

# Contact, Care, Community

How Buffini & Company Agents  
***Live the Good Life***

**Buffini & Company One2One Coaching™**  
**Members** run their business based on relationships and exceptional customer service — and they have a lot of fun doing it! Discover what it looks like to be a part of the Buffini & Company community.



# Working **By Referral**

Buffini & Company agents never have to wonder where their next lead will come from — they aren't purchasing leads either. Instead, they practice the Working By Referral system of lead generation.

**Working by Referral:** A consistent level of contact with and care for the people in your database, leading to a steady stream of repeat business and referrals to their friends and associates.

## Average Real Estate Agent Income

Sales Agent:

**\$31,000**

Buffini & Company  
One2One Coaching Members:

**\$310,000**



*That's 10 times  
the national  
average!*

"Working by Referral has allowed our team to focus more on our clients by creating deeper connections, and more importantly, has helped cut our overall cost of business as we don't have to market blindly for new leads."

— **Joe Reef**

One2One Coaching Member

"I was raised to value connection and relationships, and the Buffini system is all about connecting and building long-term relationships with your clients and other agents. I'm very thankful to say I work 100% by referral!"

— **Lorraine Fukumae**

One2One Coaching Member





# Relationships Come First

To truly earn client referrals, Buffini agents pledge to serve these folks at the highest possible level. They get to know their clients on a deeper level, making it easy to deliver exceptional customer service.

## Constantly Adding Value

Each month, Buffini & Company Members send their clients an Item of Value and complementary eReport to share helpful information on an everyday subject and stay top of mind!

## Top 3 Lead Generation Activities



Calls



Notes



Pop-Bys

“Once I understood my clients inside and out, lead generation became automatic — client parties became a “get-together” gathering, Pop-Bys were because I missed them and notes became a habit. Now I get reverse calls and notes from clients!”

— **Michelle Leung**

One2One Coaching Member

“Pop-Bys really are a key to building our business, and something that our clients look forward to.”

— **Joe Reef**,  
One2One Coaching™  
Member

Members show their gratitude to top-referring clients by hosting appreciation events — **which often lead to even more referrals!**



One2One Member **Joe Reef** popped by his clients with these handy snow brushes!

**Joe** also celebrates his top clients with his annual fall wine party!



For Father's Day, One2One Member **Bill Leeper** invited all his favorite dads to get a car wash, on him!



# More Than Just Real Estate

Not only do Buffini & Company Certified Coaches guide Members in real estate, but they also help them find balance in their personal lives using the Five Circles.



## Five Circles

- ✓ **Spiritual**
- ✓ **Family**
- ✓ **Business**
- ✓ **Financial**
- ✓ **Personal**

*Buffini & Company real estate coaches help Members build and set goals within each circle to create a more balanced life.*

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**Goal Getters:** By helping agents improve their business, coaches help them achieve other goals too.

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“I have learned to write goals with a really powerful ‘why.’ If you have a good reason to accomplish your ‘why,’ you can endure just about anything.”

— **Adam Coe**  
One2One Coaching Member

“The Five Circles are the backbone of my goal setting and help me to live a balanced life. I have grown in all Five Circles in my seven years with Buffini.”

— **Michelle Leung**  
One2One Coaching Member

“Sometimes it is something in one circle that needs to be fixed so that the business circle can operate well.”

— **Bill Leeper**  
One2One Coaching Member

“We were able to pay off our second home in Vegas and purchase season football tickets. Plus we get to travel to see family, and we live in Hawaii with the most beautiful beaches, sunsets and sunrises ever!”

— **Lorraine Fukumae**  
One2One Coaching Member





# Community Support

Buffini & Company Members gain access to an entire community of like-minded professionals dedicated to relationship building and great customer service!

## Social Media Connection

Facebook groups for Buffini & Company Members allow agents to connect, synergize and stay in touch via social media.

## Buffini Groups

Small groups of Buffini & Company Members in the same region who meet in-person or online to get motivated, exchange ideas and support each other in the business.

## Buffini Referral Network™:

A tool exclusively for Buffini & Company Members to exchange referrals across the U.S. and Canada.

*Members send their clients moving out of the area to agents who deliver the same level of service as them.*

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“I recently started doing virtual 30-minute Zoom coffees, and I have gotten so many good ideas while sharing some of what has worked well for me also.”

— **Bill Leeper**

One2One Coaching Member

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“My Buffini Group is a great resource for synergy, especially because we can share local market insights and strategies.”

— **Michelle Leung**

One2One Coaching Member

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“If you have a client moving to another market, you have an excellent agent to refer them to, and you get a referral fee.”

— **Adam Coe**

One2One Coaching Member

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Members are invited to intimate virtual strategy sessions with Buffini & Company leaders to learn and ask questions on running their business.



**GROUPS**  
Synergy • Support

**Reset For Success**  
WITH MASTER TRAINER J'AIME NOWAK

# A Coach in Your Corner

Behind every Buffini & Company One2One Coaching Member is a trusted, experienced real estate coach to lift them up.

## Buffini & Company Certified Coaches Help Agents:

- ✓ Set SMART goals in all Five Circles.
- ✓ Build a customized business plan.
- ✓ Prioritize their schedule.
- ✓ Create a working budget.
- ✓ Work by Referral.
- ✓ Live the Good Life!

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“My coach has taught me to celebrate my wins, have fun and use my natural gifts. He has blessed me with my absolute best year ever.”

— **Lorraine Fukumae**

One2One Coaching Member

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A Buffini & Company coach stands with his Members at the Buffini & Company's flagship personal growth event, MasterMind Summit.

“My coach is my go-to person. She understands my goals and helps me through them step-by-step, and she provides me with her insights to bring me to dream bigger.”

— **Michelle Leung**

One2One Coaching Member

“My coach helps keep me focused on my most important goals, and we outline steps to get me there. The regular accountability helps me keep my focus.”

— **Adam Coe**

One2One Coaching Member



# Join the **Buffini & Company** Community

Now that you've seen what life is like as a Buffini & Company Member, come start your own journey!

**Buffini & Company One2One Coaching** will help you reach new heights in your career so you can **Work by Referral** and *Live the Good Life.*

**One2One**  
**COACHING**<sup>™</sup>

Sign up for a free business consultation to learn how **One2One Coaching** can transform your business and help you achieve all your goals! If you have questions, please call us at **1-800-945-3485 x2** or go to **[www.buffiniandcompany.com/bc](http://www.buffiniandcompany.com/bc)**.