

Buffini & Company **100 Days to Greatness™**

Buffini & Company introduces the most significant training tool the real estate industry has ever seen. This program is a dynamic, step-by-step curriculum designed to teach the fundamentals of lead-generation by referral. Incorporating training from Brian and role-plays on digital video, this comprehensive program was developed to build a foundation for creating a business that will consistently generate a steady stream of high-quality referrals.

Whether you are new to the business or looking for a proven solution to help your business thrive, you should consider taking this course. The market is flooded with choices for lead-generation and marketing programs, but Buffini & Company 100 Days to Greatness is much more than that. It will teach you how to develop a thriving business by building strong relationships and providing excellent customer service.

Why should I join the Buffini & Company 100 Days to Greatness Program?

You will learn:

- How to take your database of existing relationships and create advocates that will accelerate your business
- How to proactively add new relationships to your database
- How to build relationships with customers based on trust
- How to turn traditional lead-generation activities like “floor time” and “open houses” into highly effective tools for building business
- Practical selling skills such as how to present the benefit of your services to buyers and sellers
- Specific, proven dialogs to help you build relationships and close more sales
- A sequence of success plan following the first 100 days that includes:
 - Brian Buffini’s Referral System™
 - 2-day Turning Point Retreat™
 - ClubNet™ membership with accountability coaching

What do I get?

Each student will receive a Buffini & Company 100 Days to Greatness kit including:

- Monthly Items of Value (3 month supply)
- Personal Notes (3 month supply)
- Web access for tracking
- Audio CDs of dialogs
- A Success Tracker
- Brochures—*10 Deadly Mistakes Homebuyers Make*
- Student workbook

Am I eligible?

An agent can complete Buffini & Company 100 Days to Greatness if they are licensed and working in an office with a Buffini & Company Certified Mentor.

Solutions Achievement Success



Training Programs

Brian Buffini built a very successful real estate office by developing a system to generate continuous referred leads.

He dedicated himself to providing his clients with value and always exceeding their expectations. This philosophy formed the core of Brian Buffini's Referral System™ - a new way of doing business based on trust, competence, and character.

Buffini & Company now provides the real estate, lending and service industry professional with proven, business-building training solutions.

We are uniquely positioned to provide you with all the systems and tools you need.



Buffini & Company Certified Mentor™ School

Over the past few years, the real estate industry has seen dramatic growth in the number of new agents entering the business. Many of these agents fail, however, because they lack a plan, direction, or support. To succeed, agents need a defined plan for developing and generating referred leads. *Do you provide that?*

Buffini & Company 100 Days to Greatness is a video-based training program that provides agents with the specific direction and tools they need to build a successful real estate business – by referral!

To teach this program, you must attend Mentor School. This 2-day course provides you with Mentor Certification and an annual license to teach this incredible tool to the agents in your office.

Why become a Certified Mentor?

- You will be equipped to offer valuable training - a powerful benefit that will attract agents who want to be part of an office that provides a proven system and tools
- You can offer agents direction and support - those with a plan are more likely to be successful and stay
- You will learn dynamic leadership skills, recruitment and retention strategies and progressive office culture solutions

What do I get?

At the completion of Mentor School, you will leave with:

- An annual license to train Buffini & Company 100 Days to Greatness to agents affiliated with you in up to four offices
- Designation as a Buffini & Company Certified Mentor
- Complete set of videos featuring training from Brian Buffini
- Intensive classroom instruction and roleplays that prepare you to facilitate the Mentoring process
- Mentor Workbook: A Facilitator's Guide
- Complete set of videos featuring training from Brian Buffini on the referral system that made him successful
- Weekly e-mail tips and encouragement for you and your students
- Website access with a Mentor Bulletin Board
- Activity Tracker - chart student progress during their journey
- Access to a Buffini & Company Mentor Advisor - a resource to assist you if you have questions or comments

Am I eligible?

- Must be a Broker, Owner, Trainer or Manager
- Must be able to dedicate 2 hours per week to hold agents accountable
- Must be able to effectively facilitate a small group of 5-10

As a Broker/Manager you are constantly looking to recruit to your office, but remember... once agents are onboard, they'll need training. This is your opportunity to provide that with minimal investment of time and money.



Classes are filled on a first come, first served basis.
To register, or for additional information, please call 800 945 3485.



www.buffiniandcompany.com