

A photograph of a road with a yellow arrow pointing forward, overlaid with a red stamp that says "MID-YEAR UPDATE". The background shows a road with a guardrail and trees under a bright sky.

MID-YEAR UPDATE

**BRIAN
BUFFINI'S BOLD
PREDICTIONS**

USER'S GUIDE

BOLD PREDICTIONS FOR **EXTRAORDINARY** RESULTS

This user's guide will review highlights and applications of **Brian Buffini's Bold Predictions: Mid-Year Update** to help you build and maintain an extraordinary business.



THE TAKEAWAYS

- High levels of employment, low mortgage rates and optimistic economic outlooks are increasing demand for real estate.
- Leadership changes at major real estate companies and the impact of capital have caused disruption in the industry.
- Lower housing inventory and an increased number of agents in the field have created a competitive market, which coincides with the threat of lower commission rates.

According to the world's most influential business leaders, proper systems and training are critical to future success.



GREAT SERVICE MATTERS MORE THAN EVER

- Investment in real estate tech companies in 2017 was **\$12 billion** — 400 times more than 2010.
- Digital iBuyer services only made up 0.2% of the market in 2018, emphasizing the **power of a real estate agent** in the age of technology.
- Despite their deep connection with tech, Gen X and Millennials show the highest levels of **consumer loyalty** toward businesses with **strong customer service**.



YOUR NEXT STEPS

*Take Your Business to
New Heights*



STEP 1

BE AN EXTRAORDINARY RESOURCE

Today's customer is sophisticated, educated, tech savvy and anxious. However, they need you more than ever. You need to:

- Understand their needs and consumer patterns.
- Brush up on your real estate skills to make the transaction as smooth as possible for your clients.
- Establish yourself as a trusted source for all of their real estate needs.

“Advertising is the price you pay for not being extraordinary.”

— Andy Andrews





STEP 2

BUILD MEANINGFUL RELATIONSHIPS

Technology will come and go, but relationships remain consistent:

- Invest in resources to build relationships with current and past clients.
- Check-in regularly with your database. Instead of a text or email, try a phone call or personal note to stand out.
- Invite your strongest business relationships to breakfast or lunch, and host appreciation parties for your top referrers.

“Highly skilled, relationship-focused pros will make a fortune.”

— Brian Buffini

STEP 3

FOCUS ON THE FUNDAMENTALS

To achieve success, you must go back to the roots of your craft:

- Invest in training programs that review the fundamentals of an exceptional real estate business.
- Practice real estate the right way to maximize your earning potential.
- Get a coach to help you reconnect with the basics of a strong business and provide accountability.

“The solution for productivity is training, systems and motivation.”

— Warren Buffett



SOLUTIONS TO STAND OUT

Reconnect with the fundamentals and kick your business into high gear with these two solutions from Buffini & Company:

The Pathway to Mastery—Essentials™

Master the fundamentals to become extraordinary. The Pathway to Mastery—Essentials, the first in a three-part series, takes a deep-dive into the fundamentals of real estate. This 8-week course plunges into lead generation, working with buyers and sellers, negotiation tactics and how to build a future-proof business plan.

One2One Coaching™

Get a blueprint for success as you work toward the extraordinary with a Buffini & Company Coach. Our world-class business coaches are expert accountability partners who will help you discover your strengths and gifts and turn them into action items for your business.

Learn more about The Pathway to Mastery and One2One Coaching at www.buffiniandcompany.com.

