

# BUFFINI & COMPANY MAGAZINE



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**BRIAN BUFFINI**

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**Denver, CO**  
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Sept. 9 - 10

**Philadelphia, PA**  
Sept. 23 - 24

**Phoenix, AZ**  
Oct. 19 - 20

**Toronto, ON**  
Nov. 2 - 3



Master Class is a day-and-a-half event specifically designed for real estate professionals to network and exchange ideas on a regional level, while being immersed in next-level business and personal growth content.

- Connect and engage with fellow local professionals and Buffini & Company executives at the CEO Welcome Mixer.
- Discover proven tactics and systems to help you master your business and life.
- Gain business tips and marketing techniques that are helping our Members become the most successful agents in the industry.
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MESSAGE FROM THE CEO

2020 Vision of Success

At Buffini & Company, we are dedicated to providing you with all the support, tools and systems you need to live the Good Life. Being laser-focused on your success means we're also steadfastly committed to constantly growing the products and services we offer. This commitment allows us to give you everything you need to reach your goals and stay on top of your business. This year, we have a lot of really exciting innovations coming down the road, and I couldn't be more thrilled to share our 2020 vision with you!

First up is Buffini & Company Master Class. Our newest event brings a community of like-minded professionals together to network and exchange ideas while learning from legends in the business. Master Class features four sessions designed to equip real estate agents with proven tactics and techniques for growing their business. Real estate legend Brian Buffini leads two back-to-back sessions of quality, high-level content: "Master Your Business" and "Master Your Life." Buffini & Company Master Trainer J'aime Nowak presents "Diving Into the Knowledge Pool" and hosts "Lessons from the Legends," which features a panel of Members sharing their experiences of Working by Referral. What a powerful way to learn from some of the most successful professionals in the business! These very hands-on, community-based events will head to 10 North American cities in 2020. If your goal this year is to make meaningful connections with others while achieving mastery in your business and personal life, you can't afford to miss it!

The next big change you may have noticed is to our Referral Maker CRM. This phenomenal goals-to-results productivity tool gives real estate professionals everything they need to run their hectic daily schedules, track their progress and reach their goals

"We are constantly working to improve our services and products so we can win together."



with simplicity and efficiency. I'm absolutely delighted this program — the core of so many of our clients' businesses — has been given a stunning new makeover! Referral Maker CRM is now even more user-friendly and has a fresh, modern look. This makes it easier than ever to accomplish your tasks to win both the day and the rest of the week. It's a gamechanger!

As always, we're continuing to innovate in our training department, developing programs that will help you sharpen your skills and stay ahead of the game, no matter what the market throws at you. Brian and the team have been working tirelessly behind the scenes and, while I'm sworn to secrecy for the time being, I can't wait to share more details on this with you soon! Be on the lookout for updates about this new, groundbreaking innovation later in the year.

Here at Buffini & Company, we're extremely proud that excellence is our minimum standard. When it comes to helping you continually learn and grow, both personally and professionally, we

always strive to exceed your expectations. We are constantly working to improve our services and products so we can win together — my promise to you is that we will always continue to do so.

This year, I encourage you to take advantage of everything we have to offer so you can stay on track to achieve your goals and live the Good Life:

- One2One Coaching
- The Pathway to Mastery—Essentials
- Events like Master Class, MasterMind and The Peak Experience
- The Brian Buffini Show podcast

No matter how you work with us, we are here to serve you. Please continue to email me your thoughts and suggestions at [ceo@buffiniandcompany.com](mailto:ceo@buffiniandcompany.com).

It's an honor to be on this journey with you!

Dermot

Dermot Buffini  
Chief Executive Officer

CHIEF MARKETING OFFICER Terri King  
EDITORIAL DIRECTOR Courtney Klepsch  
CREATIVE DIRECTOR Franz Krachtus  
EDITORS Madison Greene, Kelli Kyle

CONTRIBUTORS Beverly Buffini, Brian Buffini, Dermot Buffini, Madison Greene, Niamh Greene, April Hundza Gutierrez, Salvador Gutierrez, Melanie Hitchcock, Jeff Hooker, Terri King, Kelli Kyle, Joe Niego, J'aime Nowak

GRAPHIC DESIGNERS Erica Dellerba, Dave Schindler  
PHOTOGRAPHER Franz Krachtus

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LETTERS TO BRIAN

Personal growth and personal notes are two famous pillars of Buffini & Company. Founder and Chairman Brian Buffini receives hundreds of letters each week from those who have been impacted by his inspirational content. These notes highlight how listeners of The Brian Buffini Show podcast and attendees of Buffini & Company MasterMind Summit and The Peak Experience are using this content to learn and grow each day.

I am 21 years young, and currently a mid-shipman at the United States Merchant Marine Academy. I am always passing along your name and encouraging people to jump on the personal growth wagon. My lovely boyfriend, Zach, has become a listener by default, as I play your podcasts during study sessions, workouts and in the car. During my last port call, I was on the phone with Zach, who told me he was listening to the Lou Holtz interview, when two of our classmates came into his room. They started asking him about what he was listening to, and ended up sitting for a couple of hours as he played them a few of our favorite episodes. It touched my heart to know that not only was Zach listening to the material on his own, he was sharing it with my friends while I was at sea. Through your podcasts, I have seen a significant improvement in myself over the past year. I set 10-day goals, create rituals and routines, and reflect on my passions and what I want to do in my career. I know the affect your messages have had on my life, and I only hope that my friends and family will share in the progress as well. I am a better friend, student, sister, daughter, girlfriend and shipmate because of it, and for that I thank you. I will continue to share your information, and look forward to the podcasts to come!

Sara Cosenza  
Kings Point, New York

Your guests on The Brian Buffini Show podcast never fail to inspire and encourage us to press on in our small business. We've turned our adult children (and their spouses) onto the podcast. I tell anyone I meet who is struggling in business or discouraged with life to listen. You've made me cry, and you've made me laugh. You are always inspiring the best. May God richly continue to bless you, Beverly, your family and business.

Linda Kleist  
Detroit, Michigan

I wanted to express my deepest gratitude for you and your podcast! The Brian Buffini Show has changed my life. The content is amazing and the episodes are never dull. Brian, I can tell that you practice what you teach! I could write for days about all of the things I have learned from you and your company. Thanks again!

Josh Martin  
Mancos, Colorado

When I decided to become a real estate agent, I made a vow that I didn't want to be that someone who disappeared immediately after the transaction. Buffini & Company has taught me that you can stay connected with everyone and continue to build your business at the same time! That struck a chord with everything I truly

believe in regarding business and sales. I knew that was the same way I wanted to run my business and live my life as an agent. I can stand out by serving at the highest level. Thank you, Buffini & Company, for lighting the path!

Cathryn Howland  
West Salem, Wisconsin

MasterMind Summit was another great event! I am back with a full heart and a well-needed "tune up" for myself and my business. Thank you for being in our corner and helping in our life journey. I have much to be grateful for.

Bill Leeper  
Centennial, Colorado

The Peak Experience was amazing! The people and the synergy are the best part. The speakers are always very engaging, and I get a lot out of that as well. I've grown a lot, not only on the business end, but on the emotional end as well. The connection among attendees and the synergy are what make Peak worthwhile.

Adam Coe  
Chandler, Arizona

This was my first MasterMind Summit. It will not be my last. The experience exceeded my expectations. I thank you and your team for your service and heart. Thank you for sharing your wisdom. You have had a massive impact on my life.

Malita Jones  
Austin, Texas

MasterMind Summit was amazing, as usual! This trip, my husband Jeff and daughter Haley were able to tour Buffini & Company. Everyone was so pleasant. We loved being able to spend some time with Coach Will — he's outstanding. Also, thank you for being a most gracious host and taking time out of your busy schedule to chat and take pictures with us.

Carolyn Anderson-Graham  
Puyallup, Washington

Julie Morris  
20 YEARS

"My life changed 20 years ago, and I have been truly blessed by the coaching, mindset, countless events, stories and everything that Buffini & Company has taught me."



Kathy Harron  
10 YEARS

"This fabulous company has changed my mindset, my business, my finances and my life."



Krista Hopkins  
5 YEARS

"I have been a Member of Buffini & Company for five years and I appreciate all I have learned and continue to learn. Thank you, Buffini & Company! I'm proud to be affiliated with you!"



Hobie Reber  
5 YEARS

"Got this surprise in the mail today!"



Kelly Gebler  
5 YEARS

"Received a beautiful package today! Thank you!"



Rebecca Worthington  
5 YEARS

"An unexpected extra found in my office yesterday! I've been Working by Referral for over five years and Buffini & Company sent me this beautiful award to recognize that."



Joseph Cortez  
10 YEARS

"I'm a better person because of Buffini & Company. Thank you to Coach Allison Oster for being there in the good and bad."



Pamela Park  
10 YEARS

"Came home to find that Buffini & Company had sent a little love to me! Can't believe it's been 10 years!"



Gail Higley  
15 YEARS

"Very honored to be a part of this wonderful family."



Debbie Marable  
10 YEARS

"Congratulations on 10 years Working by Referral, Mom! This year, we're on track to close 80+ transactions with over 85% of those from direct referrals!" (Posted by Steve Marable)









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# Increase Your Market Presence in 2020



The real estate industry is changing rapidly. It feels like every week brings a “shiny new object” to the market that promises instant results for just a few easy payments. As more investors, technologies and agents jump into the warm waters of the real estate world, standing out has never been more necessary.

Even though some tactics have changed, the important principles have not. The most enduring organizations didn't get to where they are today because of artificial intelligence, self-driving cars or other flashy products. They lasted because they were built on several fundamental business principles.

This doesn't mean technology shouldn't have a place in your operation. In fact, at Buffini & Company, we've built an entire team dedicated to innovating products that will make our clients' lives easier as they Work by Referral. Our goal is to empower Members with the fundamentals and equip them with innovative tools so they can break through to the next level.

After all, technology is meant to assist you — not replace you! You are the one who is able to get out there and provide an exceptional experience for your clients. Establish a presence in your marketplace, and you will automatically set yourself apart from agents who are only focusing on tech to get them more leads. These three strategies will help guide you on your journey.

## Invest in Relationships

Relationships are the foundation of every great business. That's one thing your technology can't build for you! You can use platforms like Facebook and Instagram to keep in touch with people in your database, but at the end of the day, you need to get face to face and build rapport to strengthen those connections. When clients see you, you stand out! They remember who you are and the warmth that you bring, and they keep that in mind when they have family or friends in need of a real estate pro.

## Stand Out With Service

Going one extra mile makes a huge difference in how your clients perceive you. It's sitting down with a first-time buyer to walk them through what they can expect. It's bringing clients pizza on moving day so dinner is one less thing they have to worry about. These small acts won't take abundant time or money, but they will have a tremendous impact on the way you make someone feel. As clients spread the word about your kind actions, their connections will seek you out for that same high level of care.

## Dive Into Training

Many agents are so focused on getting to the next transaction, they forget to build their own skills along the way. Jim Rohn famously said, “If you work hard on yourself you can make a fortune.” This is why an investment in training is one of the best you can make. The Pathway to Mastery—Essentials is Buffini & Company's training solution designed to help real estate agents master their craft. Great training will help you brush up on the fundamentals of your craft, and equip you with knowledge and skills that reveal themselves in the quality of your work.

...

To increase your market presence in 2020, you'll want to cut through the noise and master the fundamentals. When you invest in relationships, stand out with service and dive into training, you automatically set yourself apart from those who are simply moving between transactions. Time to make it happen!

**Terri King**  
Chief Marketing Officer



Featuring  
**BRIAN BUFFINI**

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Leadership and  
Happiness Expert



# The Power of Growth

Why You  
Should  
Commit to  
a Spirit of  
Lifelong  
Learning



BY BRIAN BUFFINI



When I first came to America, I was like a rudderless boat, adrift on the ocean. I had no shortage of ambition and drive, but I also had no clue in which direction I was headed. That all changed when real estate legend Gene Kullman took me under his wing and became my mentor. Gene taught me a lot about how to live and work in my new homeland, setting me up for success. I will never forget the day he took me to my very first personal growth seminar. The event featured all the great thought leaders and motivational speakers of the time: Zig Ziglar, Jim Rohn and Lou Holtz. It was the first time I had ever been exposed to the world of personal growth — a world I never even knew existed growing up in Ireland! I sat there listening to these incredible speakers, each describing how they thrived in life, and I made a conscious decision right then to follow their lead. It was like a switch flipped inside me, and I vowed to become a student of success. From that day on, I was committed to growth and learning and began to read and study all I could about those who had achieved greatness. Thirty years later, I'm still on that journey! I can honestly say this lifelong commitment to growth and learning has been the cornerstone of my success, and I want the same for you.

We all want the good life and the happiness and fulfillment it adds to our Five Circles — spiritual, family, business, financial and personal. However, our paths are filled with roadblocks that sidetrack our journey toward success.

“Our problem is lack of planning. If we have a plan and we stick to it, growth isn't sporadic. Consistency is the key to success.”

## We Get Too Comfortable

When we're doing okay, it's easy to get complacent. Instead of making the effort to improve our lives, we settle in at our current position because it's easier to stay where we are. Very quickly, we can become stagnant and stop growing altogether.

## We Are Too Impatient

In this instant gratification world, we expect immediate results from our improvement efforts. When progress seems slow, we get irritable and impatient. We can even lose hope. Remember, it takes time to grow! Nothing happens overnight. According to the law of the harvest, you reap what you sow. Before you can expect to see results, you have to till the field, plant the seeds and then carefully tend to and water those seeds. It's the same for self-improvement.

## We Are Inconsistent

Often, we go through periods where our enthusiasm and dedication to grow and learn is intense, before disappearing without notice. Our problem is lack of planning. If we have a plan and we stick to it, growth isn't sporadic. Consistency is the key to success.

So, how can we sidestep these obstacles and achieve our full potential?



“If you give in to the comfort of your current skill level, or fail to commit time and energy to improving your skills, it will be impossible to reach new heights.”

## Commit to Growth

To realize your goals and push past obstacles, you must commit to learning and growth. That’s the secret to the good life and the best way to achieve your dreams. The world changes every day, making it essential for us to keep up through increasing our skills and abilities. If you give in to the comfort of your current skill level, or fail to commit time and energy to improving your skills, it will be impossible to reach new heights. Devote yourself to constant improvement and success will follow.

## Feed Your Mind

The number one prerequisite for success is a voracious desire to learn. As Zig Ziglar said, “If you’re not willing to learn, no one can help you. If you’re determined to learn, no one can stop you.” Learning is the best investment you can make in yourself. The more willing you are to learn and grow, the better informed and more effective you’ll be. Listen to inspiring recordings and podcasts. Read books from successful business leaders who exemplify the habits, attitude and skills you’d like to adopt. As Benjamin Franklin once said, “If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest.” Immerse yourself in learning, and you’ll see a great return on investment.

## Invest in Training

You can’t expect to improve without switching up your routine. If you refuse to change, you will end up like a pond without water flow: stagnant and covered in algae. Of course, we all feel weary at times — we’re only human. That’s why it’s important to know how to recharge your batteries and get fired up again! The best way to boost your energy, passion and output is through continuing education. Training courses and seminars will reignite your passion for your business, while also keeping you up-to-date on the latest developments. Look into events where you can network and synergize with like-minded folks in your field. Ongoing professional development is vital throughout the lifetime of your career — it should never stop if you



### Top Five People Who’ve Helped Me Grow

- 1 Jim Rohn
- 2 Zig Ziglar
- 3 Lou Holtz
- 4 Og Mandino
- 5 Earl Nightingale

want to stay at the top of your game. Oh, by the way ... the same idea of getting fired up applies in your personal life, too. Don’t be afraid to pursue that hobby or sport you’ve always wanted to try by taking lessons or joining a local group. Anything that gets fresh water flowing into your “stagnant pond” will be an asset to you and the health of your life and business.

## Focus on the Fundamentals

If you master key fundamental skills in any craft, you can handle anything the changing world throws at you. Learn to master the basics so you can better avoid “shiny object syndrome” — a tendency to get distracted by empty promises of instant success that our society bombards us with every day. Keep the momentum of your personal and professional growth going strong by constantly revisiting your fundamentals and brushing up on your skills. If you get the foundations right, you’ll keep growing and learning in the right way. You might think you have it down or no longer need help, but continuous growth requires continuing education and an openness to revisiting foundational principles.

...

If you want to live the Good Life, you must always expand your horizons, knowledge and skills to keep moving toward the next step. When you make this commitment to lifelong learning, you set yourself up for success. Build your skills and knowledge, and you will build yourself.

- Devote time each day to learning and growing.
- Attend personal and professional growth events.
- Listen to positive media like The Brian Buffini Show podcast to feed your mind!

Here at Buffini & Company, we’re constantly innovating and growing, too. Visit buffiniandcompany.com to find out more about all our training, events and products to help you reach your goals in 2020 and beyond.

It’s a Good Life!



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10

## Quotes to Help You Grow from The Brian Buffini Show

With over 7 million downloads, The Brian Buffini Show podcast is one of the easiest ways to squeeze in some learning, whether it's in the car, at the gym or around the house. Each week on the podcast, host Brian Buffini explores the mindsets, motivation and methodologies of success by diving into rich content from personal growth legends. Check out these 10 quotes hand-selected to inspire you to keep learning!

How to Be More Purposeful #178

**"What you're doing today should be a stepping stone to get you to where you really want to be."**

— BRIAN BUFFINI



Future Proof Your Life #155

**"Failure will never overtake me if my determination to succeed is strong enough."**

— OG MANDINO



The Latte Factor with David Bach #153

**"When you learn new skills, you design a life that's different."**

— DAVID BACH



Living a Counter-Culture Lifestyle #121

**"The ladder of success is never crowded at the top."**

— NAPOLEON HILL

The 5 Second Rule — an Interview with Mel Robbins #122

**"Growing means you're leaving the comfort zone."**

— MEL ROBBINS



Take a Bite Out of Life #140

**"There are no limits. There are only plateaus, but you must not stay there, you must go beyond them."**

— BRUCE LEE



Principles From the Greatest Salesman, Part 2 #172

**"Change is possible, transformation is possible — your best days are ahead."**

— BRIAN BUFFINI

Building Your Happiness Plan #029

**"People grow through experience if they meet life honestly and courageously. This is how character is built."**

— ELEANOR ROOSEVELT



Making Life Wonderful with Beverly Buffini #078

**"When we make choices that help other people, we too can live a wonderful life."**

— BEVERLY BUFFINI



How to Change Your Life Once & for All #049

**"If you don't feel stuck once in a while, you're probably not growing."**

— BRIAN BUFFINI

Join [The Brian Buffini Show Insiders](https://thebrianbuffinishow.com/insiders) for the chance to ask Brian a question on the air. Plus, receive exclusive bonus content to strengthen your personal growth journey: [thebrianbuffinishow.com/insiders](https://thebrianbuffinishow.com/insiders).





**BY KELLI KYLE**  
Marketing Writer

About 20 years ago, Maria and Scott Wurtzbacher were property investors making a decent living flipping homes in Charlotte, North Carolina. One day, they received a call from a client who wanted to sell them a house. At the time, the couple wasn't in a position to buy, so Scott pitched an alternative business solution.

"On a whim, I said, 'We can help you sell it,'" Scott remembers. "I was shocked when he said, 'Okay.' What did we do now? We didn't even have a real estate company."

Maria, however, did have a real estate license, and at the time, was permitted by state law to declare herself "broker in charge." Next, they needed a "for sale" sign, which they quickly purchased and emblazoned with a giant "W," short for Wurtzbacher. Just like that, W Realty Group was born. Eager to embrace the world of residential real estate and tackle the challenge of starting a business head on, Scott later quit his steady consulting job and joined Maria full time.

"To take a concept, start from scratch, open our own business and do it all from the ground up was challenging and exciting," Maria says.

The first couple of years at W Realty Group were steady. Then, around 2005, a booming market made business really take off. Transactions were plentiful, and the duo was making solid money. From the outside, their small boutique brokerage seemed picture perfect. On the inside, however, Maria and Scott felt lost.

"We were turkeys flying in a hurricane," Scott says. "We didn't really know what was happening or why we were doing it."

It was around this time they started to hear about Buffini & Company. Maria was honored by the National Association of REALTORS® as one of the top 30 agents under 30, and because of the recognition, she and Scott were invited to a few networking events. Agents at each event



**Inspired by their daughters, Maria and Scott Wurtzbacher jumped into the pool, got a coach and trained for an adult swim meet.**

# Diving In

## A Couple's Quest to Become the Best Version of Themselves

raved about the training and coaching of Buffini & Company. Shortly after, Scott heard Brian Buffini speak at a NAR conference and was hooked. Scott later attended a Buffini & Company event and signed up for coaching to find the system he and Maria felt they were missing.

"We definitely saw the writing on the wall and knew we needed help," Scott says.

Things were finally starting to make sense for W Realty Group. Then, in 2008, the market crashed. Instead of quitting coaching, the pair leaned in to stay afloat during the hardest years of their career.

"In the first few years of coaching, our business didn't double or triple, but we made it through the Great Recession," Scott says.

Together, Maria and Scott were always growing toward their next big win; but the recession years hit more than just their finances — it hit their spirits. It was crushing to know because of the economy, their business goals were nearly impossible to achieve. So, in the most difficult year of the recession, Scott and Maria decided to train for a marathon, just so they could have something to work toward.

"To us, a full marathon was a big deal and a huge accomplishment," Scott says. "To be able to train for and successfully do that race — it put a lot of wind in our sails."

After 2011, the Wurtzbacher team hit an upswing. With the help of their coach, Laura Sanano, they made it out of the recession years and started rebuilding their business.

"All that hardship we experienced, Coach Laura was right there," Scott recalls. "She was empathetic and compassionate, but she kept us on track and helped us see the light."

Despite the tough times, Maria and Scott never lost their hunger for growth. Today, they continue to apply the advice of their coach and the strategies taught by Brian Buffini to continually learn new skills in their work and personal lives.

Take public speaking, for example. Maria used to be terrified to address a room full of people. To get out of her comfort zone, she joined her local chapter of Toastmasters, an international public speaking organization. Today, she is the chapter president, helping people



**"All that hardship we experienced, Coach Laura was right there. She was empathetic and compassionate, but she kept us on track and helped us see the light."**

overcome their fear of public speaking, boost their confidence and develop as leaders.

"People come in and they're really scared, and I tell them that I was, too," Maria explains. "I can see both sides, and I can see opportunity for growth."

The learning hasn't stopped there. Inspired by their daughters, Maria and Scott jumped into the pool, got a coach and trained for an adult swim meet.

"We dragged our kids out," Maria laughs. "Normally, we're watching them for hours at practice."

Scott, a former runner, wanted to try swimming because it was easier on the joints. For Maria, diving was both an

activity she had never been able to do and a fear she desired to conquer. They both decided to raise the stakes by entering a competition. Once again, the couple went after an experience intended to push them outside their comfort zones and teach them new skills.

"I'm constantly seeking out how to be a better version of myself," Maria says. "I determine what habits are holding me back, and what I can do to break through to the next level."

The Wurtzbachers' passion for learning and personal development has also caught on with their two daughters, Leilan, 13, and Meryl, 7. Their oldest has attended two Buffini & Company MasterMind Summit events and uses the content frequently. The event doubles as an annual vacation for the family. This year, Maria and Scott organized an ice cream social for all the other attendees who had kids at the event — it was a huge hit.

"We had seven or eight different families come with kids around the same age," Scott says. "Leilan now has Buffini friends, which is the coolest thing."

As they crush their personal goals, Maria and Scott are also crushing it professionally, with a productive team of nine agents and a healthy real estate business. With the help of Coach Laura, they have consistently increased revenue and kept expenses in check while working the Buffini & Company system. They now have a strategy, a plan and a system for running their business and empowering their whole team.

"We figure out the roles that match our strengths and figure out how to delegate what's not in our strengths," Maria says.

As parents, spouses and business partners, Maria and Scott are constantly learning how to improve in all Five Circles — spiritual, family, business, financial and personal. It isn't easy, but they are excited to constantly take it to the next level and tackle new challenges with Coach Laura and Buffini & Company by their side.

"From reading books to journaling to meditation — every year we seem to add something new to the morning routine," Scott says. "I think Buffini & Company has played a huge part in fostering that. We're chipping away and getting rid of bad habits while adding in good ones, and things get better and better."



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**Coach** \ kōch \  
Someone who holds you accountable,  
prepares you for challenges, champions  
you and helps you create success in  
both business and life.





**BY JOE NIEGO**  
*America's Best  
Listing Agent*

In 1994, my sister Terry and I took a once-in-a-lifetime, four-week trip to “the land Down Under.” We explored many of Australia’s breathtaking wonders – from Sydney Harbor to Ayers Rock to the Great Barrier Reef. I have many memories from that trip, but there is one that stands out in particular.

On that trip, we met Walter, a 76-year-old street performer. His claim to fame? Walter hung out on the banks of Sydney Harbor and played a leaf.

Yes, you read that right. It was an actual leaf he manipulated into a musical instrument and could use to play well-known melodies ... perfectly. The crowd went wild for these tunes and showed their appreciation by filling Walter’s hat with Australian dollars. I spoke with Walter after his performance, and in that conversation, I remember thinking he had really figured it out. He got so good at playing this leaf he was actually making a living off it.

“Simply learning what you’re supposed to be doing doesn’t mean you’ll magically improve overnight.”

Now, why has Walter’s story stuck with me all these years?

His slightly odd, yet amazing, story is a testament to the power of exceptional skill. Walter took advantage of his skills, gained notoriety and made a good living doing it. Imagine what you could do if you took advantage of your skills as a real estate agent!

Early in my career, I learned it’s the skills that pay the bills. Follow these steps to help you learn — then earn — your way to the top!

## IDENTIFY KEY FUNDAMENTAL SKILLS

Learn what skills will lead you to the best results. Brian Buffini and I learned a long time ago that, by building relationships,

connecting with clients and fostering a community, we could conduct a steady and thriving business. Figure out what these practices will look like in your business, and create a plan that incorporates them into your routine.

## IMMERSE YOURSELF IN PROFESSIONAL DEVELOPMENT

Find training programs, stay up-to-date on industry headlines and attend networking events. Immerse yourself in professional development opportunities to set yourself apart from the crowded marketplace. Buffini & Company provides several resources, products and services to help you achieve this, one of which is One2One Coaching. Agents who take advantage of Buffini & Company coaching have an interest in learning that also puts more dollars in their pockets. According to the National Association of REALTORS®, the average income for a sales agent in 2018 was \$31,900. Also in 2018, the average income for a Buffini & Company-coached agent was \$358,486. It’s important to engage with professional development, and to go all-in with the organizations who are leading that charge.

## PRACTICE TO PERFECTION

Simply learning what you’re supposed to be doing doesn’t mean you’ll magically improve overnight. Education without implementation is purely entertainment. In order to implement a new skill, you need to repeat it. Need to improve your presence on a call? Practice the dialogues that help you ask for a referral! Do client visits make you anxious? Challenge yourself by getting out there and going after it! The more you do them, the easier they get. When you practice your skills, you get one step closer to mastery — and one step closer to exceeding your income goals.

Whether your goal is to exceed last year’s production numbers or play “Danny Boy” on a leaf, you’ll need exceptional skills to achieve it. Get started today!

# INDUSTRY FACTS & FIGURES

A snapshot of where the real estate market stands in 2020.

## UNITED STATES

Due to lack of construction, new home purchases continue to drop. **Only 13% of homes purchased are new construction** — the lowest rate in years.

Sellers sold their homes for more than the purchase price:

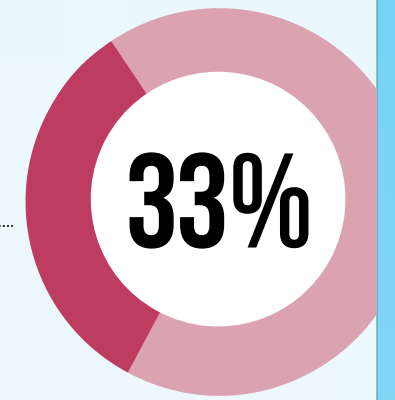


**3 WEEKS**

Median length of time that recently sold homes were on the market

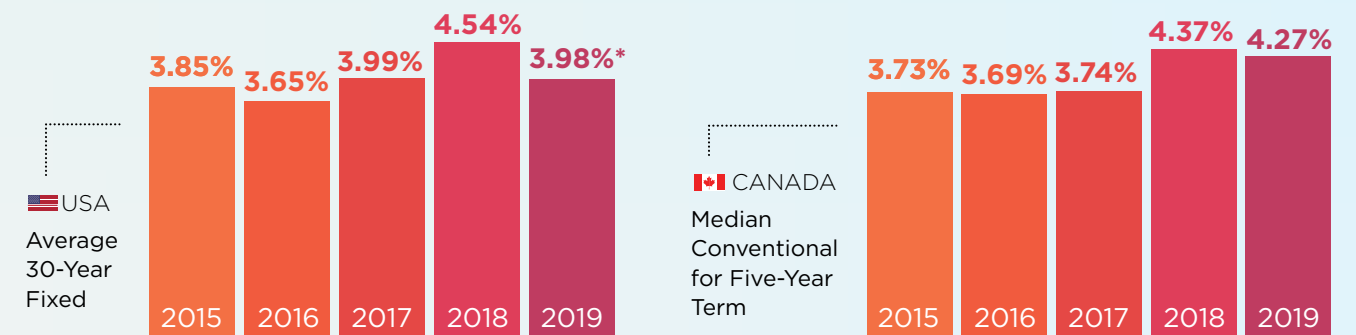
**3.9 MONTHS**

Existing home sales inventory in late 2019

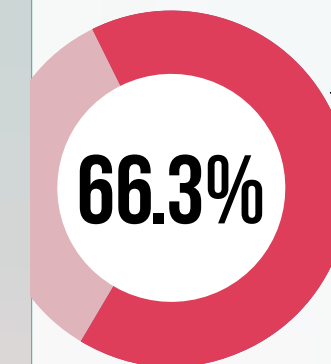


of all buyers are first-time buyers, same as last year

## MORTGAGE RATES\*



## CANADA



Approximate percentage of Canadians that own a home

**4.4 MONTHS**

Existing home sales inventory, the lowest since April 2017

Sales-to-new listings ratio hit

**63.7%**

and is leaning toward a seller’s market nationally

### INVENTORY SNAPSHOT\*

**\$525,125**

Average MLS® Home Price

**196,000**

Number of units starting construction, not yet complete

**463,000**

Projected existing home units sold in 2019

**12.9%**

Increase in number of transactions since October 2018

\*As of October 2019. SOURCES: National Association of REALTORS®, 2019 NAR Profile of Home Buyers and Sellers, Freddie Mac, CMHC, CREA, Trading Economics, Statista, Statistics Canada.



# Power Through Your Plateaus Like a Pro



**BY J'AIME NOWAK**  
*Master Trainer*

It's pretty amazing to work with, learn from or observe someone who is a master of their talent, passion or trade — someone who has devoted the time, energy and effort to becoming the very best. From the outside, the road to mastery appears easy for them, while most find it mysterious and unreachable.

The good news? That road is available to anyone willing to take the journey. The pathway to mastery is far from easy and is rife with hard lessons, small victories, plateaus and challenges. There is no direct route to the top. In fact, most of this pursuit toward mastery is spent on the unpleasant and often mundane plateau.

Plateaus can be absolutely dreadful, but I want to challenge you to look at them through a different lens. There is power in staying the course and pushing through, even though you'd rather give up and try something else. It's what you choose to do at the plateau that creates your next peak! When you've reached a plateau, instead of letting your frustrations or boredom prevail, use these tips to stay focused on mastery.

“We tend to get caught up comparing ourselves to others in the middle of their climb. Don't play the comparison game — it's a complete waste of energy.”

## REMEMBER WHERE YOU STARTED

This is all about perspective. Think about where you began compared to where you are now. We tend to get caught up comparing ourselves to others in the middle of their climb. Don't play the comparison game — it's a complete waste of energy. When you get frustrated and feel like your progress has stalled, understand you have still gained ground. This new plateau is higher than your last, but the solution is still the same — keep moving.

Also, remember to reconnect with your purpose in the moments you feel motivation waning along the journey. This isn't necessarily the same as your ultimate “why.” Instead, it should be the most compelling reason to complete your activities right now. What is driving you at the moment? Perhaps you're helping with a hefty college tuition, funding a comfortable retirement or even planning a big family vacation. Keep your vision alive with inspiring pictures, quotes, books, conversations and podcasts. As you continue to breathe life into your journey, you will stay fired up and moving forward!

## SEEK SUPPORT AND ACCOUNTABILITY

The beautiful part of your journey toward mastery is not having to walk it alone. Isolation is dangerous. Surround yourself with honest, uplifting people. Lean into a community of like-minded, brave souls that are always helping each other. Don't be afraid to invest in yourself and your business by hiring a coach or mentor to provide accountability, especially for those plateaus! Remain open to their objective perspective and allow them to motivate and inspire you. You can also seek out training that helps you build skills and confidence for consistent action. If you haven't taken it yet, *The Pathway to Mastery—Essentials* provides you with all the tools you need to climb to your next level.

**This journey of mastery is filled with hope and the vision of growth.** It's full of twists, turns, waiting and countless disappointments, but remember, nothing lasting and worthwhile comes without perseverance. Whether your path takes you to a plateau, down inside a deep valley or to the tip-top of a glorious peak, remember where you started, keep showing up and don't go it alone. I promise, it'll be worth it. Your journey, your good life, is created by taking that next step forward — we are behind you all the way!

## KEEP SHOWING UP

Always remain present on that plateau. Yes, I mean the one that seems to be getting the better of you that you are absolutely sick of dealing with. Do the best you can with the tools you have, and get to work. There are no real shortcuts on the way to mastery — it's the long game. You truly earn your way to the next peak, and to get there, you have to be willing to endure tough times and trust the process.

Keep an eye on how you're doing by tracking your progress. *Referral Maker CRM* is a great tool that allows real estate agents to digitally track all their achievements in one place. You can also journal along the way, and read it back to gain great perspective. Don't forget to celebrate your victories and every small step forward you take, while also learning from any mistakes and failures. Give your whole self to this learning process. Remember, life rewards courage!

“You truly earn your way to the next peak, and to get there, you have to be willing to endure tough times and trust the process.”





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# COACHES' CORNER

## Is Learning Part of Your Routine?



**BY KELLI KYLE**  
Marketing Writer

“When you stop growing you start dying,” writer and artist William S. Burroughs once said. While this expression may seem extreme at first, it holds quite a bit of truth. When agents get stuck in routines and habits that leave out personal growth, they can feel the effects immediately.

“You can see that their business becomes stagnant,” Buffini & Company Coach Scott Malcolm explains. “Their motivation falls completely off, and they have zero drive or direction.”

Once these clients start reincorporating personal growth into their daily routines, the transformation is like night and day. Clients wake up earlier, find more focus and actively take on business challenges. Coach Scott compares this phenomenon to taking a daily multivitamin.

“You don’t realize it’s working, but those activities are causing you to have more energy and more direction,” Coach Scott says.

This is why the Buffini & Company coaches make personal and professional development a priority. They coach clients to always make room for growth, even though clients may feel they’re too busy.

“As the CEO of your company, you are responsible for giving yourself time to think,” Coach Mimi Throckmorton says. “Having the space to learn and grow requires time and requires creating that space.”

Oftentimes, clients tend to feel guilty taking that personal time. Coach Michael Heater says they need to flip that script — before professionals can build others, they need to build themselves.

“We empower clients to put themselves first so they can fearlessly serve others,” he says. “It’s good for you to take care of yourself first by growing and doing the things that fulfill you.”

So how can a busy real estate agent possibly find time to complete all their lead generation and grow? It’s possible to do both with proper time and priority management, says Coach Mimi.

“Lifelong learning is figuring out, ‘How do I manage myself?’” she says. “On some coaching calls, I help clients list out everything they have to do right now, then we prioritize.”

No matter where agents are with their goals, their Coach always remains

one step ahead. This allows Coaches to effectively guide clients to keep moving when they’re about to crush their current goal.

“When I know they’re getting close to their finish line, I want to ask what the next paradigm shift will be, so I can start pulling them along,” Coach Scott says.

Learning and growth can take on many different forms. To improve their skills, some agents take trainings like The Pathway to Mastery—Essentials. For personal development, Coaches recommend motivational podcasts like The Brian Buffini Show and inspirational events like MasterMind Summit or The Peak Experience. All Buffini & Company Coaches help their clients schedule time for events, trainings and personal growth at the beginning of the year so they are set up for success.

“There’s a clear correlation between the books a client reads, the podcasts they listen to, the time they take to work on themselves and the progress and success they find in their business,” Coach Michael says.

Learning is a non-negotiable when building a thriving business and maintaining a healthy lifestyle. When you are ready to go all-in and become a lifelong learner, get a Coach, stay the course and break through to the next level!

## ONE2ONE COACHING MEMBERS IN ACTION

### Corey Guerrero

RE/MAX Vintage  
Houston, Texas



**Coach:** Mimi Throckmorton  
**One2One Member Since 2014**

#### Favorite Coaching Tip:

Learn to say no! My heart may say yes, but my calendar says no.

#### Biggest Win:

Coach Mimi has helped me to fit my passions, family and business into cohesive goals that focus on what’s most important to me. She has helped me learn strengths in my Heritage Profile to better understand why my approach to a goal or task is or isn’t working, so we can revise and achieve more.

#### Why I Need a Coach:

I need a coach to keep me on track and hold me accountable!

### Rainer Neufeld

RE/MAX Solid Gold Realty (II) Ltd.  
Waterloo, Ontario



**Coach:** Michael Heater  
**One2One Member Since 2016**

#### Favorite Coaching Tip:

Spend five to 10 minutes time blocking and prioritizing a to-do list for the next day while brushing your teeth at night.

#### Biggest Win:

This year, I was able to take the month of August off for a road trip vacation to a beachfront cottage in Prince Edward Island, and bring my whole family! I’m more on track than I’ve ever been and always look forward to reporting my business and personal success to Coach Michael.

#### Why I Need a Coach:

The outside perspective helps me realize the happiest and most effective version of myself, so I can focus on what will make a positive difference in my life.

### Frank Jurado

My Home Group  
Scottsdale, Arizona



**Coach:** Scott Malcolm  
**One2One Member Since 2017**

#### Favorite Coaching Tip:

Tracking is key in helping me understand my progress, maximize my growth and improve my results.

#### Biggest Win:

I’ve found balance in all aspects of my life. I’m now more comfortable taking much-needed vacations with my family. With the right planning, it feels like I’m doing less, but experiencing better results!

#### Why I Need a Coach:

Professional athletes have coaches, so it makes sense for me to have one, too. I need the accountability! If I can’t invest in myself, how can I expect others to invest in me.



# LESSONS FROM THE LEGENDS

## HOW WOULD YOU DESCRIBE YOUR BUSINESS AND LIFE BEFORE COACHING?

Before coaching, my life was filled with chaos. I did not know where the next sale was coming from, and I was reinventing the wheel, figuring out systems to handle my closings and marketing, which took up a lot of my time.

## HOW HAS YOUR BUSINESS CHANGED AS A RESULT OF BUFFINI & COMPANY ONEZONE COACHING?

My Coach helped me focus on those people who were already sold on me and committed to helping my business grow. At the time, many of my connections were looking to hang out, but were not invested in my business. Once I realized that, I kept these folks as great friends, but learned to focus my business efforts and money on current clients and potential referrers — the people most likely to recommend me to friends and family.

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

I always keep up-to-date with the latest real estate news so my clients can rely on my skills. I make sure to



**“Dive into the system, and follow it as consistently as you can. Don’t beat yourself up if you fall off the horse, just get back on and keep going.”**

send my monthly Items of Value on time, and I add in small commentaries about the local market. My social media followers also get fresh content weekly, so I can educate those who are more drawn to news and information that way.

## HOW DOES THE BUFFINI & COMPANY COMMUNITY INFLUENCE YOUR SUCCESS?

I look up to and respect my peers in the Buffini & Company community. My accountability partner helps me stay on top of my goals. I

## LUZ DANIELS

KELLER WILLIAMS DENVER TECH CENTER,  
DENVER, COLORADO

**15**  
YEAR MEMBER

send tons of referrals out to agents who I know will take great care of my connections during and after the transaction. My Coach and the Buffini & Company staff also contribute to my success with resources that can help with all my business needs.

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

I’m finding success in all Five Circles, and I am now striving toward significance. Being a Buffini & Company One2One Coaching Member helped me get out of consumer debt, pay off my house and invest in my business and future. I can take time off with my family and schedule it before any business appointment. It really is a good life!

## WHAT IS ONE PIECE OF ADVICE YOU’D GIVE TO SOMEONE WHO JUST STARTED WORKING BY REFERRAL?

Dive into the system, and follow it as consistently as you can. Don’t beat yourself up if you fall off the horse, just get back on and keep going. This system has helped thousands grow their real estate business, and it can help you. Also remember to ignore the “shiny-object” — it distracts you from what’s truly important.

## KELLEY ARMSTRONG

T&E REALTY,  
BILLINGS, MONTANA

**4**  
YEAR MEMBER

Hearing from our Buffini & Company legends is always a treat, but we also love to keep up with our legends in the making — agents newer in the business who are really starting to shine in the world of Working by Referral. Although their stories are just beginning, with time, these up-and-coming agents will become the legends we learn from.

## WHY DID YOU JOIN ONEZONE COACHING?

I wanted that next step. I wanted the accountability, and I wanted the community. I saw the value in having an advisor solely there to help my business grow. I cultivated a good amount of business prior to adopting the Working by Referral model, but I knew if I wanted it to last and improve, I had to find a way to manage it.

## WHAT WAS YOUR MOST SIGNIFICANT WIN OF THE PAST YEAR?

I paid off all of my credit card debt, as well as a line



**“With Coach Theresa’s knowledge and guidance, I was able to set myself up for a bright financial future, and I’m no longer burying my head in the sand when it comes to talking about money.”**

of credit I had opened right when I was licensed in 2013. At the same time, I put \$30,000 away in savings while paying off that debt. The line of credit has been hanging over my head since

I started, and it was such a wonderful feeling to walk into the bank and pay it in full. Thanks to my coach, Theresa Vavrek, I’ve learned so much about managing my finances this year.

# LEGENDS IN THE MAKING

## HOW DID IT FEEL TO ACHIEVE THIS GOAL?

I had repeated the story in my head that I was “bad with money,” when frankly, I just didn’t know how to manage it properly. With Coach Theresa’s knowledge and guidance, I was able to set myself up for a bright financial future, and I’m no longer burying my head in the sand when it comes to talking about money.

## HOW DID YOUR COACH HELP YOU DURING THAT PROCESS?

Coach Theresa has a very impressive way of being soft, yet firm. She holds my feet to the fire, but is the first one to make sure I’m celebrating my wins. She is always in my corner, rooting for me and helping me discover the tools I need to achieve a balanced life. She lives and breathes the Buffini & Company model and is an invaluable resource for agents like myself.

## ANY ADVICE FOR OTHER AGENTS GETTING STARTED WITH WORKING BY REFERRAL?

Take the jump. Invest in yourself by working with a company that works for you. The growth you’ll achieve will pay for it tenfold.



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# Innovating for Your Next Big Win



**BY JEFF HOOKER**  
*Vice President of  
Products & Technology*

One of the most powerful myths in the world of product development is that great products are the result of doing what your customer asks.

For example, Amazon Founder and CEO Jeff Bezos said in a shareholder letter, “No customer ever asked Amazon to create the Prime membership program.” Yet, Amazon Prime is one of the most valued and successful consumer products the company offers. Henry Ford, one of the world’s most renowned innovators, is famously credited with saying, “If I asked customers what they wanted, they would have said faster horses.” Nevertheless, Henry Ford was at the forefront of automotive innovation, and Ford Motor Company is still one of the most successful automakers in the world.

Still, the greatest innovations didn’t come about in a vacuum void of consumer feedback.

In both of these examples, leadership needed to engage with customers and discern their pain points to understand what needed solving. While these customers did not specifically mention the need for free shipping or a combustion engine, they did most likely desire a faster mode of transportation or the ability to more quickly and affordably receive an online order.

Customers may not know exactly what technology is available to them, but they know better than anyone the problems they face on a day-to-day basis. When innovators listen to these problems, they are able to diagnose the issue, then prescribe solutions in the form of new, innovative products that are inspired by customers.

At Buffini & Company, we are inspired by our customers every day!

This inspiration has pushed us to develop new technology that helps clients embrace the fundamentals and Work by Referral. We’ve recently grown our product development team sixfold to align the quality of our offerings with our philosophy.

When the opportunity presented itself, Buffini & Company did not create a CRM (customer relationship management tool) just to check a box under the tech tools column. We introduced Referral Maker to equip our clients with the fundamentals of our proven Working by Referral system so they may find success more efficiently and effectively.

## HOW WE EMPOWER OUR CLIENTS AND DRIVE INNOVATION

**Ask Customers Questions.** Through web surveys, focus groups and “Lunch and Learns,” we ask about any bumps encountered while Working by Referral.

**Study Consumer Behavior.** We study

consumer data and behaviors to make sure it supports customer feedback.

### Verify With Your Customers.

Reaching out and engaging with our existing and desired customers provides us with essential, real-world perspectives that nurture or refine our emerging concepts and ideas.

...

This customer engagement approach allows us to develop products that are inspired by our customers and true to the fundamentals of a business built to last.

It was in this spirit that Buffini & Company recently unveiled an all-new Referral Maker CRM experience. It’s easy to use across desktop, tablet and phone, and streamlined for improved productivity. Our Members directly inspired these results — and we’re just getting started! Buffini & Company is poised to further empower you with the most capable and simplified goals-to-results technology that will assist you in achieving and sustaining all your business goals.



As a part of our commitment to innovation, Buffini & Company CEO Dermot Buffini hosts “Lunch and Learns” with Members to hear feedback on Referral Maker CRM and other products.



# Trip of a (Good) Lifetime!

**18** Buffini & Company Members.

**6** Cities. **4** Countries. **1,000s** of Photos.

**Countless** Laughs and Memories.

This is a breakdown of the **10-day Danube River cruise** that Buffini & Company community Members embarked on in August 2019. What started as just an idea among colleagues the year before evolved into the trip of a lifetime for these folks and their families.

“Not all of us knew each other, but all of us knew each other’s values, and that sealed the deal,” says Dick Crawford, one of the Members who went on the trip.

There were many high points during the voyage, and here, travelers share their thoughts on this amazing experience and what it meant to them.

On my bucket list for quite some time, this trip became a reality when some pretty incredible friends reached out and said, “Let’s do this!” Deepening relationships within the Buffini community is invaluable — I am very grateful to Mary Vierthaler for making this all happen.

**Ginger Easley**  
*Gardnerville, Nevada*

Not in a million years did I realize that — when I signed up for One2One Coaching — I would make such deep and amazing relationships with outstanding real estate agents from all over North America. The time we spent together was magical, getting to know each other in a way that no one could have predicted!

**Mary Vierthaler**  
*Tucson, Arizona*

What started as an idea of getting a few friends together for a cruise grew into a 33-person European Viking River Cruise with all the bells and whistles. Thank you, Brian Buffini, for creating this family of like-minded people who truly care for one another.

**Gail Higley**  
*Orlando, Florida*

It’s the ‘Butterfly Effect’ in full. Brian Buffini starts a company, and years later more than 30 people spend 10 days together as a family

on the Danube, spreading love and sharing joy! It’s a Good Life.

**Tim Johnson**  
*Seminole, Florida*

The Danube River cruise was the highlight of my summer. The best part by far was the laughter and sharing of this experience within our group. Our culture is unique and very special.

**Pam Duncan**  
*Roswell, Georgia*

I am blessed beyond words to call these amazing people my friends and travel the world with them. That is truly priceless and wouldn’t have been possible without Brian Buffini and Buffini & Company bringing all of us together!

**James Sharp**  
*Plano, Texas*

I had such a splendid time touring Europe with some of the best people I know! This trip epitomizes Living the Good Life.

**Kelly Cort**  
*Petaluma, California*

Getting to share these enriching experiences with other like-minded individuals from across the country allowed me to build friendships and working relationships for life. This is really Living the Good Life.

**Marilyn Cunningham**  
*Groveland, California*

I laughed longer and more often than ever before, got to know different sides of the people who were there and made memories that will last a lifetime. I feel grateful, better educated, humbled and more loving.

**Anita Rich**  
*Los Angeles, California*

This trip to Europe was another example of how being deeply connected transcends the average relationship and brings success, support, exploration, inclusiveness, fun and happiness to a whole new level. Traveling with the ‘It’s a Good Life’ adventurers was a unique and special example of the connectivity and mutual support championed by the Buffini & Company system.

**Tiffany Knep**  
*Sonoma, California*

Being part of Buffini & Company has been one of the best business decisions I have ever made. Being part of the community is one of the biggest rewards one could ever ask for, and this trip was the icing on the cake.

**Lisa Kirshner**  
*Los Angeles, California*

This was a wonderful opportunity to get away from business and have fun getting to know each other on a deeper personal level.

**Janet Baier**  
*Addison, Illinois*

The Good Life travel group could not have been more fun. Great group of people and lifelong friends. Can’t wait for the next trip!

**Stephanie Ahlberg**  
*San Francisco, California*

## States Represented



## Countries Visited





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# A Culture of Training, Starting at the Top



**BY KELLI KYLE**  
Marketing Writer

If you asked the teenage Jim Fite, now President and CEO of Century 21 Judge Fite Company, if he would ever get into real estate, that answer would have been a definitive “no.” As the son of two real estate agents, this fifth-generation Texan never imagined he’d end up in the same profession as his parents.

“I remember at 16 years old, they were talking real estate at dinner, and finally, I got sick of it,” Jim recalls. “I slammed my hand down on the dining table, stood up and said, ‘I’m never going to be a REALTOR®.’”

Just two years later, after realizing college wasn’t his thing, Jim eventually did get into real estate, becoming the youngest person in Texas to do so. However, in exchange for quitting college, Jim had to promise his father, Judge Fite, he would honor two conditions.

“You will sit in a classroom one day a month, and you will read, study and think an hour a day, five days a week for the rest of your life,” Jim recalls.

To this day, he has honored his father’s request to practice lifelong learning, and that has had a tremendous impact on the business Century 21 Judge Fite Company has become. Started by Judge Fite in 1937, the company is now one of the largest real estate brokerages in North Texas. With more than 800 agents, they have built relationships with title and mortgage companies as well. Their commitment to professional development is tough to beat, as every new agent who joins the Judge Fite family is automatically enrolled in The Pathway to Mastery—Essentials training program



from Buffini & Company.

“With that foundation, they learn how to develop business, generate leads, work those leads, give quality service, negotiate for the benefit of the client and ultimately make a friend for life who will give them referrals,” Jim says.

At Century 21 Judge Fite Company, agents have made millions and improved their quality of life simply by adopting the Working by Referral model learned in training. Bill Steddum, the company’s Director of Training, says the power of these programs is apparent for both rookie and veteran agents alike.

“We’ve seen these programs take experienced agents and move them several levels up, and our new agents are able to successfully close business,” Bill says.

Investing in top-of-the-line training has also increased retention at the offices. Agents recognize the leadership team’s commitment to their success, which has made them feel more empowered on the job. Bill explains that by building up individuals and giving them the necessary tools for success, everybody wins.

**“I love the ability to help people achieve goals they didn’t even know they had when they got into our industry.”**

—JIM FITE

“It increases our retention rate, slows down our turnover and provides better service for buyers and sellers, while also increasing the quality of life for our agents,” Bill says.

With an executive team so dedicated to agent success, Judge Fite Company has created a culture of training through the principle of leading by example. Agents are exposed daily to their leader’s message of personal and professional development, and this has inspired them to achieve at the highest levels. For Jim Fite and his team, investing in agent success is an important part of strong leadership.

“Leadership is helping people get to a place that’s better than where they were,” says Jim. “I love the ability to help people achieve goals they didn’t even know they had when they got into our industry. You can achieve whatever you want right here.”

To lead your own office toward success with The Pathway to Mastery—Essentials, visit [buffiniandcompany.com/certified](http://buffiniandcompany.com/certified)



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# GROWING PAINS: Learning from the Tough Times



**BY BEVERLY BUFFINI**  
Co-founder,  
Buffini & Company

Many years ago, we were fortunate to have our good friend Lou Holtz, the former college and professional football coach, speak at MasterMind Summit. Hungry for the practical wisdom Lou was delivering, I took copious notes during his session. The entire presentation was incredibly motivational, but one quote stood out from the rest:

“Nothing on this earth is standing still. It’s either growing or it’s dying. No matter if it’s a tree or a human being.”

This statement profoundly communicates the necessity of a life committed to growth. If we aren’t consciously performing acts that improve our lives from day to day, we are wasting our time. This applies to many areas of life — marriage, business, relationships and, most importantly, ourselves. That’s why personal growth is such an attractive

**“You are 100% in charge of deciding whether you’re going to grow or die from your circumstances — it is your choice.”**

concept. When you grow your character, you also grow your habits, your spirit and your mind.

While we understand that growth is beneficial, it’s not always easy. Sometimes we experience unwanted growing pains. I want to share with you a few ways to move through these “growing pains” — strategies to help you keep learning even during the toughest times — and tell you what you can expect on the other side. It starts with the three P’s of personal growth: Problems, Perspective and Perseverance.

## PROBLEMS

“Everyone goes through adversity in life, but what matters is how you learn from it.” — Lou Holtz

Growth and transformation usually occur through a series of struggles and difficult times. Recently, our twins, who are now both seniors in high school, suffered a very disappointing loss during a league volleyball match. If they had won the match, the post-game discussions would have been filled with positive feedback and smiles. Instead, there were tears of disappointment and discussions about team unity and strategies. This loss, although difficult, exposed more serious problems that would have most likely been overlooked if the match was won.

In 2007, our family experienced a devastating wildfire that destroyed our home and all of our possessions. This incredibly destructive fire produced a

tremendous amount of sadness and loss, and it caused us to push the reset button in our lives. However, even though the flames destroyed our home, our hearts became bonded even stronger than before. This deeper love and appreciation truly symbolized beauty from the ashes.

I have no doubt everyone reading this article has experienced problems that have created a lot of pain. You’ve felt the pressure caused by struggle, conflict or massive disappointment. Maybe you’ve had to deal with physical limitations, oppression, hurt or failure. Remember you are not alone. Even when it feels like you’re barely keeping your head above water or things are entirely out of your control, you must realize this is all part of the growth process. The purpose of adversity is to inspire maturity and growth. You are 100% in charge of deciding whether you’re going to grow or die from your circumstances — it is your choice.

## PERSPECTIVE

“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

Our problems get our attention. What matters is the lens through which you

**“Just like the butterfly’s transformation, personal growth also takes time and involves struggle. These struggles and adversities can be painful, but are often necessary for us to grow and should not be avoided when they occur.”**

view those circumstances. Educator Chuck Swindoll says, “Life is 10% what happens to me and 90% how I react to it.”

Brian and I are going into our 30th year of marriage. I’m an African American girl who grew up in the South on an Air Force base. Brian is an Irishman from the Southside of Dublin — a painter’s son. When we first met, it was like speaking two different languages. We ate different foods. He liked talking (a lot), and I was shy. As you can probably imagine, we had many differences. But, in the celebration of those differences, we found our joy and made each other laugh — we still do to this day.

In our world today, differences are

often criticized and polarized. Instead of celebrating political differences, people aim to tear each other apart. Spiritually, people feel they can’t have discussions about their faith. This is happening in our homes and with society as a whole.

These problems can be resolved through perspective and the process of acknowledging and celebrating differences. In order to grow, you must avoid getting frustrated with the differences around you. Try celebrating the individuality of your peers, rather than tearing them down. When you accomplish this, you go from growing alone to growing together with the people around you.

## PERSEVERANCE

“You aren’t going to find anybody that’s going to be successful without making a sacrifice and without perseverance.” — Lou Holtz

Perseverance, according to Webster’s New World College Dictionary, means to continue in a course of action in the face of difficulty. When you persevere and persist despite your circumstances, you develop character. You will experience a struggle, but with that struggle comes tremendous growth. There’s a familiar story that illustrates this point. It’s about a gardener who was observing a butterfly struggling to break out of its cocoon. The gardener watches with amazement as the delicate creature violently struggles to escape the space in a period of time that seems like an eternity. He gets concerned and even distraught over the butterfly’s struggle, so he decides to help the insect by prying open the cocoon. Although his intentions were pure, the gardener did not realize that this struggle was a part of the butterfly’s transformation. During that time, the insect’s wings were forming and strengthening. Because the gardener cut the process short, the butterfly was unable to fly.

...

Just like the butterfly’s transformation, personal growth also takes time and involves struggle. These struggles and adversities can be painful, but are often necessary for us to grow and should not be avoided when they occur. When we check our perspective and persevere through those problems, we will experience a good life that bears much fruit. You can. You will. Believe!



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### Gina Carter

Fort Worth, Texas

**What I Got:** Buffini & Company t-shirt, MasterMind 2019 shirt, Ancora Imparo cap, It's a Good Life t-shirt

**Why I Love It:** I love wearing my swag, because it lets other Buffini & Company Members know I'm part of the tribe. It also welcomes people who are curious about the company to ask questions. I'm proud to be a fan of a company that is so impactful. I've seen firsthand how the Buffini & Company world can change lives, so I'm passionate about spreading the word. The classic blue shirt makes me feel like a legit Buffini & Company fan — it even makes me feel like I work for the company. I wore it the first day I facilitated The Pathway to Mastery—Essentials, and the people that knew me laughed because they know about my love of the company. The ones that didn't laugh probably thought I worked for Buffini & Company!

# Show Us Your Swag!

At the 2019 MasterMind Summit, more than 3,500 fired-up attendees perused the racks and shelves of the Buffini & Company Pop-up Shop, a mini boutique featuring exclusive Buffini & Company gear. There were mugs, t-shirts, sweaters and even golf balls to keep the Good Life top of mind at the office, on the green, out on a hike — anywhere, really. Check out how some members of our Buffini & Company community flaunted their favorite pieces from the shop at MasterMind Summit!



### Nell Schroer

Savannah, Georgia

**What I Got:** Buffini & Company Nike® Cap

**Why I Love It:** Buffini gives life to my business. I love sharing that with others!



### Mary Nacarato

Toronto, Ontario

**What I Got:** Ancora Imparo Cap

**Why I Love It:** I'm proud to rep Buffini & Company because I believe in what they teach. Authenticity and integrity are two words that come to mind when I think of Buffini & Company, and I'm so proud to be a small piece of it. We are always learning, no matter what. Some days you win, some days you learn.

### Jeremy Caleb Johnson

Virginia Beach, Virginia

**What I Got:** It's a Good Life t-shirt

**Why I Love It:** I'm proud to be part of a community that shares the same values I do, both personally and professionally.



### Chris Reece

Chandler, Arizona

**What I Got:** The Brian Buffini Show podcast coffee mug

**Why I Love It:** Buffini & Company has truly changed

the trajectory of my family. My business is exploding through Working by Referral. I was lucky to have a mentor start me on that path as soon as I started in real estate five years ago.

**Want even more Buffini Swag?** Catch the Pop-up Shop at all 10 Buffini & Company Master Class events this year for your chance to purchase all-new 2020 merchandise! Remember to use the hashtag #BuffiniSwag when posting pictures of your swag.





**Tim Crews**  
Fredericksburg, Virginia

As a pastor, husband, father and REALTOR®, I'm always seeking ways to work smarter, not harder. I always joke with colleagues who are seeking advice on how to launch a successful real estate career that the first thing they should do is get [Referral Maker PRO] "delivered to their front door." As someone who wants to achieve a lot in life, I often find myself looking for the results immediately, and what I love about Buffini & Company Referral Maker PRO is that it provides me with a system to plant seeds and reap them at just the right time. For instance, my executive assistant and I just received a buyer referral for \$330,000 from a past client, simply because we provided them incredible customer service when they bought their home with us last year. They also mentioned they've been receiving my Items of Value in the mail, monthly emails and handwritten personal notes from my Referral Maker PRO kit, which kept me at the top of their mind. There is no magic pill, just implementing the system week after week! I'm grateful for this company's training, models and systems.

## Members Share What They Have Learned



**BY KELLI KYLE**  
Marketing Writer

From MasterMind Summit to The Pathway to Mastery—Essentials, Buffini & Company is committed to creating content that will help you reach your next big breakthrough in business and life. Whether you are trying to increase production or boost your motivation, we aim to provide you with a suite of helpful tools that make it easy. We've got your back every step of the way! Here is what some of our Members have to say about the Buffini community and the resources they use to constantly learn, improve and grow.

**Belia Martinez**  
Pleasanton, California

I use several Buffini & Company resources to grow myself and my business. The Brian Buffini Show podcast keeps me motivated and inspired, while also outlining a specific plan of action where necessary. My Coach provides accountability and a road map to meet my



goals. I also attend as many conferences as possible, like The Peak Experience

and MasterMind Summit, and I have completed The Pathway to Mastery—Essentials training program. This magazine is another great resource I read to keep up with what's new and upcoming. I would highly recommend other real estate professionals take advantage of all the Buffini & Company resources to improve in business and life.



**Malinda Ennis**  
Indianapolis, Indiana

It's very motivating for me to have a Coach who challenges me effectively. She encourages me to celebrate successes, and avoid focusing on what I have not completed. Multitasking with The Brian Buffini Show podcast during exercise helps me focus on my priorities and self-acceptance! I've also tapped into the power of hosting client events and using Referral Maker CRM to stay focused on my short-term goals while I press toward the long-term ones.



**Sabbor Sheikh**  
Somerville, Massachusetts

I tap into fellow One2One Coaching Members and Members of the Buffini & Company community. The Peak Experience is an amazing event, and I recommend everyone plan on attending — the power of the Buffini & Company community will make more sense! I often tap into my Heritage Profile with my Coach

to see if I'm getting in my own way (which is usually the case). For me, W.I.N. ("What's Important Now") goal sheets are critical. Lastly, The Brian Buffini Show podcast is a must-subscribe. Currently, my favorite episodes are parts one and two of Principles from the Greatest Salesman. Check them out!



**Garrett Maroon**  
Newport News, Virginia

I tap into all of the different Buffini & Company offerings on my journey — The Brian Buffini Show podcast, events, etc. Still, truthfully, the most important resource is my coach. Coach Barbara has been my biggest support and resource for the past four years. I started with Coach Barbara when my business was still in the red, and — within one year — I went from 24 sales to 50 sales and saw my profits increase 200%, all from Working by Referral! If you don't have a coach, sign up for one and experience your own tremendous growth.

**Charlotte Harrill**  
Bowling Green, Kentucky

My Coach is my top resource, as she is always pushing me to think about what's next and giving me the tools to overcome my challenges — no stagnation allowed! I love the cards as well, because they remind me to send my notes and complete the current month's lead generation activities. Buffini & Company Members on our



team also make the experience wonderful. They are amazing resources, full of inspiration and wisdom.



**Laura Brennan**  
Guelph, Ontario

After years of focusing on new home sales, my Coach helped me shift my focus toward building my own business. With that guidance, I started using Referral

Maker CRM, making daily calls, writing notes, delivering Pop-Bys and hosting client parties. I even hired an assistant! Most importantly, I have more positive energy for family, friends and volunteering. In five short months, I learned to adapt to this system and maximize my efforts. I have doubled my commission and, for the first time, even attended MasterMind Summit in San Diego. By developing these new skills and implementing this system, I feel like I am on my way to Living the Good Life!



**Melinda Chamberlin**  
Cleveland, Ohio

I love the Buffini system, as it is aligned with my own values and allows me to lean into my strengths, which are very relational. The Heritage Profile has really helped me understand both my strengths and weaknesses, and how to best utilize my gifts while working the system. Referral Maker CRM keeps me organized as I manage my database and track activities and results. I listen to The Brian Buffini Show podcast in my car throughout the day and it inspires me and is uplifting for both my attitude and mindset. I am so grateful I get to spend time with the amazing Buffini community at events like MasterMind Summit and The Peak Experience. I also have been leaning into One2One Coaching since 2005, which has given me support and wisdom on my journey to achieve my goals!



# TOP 10 SIGNS

## You're a Buffini Member

What started as a Facebook post in the Buffini & Company Members Group turned into an iconic thread, with more than 100 comments detailing the ways in which Buffini Members stand out from the crowd. Here are our favorites:

**1 Pop-By items** cover your kitchen table, roll around in your back seat and stay top of mind on every shopping trip — and your family is completely unphased by it.



**2 Employees and shoppers at Costco know you by name ...** especially the people that bake pies around Thanksgiving.



**3 Asking for referrals is second nature.** You've reminded people on planes, your local coffee shop barista and even your kids' teachers that you're "never too busy" for their referrals!



**4 The Brian Buffini Show podcast is the first thing that comes on** when you get in the car ... on the treadmill ... into the office ...



**5 You've sent a Buffini & Company notecard for every occasion.**



**6 You could win an Olympic medal for the amount of personal notes you've written.** Literally everywhere you go, you write a note — dentist waiting rooms, long flights, oil changes ...



**7 You have Buffini & Company connections from all over North America,** and everyone knows it!



**8 Professional and personal growth seminars are a part of your routine,** and the main reason you've racked up so many travel points. MasterMind Summit has even doubled as your family vacation!



**9 You wish everyone you met already had a Heritage Profile** (and you've definitely already arranged one for your spouse).



**10 The Buffini & Company mission and values are a family affair!** The kids, grandkids, spouses and even extended family are all hooked on impacting and improving more lives.



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# REDEFINING the INCROWD



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|  |   |   |   |
|--|---|---|---|
| Personalized One2One Coaching Sessions       | ✓ |   |   |
| Personal Heritage Profile™                   | ✓ |   |   |
| Business Analysis                            | ✓ |   |   |
| Like-Minded Peers in Group Coaching Sessions |   | ✓ |   |
| Online Training & Resources                  | ✓ | ✓ | ✓ |
| Weekly Training Podcasts                     | ✓ | ✓ | ✓ |
| Buffini & Company Magazine                   | ✓ | ✓ | ✓ |
| Help Desk Support                            | ✓ | ✓ | ✓ |

## Professional Marketing Tools

|                                |   |   |   |
|--------------------------------|---|---|---|
| Monthly Marketing Kit          | ✓ | ✓ | ✓ |
| Referral Maker® CRM            | ✓ | ✓ | ✓ |
| eReport Emails                 | ✓ | ✓ | ✓ |
| Additional Marketing Materials | ✓ | ✓ | ✓ |

## Live Events & Networking

|   |   |   |   |
|---|---|---|---|
| Attend Buffini & Company Master Class™ <b>FREE</b>          | ✓ |   |   |
| Attend Buffini & Company Master Class at a discounted price |   | ✓ | ✓ |
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