

The Best System for

Building Your Business

The best way to create a solid business is through a solid system — this ensures your production is consistent, intentional and plentiful. Here are five keys of an extraordinary business system to incorporate into your own plan.

1

MOTIVATION

- Set time to get fired up about your business!
- Attend networking events and workshops.
- Create and maintain a positive mindset with motivational books and podcasts.

2

SKILL BUILDING

- Include at least one to two hours of professional development per week.
- Invest in a vetted training program.
- Always search for ways to improve.

3

RELATIONAL MARKETING

- Implement a marketing strategy that focuses on relationships.
- Make calls, write notes and deliver small gifts of appreciation to your clients.
- Send out monthly marketing flyers and emails that add value to your database.

4

TRACKING TOOLS

- Use a real estate CRM to organize your database based on relationships.
- Track all calls, notes and visits to your clients.
- Review your progress regularly.

5

ACCOUNTABILITY

- Get a real estate coach to keep you on track.
- Make them your trusted advisor.
- Listen to what they have to say and implement it!



THE SECRET SAUCE: REFERRALS!

The secret to any great business is referrals. An extraordinary business system sets you up to earn consistent referrals by building relationships with clients and providing exceptional service. When you Work By Referral, you'll never need to worry about where you'll find that next lead.

LEARN THIS SYSTEM!

Check out **The Pathway to Mastery®—Essentials**, an innovative training course on the referral-based lead generation system that will transform the way you do business.

Buffini & Company Members* have complimentary access to take this course on-demand in their Training Center.

Not a member? Get the course: buffiniandcompany.com/pathway or call 1-800-945-3485 x2 to learn more about Membership.



*includes Referral Maker® PRO, Group Coaching, One2One™ and Team Coaching™ Members