of six No. 1 New York Times best-selling books, including “The Five People You Meet in Heaven” and “Tuesdays With Morrie.” When he’s not writing, Albom runs an orphanage in Haiti. The release of his recent best-seller, “The Next Person You Meet in Heaven,” was accompanied by a charity launch benefiting underprivileged children in Haiti and Detroit. Brian spoke with Albom about his work, gratitude and healing from tragedy.



**1** “The Five People You Meet in Heaven” centers on Eddie, a war veteran who dies saving a girl’s life. What is the significance of the five people he meets?

The five people in heaven are not necessarily friends or family; a few might be, but others might be people you shared mere minutes with. But, in those brief moments, you changed each other’s lives.

**2** Why did you write this sequel? Throughout the book, Eddie’s constantly asking, “Did I save the little girl?” Only at the end does he find out she survived. I always wondered, “Okay, so what happens to her?” This one picks up with the girl, Annie, around 15 years later.

**3** A big takeaway from these books is there are no mistakes. What role does perspective play when reflecting on mistakes? If you say to yourself, “That’s something I did that didn’t work out, but, as a result of that door closing, something else opened,” then it’s a whole different view.

**4** In “The Next Person You Meet in Heaven” you write, “We embrace our scars more than our healing.” What does that mean? Nobody red-letter marks the day they’re better. People always mark their struggles, but never when they feel good. It’s because we tend to live without a lot of gratitude, I think. We focus on the bad days.

**5** How do you approach and practice gratitude? It’s amazing how helping someone almost erases the feeling of depression you have about your own condition. The amount of self-pity I have goes away in direct proportion to the amount of time I spend helping somebody else.

**6** You’ve described your friend and fellow sports commentator, Dick Schaap, as being a “friend behind your back.” What does that mean? You think of ways to help somebody or do something nice when no one is watching. When we’re cashing in our chips, I’d like someone to say, “He was good to me, not for any reason other than he wanted to be.”

**7** What theme resonates most with readers of “The Five People You Meet in Heaven”? The one I hear a lot is sacrifice. In that book, an army captain sacrifices his life to save Eddie’s battalion. When they meet in heaven, Eddie says, “Yes, but you lost everything.” The captain tells him, “No, that’s the whole thing about sacrifice, you don’t lose, you just give to somebody else.”

**8** What do you hope people take from “The Next Person You Meet in Heaven”? Actions we initially view as mistakes are

painful, but they all have a purpose and shape us into who we are. Through life, we are touched by others just as we touch those around us. What we take away from those moments is what counts.

**9** In what ways do the characters act on this theme in the book? Shortly after Annie marries the man of her dreams, an accident happens. She dies trying to save him, and somehow still views it as a mistake. She needs the whole book to learn even the last act of her waking life, something she viewed as a mistake, was her most noble act.

**10** You dedicated “The Next Person You Meet in Heaven” to Chika. What is her story and how does she live on in the book? Chika was just over 2 years old when she came to us at the orphanage. She had a big personality and was very colorful and funny. At age 5, she developed a brain tumor. We basically adopted her; she lived with us as we traveled around the world, trying to find a cure. During those two years, we learned what it was like to be a family in the greatest way. I dedicated the book to her because “The Next Person You Meet in Heaven” starts with an 8-year-old girl and follows her life. Sometimes you project the issues you’re facing into your fictional characters. I realized, when the book was finished, how much of my feelings about Chika, and the light and joy she was, found its way into this book.

For Brian’s full interview with Mitch Albom, episode #123, visit [thebrianbuffinshow.com](http://thebrianbuffinshow.com), and subscribe to “The Brian Buffini Show” podcast.

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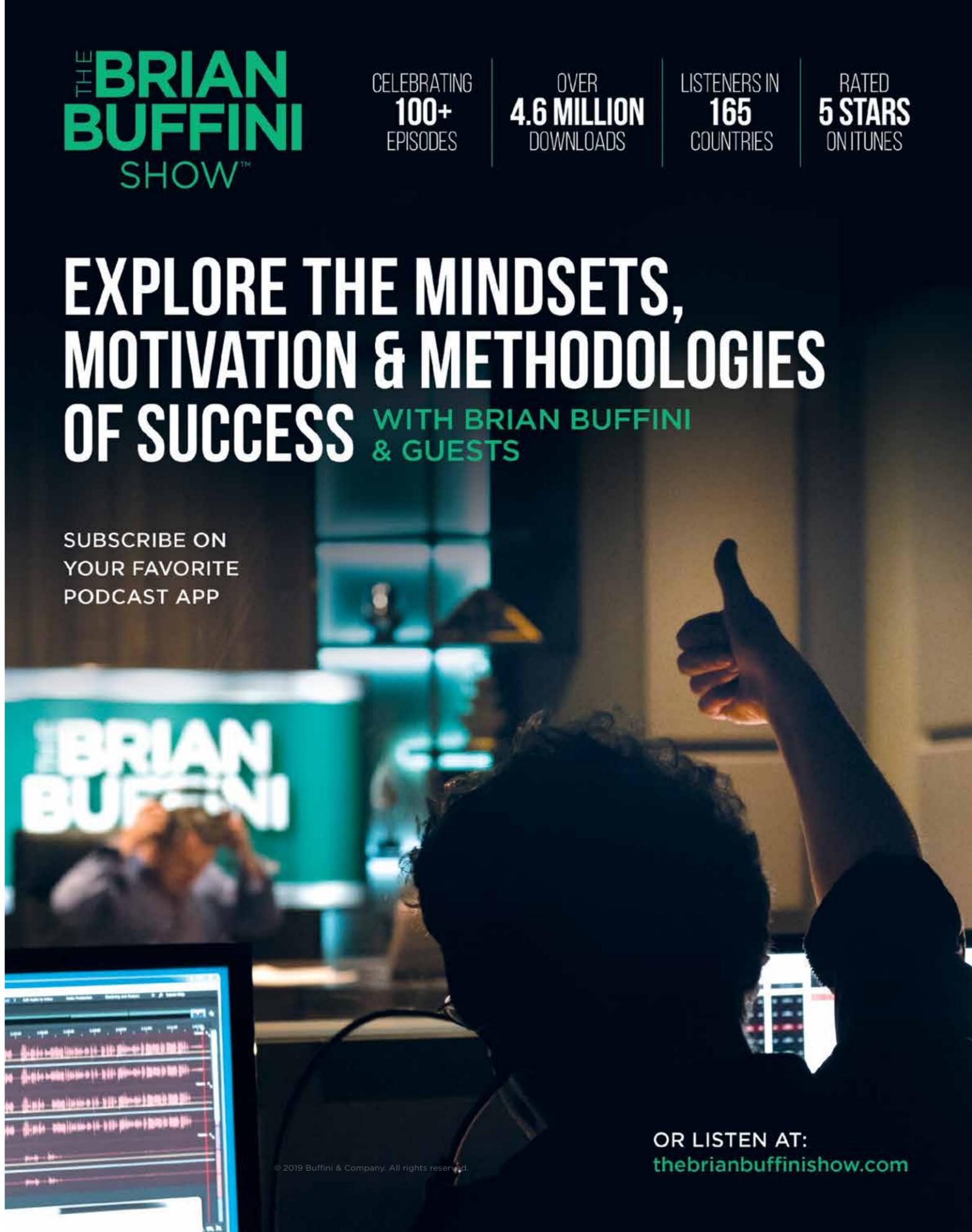
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# LESSONS FROM THE LEGENDS

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

I was a single mom, recently divorced, broken inside and brand-new to the real estate business when I signed up for coaching in 2006. I knew I needed a coach—I was hustling to get my business up and running and had two daughters to raise and support.

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

I have accomplished so much because of my relationship with my coach. I paid for college for both my girls, took them on “first of a lifetime” trips and doubled my business when coach Misty pushed me out of my comfort zone to hire a full-time assistant. I got married and hired another assistant to keep up with the blessings of my growing business. Additionally, coaching has brought me a community of peers and dear friends who have shared generously, inspired constantly and supported fiercely throughout the years.

## Q WHY DO YOU STILL NEED A COACH?

I need a coach for perspective and encouragement. I know how to do calls, notes and Pop-Bys, but my coach is taking me to the next level as we work together to achieve my business and life goals. My new coach, Rachael, provides insights and focuses on structure to help me “stay in my lane” and let the other talented people around me do what they do best!

## Q HOW DO YOU CONTINUE WORKING THE SYSTEM, WHILE KEEPING IT FRESH?

I add more authenticity—plus some sparkle and a little woo-hoo—to my



## AN INTERVIEW WITH HEIDI HURST

THE HEIDI HURST TEAM AT RE/MAX NORTHWEST  
TACOMA, WA

activities! The more authentic I am, the more referrals I seem to receive. We do smaller client events like “Happy Hours with the Heidi Hurst Team,” where we have the opportunity to connect deeper with clients. To borrow a hashtag from a friend, #DeeperNotBroader, has been our focus.

## Q WHERE ARE YOU NOW IN BUSINESS AND LIFE?

After paying for my daughters’ college educations, I’m happy to report they are adulting well, with 401(k) accounts and benefits, thanks to Buffini & Company. Coaching has influenced not only my life, but my daughters’ lives as well. My life is full, and I have a successful real estate business, but coaching has helped me with the balancing of such a full life. I have two

assistants, and my husband, Tim, is now full time in our business. We are finding more time to relax and enjoy life. I just turned 50 and I am excited about our lives together in the coming years!

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

Trust your coach. Be open to the community provided. Ask questions. Be you! As Robert Louis Stevenson said, “Don’t judge each day by the harvest you reap, but by the seeds that you plant.” Success takes time and effort—and a little sparkle! My business is successful because I have been building momentum for the past 13+ years by focusing on relationships and providing an experience for my clients and community.

Photograph by Matty Photo In Motion

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# “I’M LOVING LIFE NOW MORE THAN EVER!”

In 2012, I was a manager for my real estate company. I started leading Peak Producers classes in my office. I followed along with the action steps from a recruiting perspective and, in the fall of 2013, brought in over 40 agents to join our company.

In 2015, I decided I wanted to return to sales. I joined One2One Coaching in July of that year and set a goal to replicate the salary I earned as a manager.

## Here’s how that turned out:

2015: **15** transactions

2016: **28** transactions

2017: **37** transactions

2018: **44** transactions myself & **71** total transactions with my team

**Last year I earned four times what my salary was as a Managing Broker, and I finally earned more than my husband!**



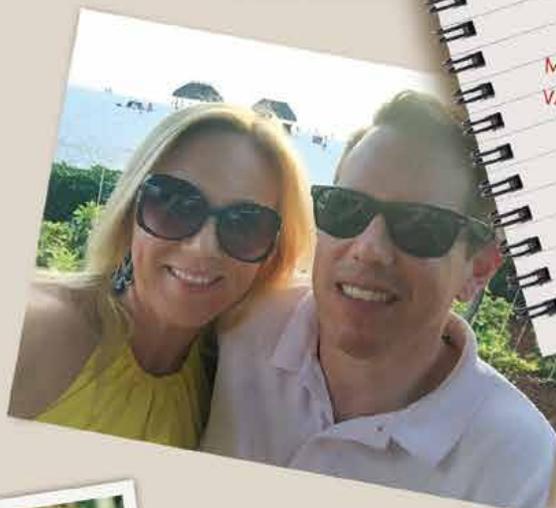
92% OF MY BUSINESS COMES FROM REFERRALS!

I WENT FROM WORKING 40 HOURS IN THE OFFICE, PLUS ANOTHER 20 OUTSIDE THE OFFICE (EVENINGS AND WEEKENDS) AND MANY SLEEPLESS NIGHTS TO ABOUT 30 HOURS PER WEEK (AND RARELY ON WEEKENDS); I SLEEP LIKE A BABY!

MY FAMILY AND I TOOK 6 WEEKS VACATION LAST YEAR!

I’M SAVING 15% OF MY INCOME TOWARD RETIREMENT EACH YEAR, AS WELL AS LOOKING TO INVEST MONEY IN REAL ESTATE!

MY EXPENSES ARE THE SAME, BUT I NOW HAVE A STAFF OF 3!



ONE2ONE COACHING™ MEMBER  
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