



# Developing a Foundation for Success

in Today's Real Estate Market



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# Are You Ready for the Rebound?

As we head into summer, this year has certainly delivered more challenges than any other. While this summer may be slower than most in recent memory, there will be a rebound, and according to David Stevens, CEO at Mountain Lake Consulting and former CEO of the Mortgage Bankers Association, it should happen quickly. Will you be ready for the rebound?



# Today's Real Estate Market at a Glance

Understanding the market is an essential part of any real estate business strategy. Before COVID-19 hit, the economy was strong and the housing market was solid. The biggest concern was a lack of inventory.

## A Recovering Economy

- Experts predict GDP will decrease 18% in Q2 of 2020, but increase 11% in Q3.
- The downward economic trend will stop when people go back to work. David Stevens says, "It won't be back to where it was, but we're going to see immediate pop back."

## The Housing Market is Solid



Inventory is still tight, so price downturns should be minor.



Interest rates are at historic lows, making mortgages more affordable.



Pent-up demand is predicted to hit late 2020 and throughout 2021.



Millennials who have delayed their buying decisions may be ready to jump in if their jobs are secure.

*"There's nothing to suggest just because we are hit with this pause button that automatically things will come apart."*

*- Dr. Lawrence Yun, NAR Chief Economist and Senior VP of Research*



# Success Begins With Quality Lead Generation

Leads are the heartbeat and the life line of your business. You must constantly and consistently focus your work time and energy on filling your pipeline with quality leads.

## **Working By Referral is the Ultimate Lead Generation Strategy**

- ✓ Work with your ideal client — the people you actually enjoy!
- ✓ Provide excellent service before, during and after a transaction, so your clients become walking-talking billboards for your business.
- ✓ Invest in relationships with your best, and referrals will follow.

## **Give, Ask, Receive**

When you give to others, people want to give back but most don't know how. Show clients how they can send you referrals, and most are going to get on board immediately. It's a win-win!

**The Buffini & Company Working by Referral lead generation system offers a “buffet” of lead generation activities, so it's fairly easy to find a few that produce great results for agents based on their personalities and work styles.**



# Invest in a **Real Estate CRM**

Get a real estate CRM proven to help boost your business and achieve income goals. Buffini & Company Referral Maker® CRM is perfect for agents Working by Referral.

## **This System Provides:**

- ✓ Customized action steps based on your income goals.
- ✓ Upfront to-do list to help you win each day.
- ✓ Ability to create targeted email marketing campaigns.
- ✓ Built-in productivity tools.
- ✓ Detailed tracking for lead generation.
- ✓ Reliable software for a seamless user experience.

**Your real estate CRM will hold your database and help you run your business, so make sure to choose your system carefully! Referral Maker® CRM is a great place to start.**



# Establish Your Business Network

Build business-to-business marketing into your strategy so you can send them referrals, and vice versa.

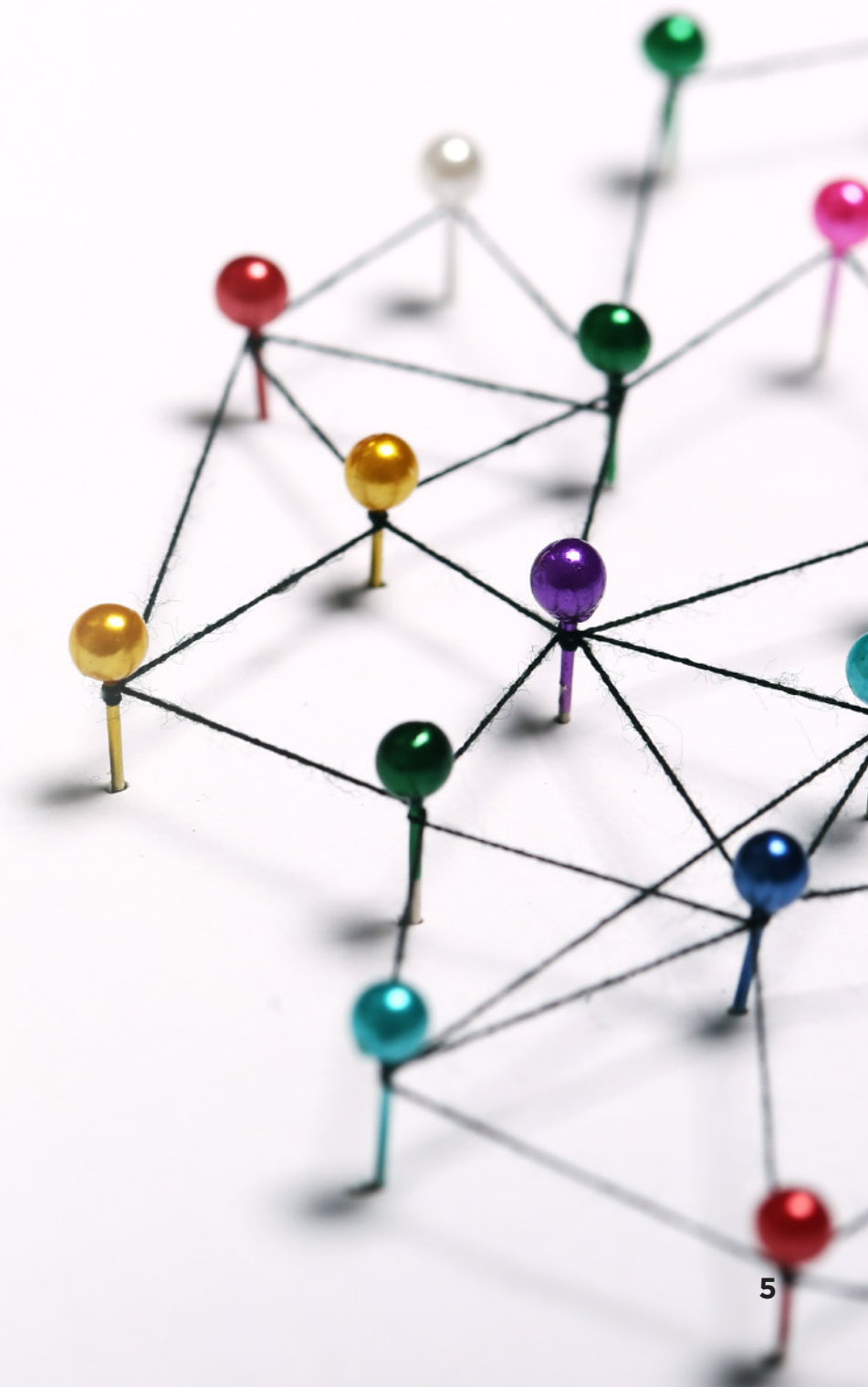
## Nurture Your B2B Network

- ✓ Mortgage professionals
- ✓ Contractors
- ✓ Accountants
- ✓ Electricians
- ✓ Home inspectors
- ✓ Landscapers
- ✓ Bankers
- ✓ Attorneys

Enter these contacts into your real estate CRM and provide them with valuable and informative marketing materials to sustain the relationship outside of business transactions.

## New to the Business?

Start getting to know other business owners through networking groups like the local Chamber of Commerce, Business Network International (BNI) and other professional groups. Find one or two new professionals to connect with at each meeting and invite them to coffee or lunch to deepen the relationship.



# Provide Relationships **With Value**

Your real estate marketing strategy should put clients first and keep you front and center.

## Your Monthly Plan Should Include:



### Items of Value

An informative marketing piece providing clients with helpful information on topics like tax prep, buyer and seller tips, time management and more. Aim to mail at least one per month to your best people, and one emailed value-add to others in your database per month.



### Personal Notes

When is the last time you received a card or personal note in the mail? You probably know who sent it to you and why. Writing personal notes to those in your database is a perfect way to stand out in a crowded marketplace. Not sure what to write? Keep it simple. Just let them know you are thinking of them, and wanted to reach out and offer your assistance.



### Pop-By Idea

Safely deliver or mail a small, useful gift to your clients each month to let them you are there to help with their real estate needs. From a packet of hot cocoa in the winter to lemonade mix in the summer, plan it out so you can be prepared monthly.



### Reason to Call

Check in with your clients and let them know you're there for them! Follow up about the monthly item of value or check in to see if they got the pop-by gift you delivered. Write down a reason to call your database for each month.

**Referral Maker® PRO can take your real estate marketing plan to the next level with monthly notecards, items of value and countless other benefits for a value-add marketing and lead generation strategy.**

# Build a Business That Lasts

Real estate legend Brian Buffini tells us that principles don't change — tactics do. Successful real estate agents utilize timeless principles to attack their business plan with a budget, written goals and a daily focus on lead generation.



## Set Goals

Setting short-, mid- and long-term goals are instrumental to build a business that is resilient. Take time to write out where you want your business to go, then plan how you will get there.



## Seek Accountability

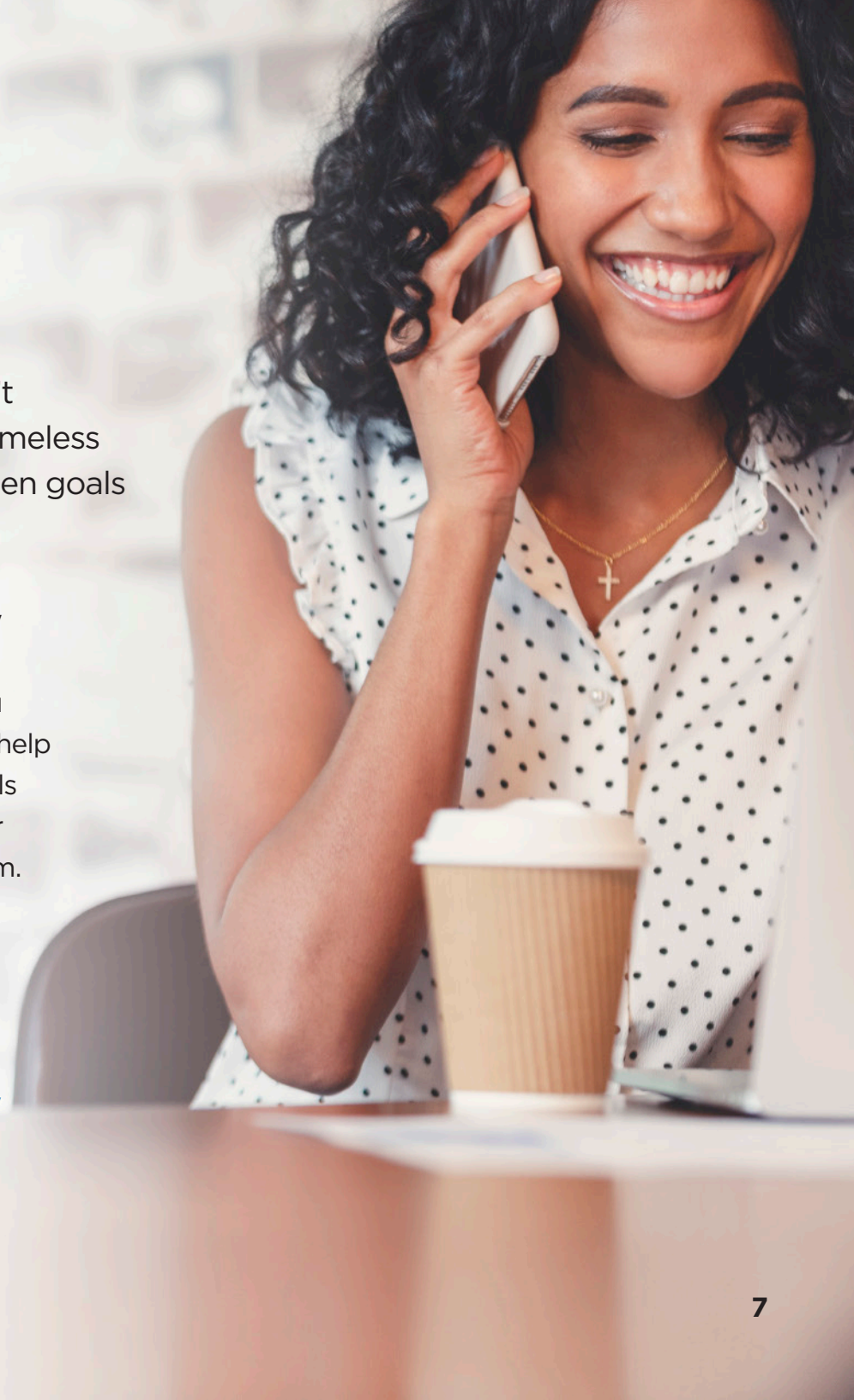
Look to a real estate coach or mentor to guide you on your journey. They should help you realize and plan your goals and not be afraid to hold your feet to the fire to achieve them.



## Feed Your Mind

Consume positive and motivational media that contributes to a successful mindset. The Brian Buffini Show podcast is a great tool for learning sound business strategies and committing to personal growth.

**Buffini & Company One2One Coaching provides you with a real estate coach who will work with your personality to get your business on track and encourage growth in your personal and professional life!**





# Get a Business Consultation Today!

Examine your business and see what tools or systems you need to get on the right track for the rest of the year.

Buffini & Company offers several services to help you build a strong foundation so you can take your business to the next level. From real estate coaching to lead generation programs to agent training, Buffini & Company can help any professional reach new heights.

**Sign up for your free business consultation today to see what Buffini & Company can do for you!**  
**Schedule yours at:**  
**[www.buffiniandcompany.com/bc](http://www.buffiniandcompany.com/bc).**

