Hi [Manager Name],

I would like to attend **Brian Buffini’s Success Tour™** in [insert city, state]on [insert date] this year. Every year, Buffini & Company provides leading training to real estate professionals. During this two-day event, I will learn proven strategies to increase my production. Speakers Brian Buffini, Joe Niego, Dave McGhee and J’aime Nowak, along with the guest speaker at this location only, [guest speaker name], will share their real-world experience and provide tips and tools to help identify our greatest opportunities.

**Top 5 Benefits of Attending**

1. **Find Real Solutions to Our Top Challenges.** With eight powerful sessions over two days, I’ll be able to learn systems to help me develop a predictable income stream, become more organized, get focused, and meet my goals. I will learn what’s going on in the industry, find out what strategies my peers are implementing and discover how they are tackling similar issues we are facing. In short, I’ll learn new strategies and solutions to solve some of our biggest challenges.

2. **Meet and Learn From Industry Experts.** Success Tour speakers are at the forefront of the real estate industry. They’ve sold real estate and will share what they’ve learned, based on real experience, something not all speakers in the industry can offer. The guest speaker will also provide inspiration and motivation, something we can never get too much of!

3. **Networking.** This is anenormous part of this event; the community aspect is huge! Coming together with top earners in the industry and getting tips from them—what they are doing, or not doing—provides invaluable learning opportunities. I’ll make new connections with peers to exchange ideas and referrals.

4. **Stay Relevant.** In order to stay relevant, we have to know how the latest trends will affect our industry and also what strategies to put in place when trends change. During the live Q&A session, we have the opportunity to ask questions like this to a panel of speakers who have a combined 80+ years of real estate experience.

5. **Inspire Our Team.** It’s not just about my personal development. I’ll take what I learn at the Success Tour and share it with the team—they provide a workbook that serves as an action plan once I leave the event, which I’d be happy to share. By successfully using what I learn at the Success Tour, I’ll help us improve [insert organization’s name] bottom line! Here’s a [link](https://www.buffiniandcompany.com/events/2018-success-tour/#agendaDay1) to the agenda so you can see what sessions I’ll be attending.

I’m anticipating it will cost [insert cost] to attend this event. This investment includes event registration, transportation, hotel, and meals. This estimate assumes that I am able to register while Early Bird Pricing is still available—I would save $100 on the event registration.

I hope you see the value in me attending this event. Thank you for your consideration.

Sincerely,

[Your Name]