



BUFFINI & COMPANY

REFERRALMAKER | CRM

Your Business. Organized. Profitable. Predictable.

The CRM Trusted by
Real Estate Pros.



**BUFFINI
& COMPANY**



Do What You Love. Let the System Handle the Rest.

Stay organized, focused, and productive with Referral Maker® CRM — the simple, powerful platform designed around the proven Work by Referral™ system.

Whether you're just getting started or scaling a growing team, Referral Maker CRM helps you build a predictable, relationship-based business that thrives.

- ✓ Personalized dashboard tied to your income goals
- ✓ Built-in calendar, to-do list, and follow-up reminders
- ✓ Goal tracking and business planning made easy
- ✓ Lead generation that feels natural — not forced

Powered by the Work by Referral™ System



Referral Maker® CRM isn't just a productivity tool — it's the engine behind a proven plan.

It gives you structure, clarity, and daily focus so you can take consistent action, build stronger relationships, and generate a predictable stream of referrals.

- ✓ **Plan your day** around your income goals
- ✓ **Focus** on your top relationships
- ✓ **Track** the activities that matter most
- ✓ **Stay accountable** and in control of your business

It's not just a CRM. It's a referral-building machine.

Add Video Messaging*

powered by  BombBomb

\$29/month USD
\$34/month CAD

*Watch your business grow with this personal touch. This add-on is available to all levels of Membership.



Lead Generation in the Palm of Your Hand

Stay connected anywhere, anytime with our intuitive mobile app.

- ✓ Access your database, calendar, and daily plan on the go
- ✓ Make calls, send messages, or record videos directly from the app
- ✓ Map-based features show you who's nearby for easy Pop-Bys
- ✓ Keep your outreach consistent — no matter where you are



A System That Builds Predictable Referrals

The Work by Referral™ system uses consistent, relationship-driven outreach to generate high-quality leads. Referral Maker CRM helps you track and execute the key activities that build trust — and keep your pipeline full.

- ✓ Make meaningful client calls
- ✓ Send handwritten notes and Pop-Bys
- ✓ Deliver value with direct mail, email, video, and eReports
- ✓ Use targeted dialogues to spark conversations that lead to business
- ✓ Stay top of mind without ever feeling salesy

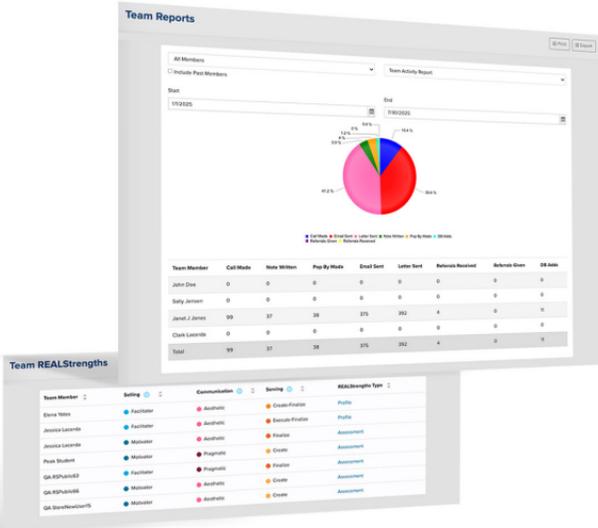
It's not about chasing leads. It's about building a business that attracts them.

*This is a sample of tasks that appear on your personal dashboard.

Referral Maker[®] CRM for Teams

Unlock powerful insights and accountability across your entire team.

- ✓ One-click visibility into sales, pipeline, and productivity
- ✓ Track how leads are assigned, followed up on, and converted
- ✓ Get real-time data and reporting on team activity and results
- ✓ Empower your agents to stay focused and perform at a higher level





Trusted by Agents Who Work by Referral

"Referral Maker® CRM is so easy to use. It shows what interactions I've had with clients and suggests interactions if I haven't touched base with them in a while."

- Yolanda Kruger, Weed, CA

"Referral Maker CRM tells you everything you need to do to be successful in your business! The simplest CRM and in a real sense, 'relationship management' system."

- Robert Contreras, Port Orchard, WA

"I use Referral Maker CRM daily. It's my go-to every single day to see what I need to do, who I need to contact and where I'm at in terms of active, closed and pending sales. It's also where I gauge what other referrals, I can take on at that point."

- Elizabeth Davidson, Tualatin, OR



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REFERRALMAKER | CRM

**Run your business
with intention.
Lead with value.
Build predictable
success.**

Get a
30-Day
Free Trial

1-800-945-3485 x2
buffini.com/crm