

THE SECRETS

Brian Buffini's Team Is Using to Win in This Tough Market

FROM THE DESK OF **BRIAN BUFFINI**

"Right now, good agents are struggling. Not because they lack talent — but because they lack a system. These are the exact secrets my top clients are using to generate listings, create referrals, and grow revenue... even in this shifting market."

SECRET #1

They Focus on People, Not Panic



What most agents do:

Chase online leads. Burn out. Blame the market.



What Buffini agents do:

They slow down to speed up. They work the system.

Here's how they focus their energy:

- ✓ They generate consistent lead flow (instead of random hustle)
- ✓ They focus on providing world-class customer service
- ✓ They've eliminated burnout by working intentionally

Winning agents constantly cultivate their database to create a flowing pipeline of warm leads.

SECRET #2

They Lock in on Daily Contacts

The move: They make 5 meaningful connections every single day — no excuses.

The formula:

- ✓ Segment their database: A+, A, B, C
- ✓ Use their CRM as a mission control center
- ✓ Contact 5 people daily — calls, texts, notes, videos, or Pop-Bys
- ✓ Post on social media with purpose, not pressure
- ✓ Use AI and tech to support, not replace, the human touch

Discipline beats drama. These agents don't "wing it" — they block time every day to connect.

SECRET #3

They Show Radical Care

What clients remember isn't marketing — **it's meaning.**

Top Buffini agents:

- ✓ Write 3 personal notes per day
- ✓ Deliver "Pop-Bys" — small gifts with big impact
- ✓ Follow up 30, 60, and 90 days after closing
- ✓ Offer a digital concierge of local vendors and resources
- ✓ Celebrate birthdays, anniversaries, and life moments

People need to know you care... they need to feel seen.

SECRET #4

They Build a Loyal Tribe

There are no "past clients." These agents build a community.

They:

- ✓ Host client events — BBQs, happy hours, movie nights
- ✓ Run private Facebook groups or email newsletters
- ✓ Publicly thank and reward referrers (with permission)
- ✓ Ask for referrals the right way: "Who do you know that needs a great agent — someone you trust to take care of them?"
- ✓ Share client stories and make them heroes in their business

They don't just sell homes — they create connection.

SECRET #5

They Jumpstart Momentum in Just 7 Days

The challenge that changes everything:

Buffini agents start with 7 days of intentional action.

DAY	HIGH-IMPACT ACTION PLAN
1	Call 5 people, write 3 notes, do a Pop-By
2	Post a valuable tip, build your concierge guide
3	Check in with past clients, post in your group
4	Plan your next client party
5	Ask 1 client for a referral, thank a top client
6	Do another Pop-By, post something personal
7	Personally thank your 10 best clients

Seven days builds momentum. Ninety days builds a business.

FINAL SECRET

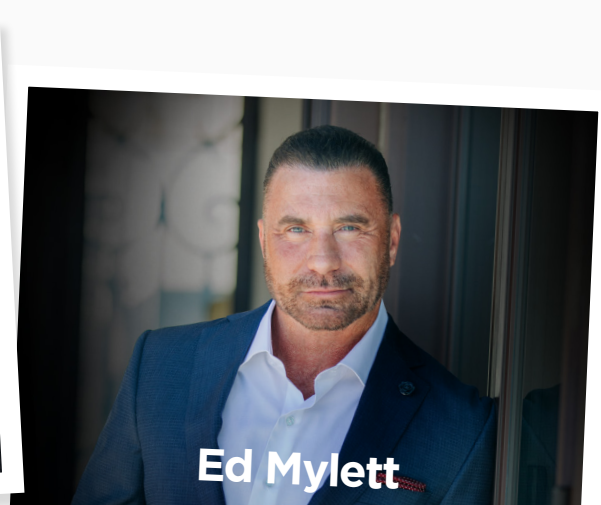
They Don't Go It Alone

"You already know most of this... but are you doing it? And are you doing it consistently?"

That's why we created the industry's best virtual event, **Buffini Coaching Live**, where we'll show you how to apply these exact strategies to create a business that thrives now and in the future.

WANT IN?

Secure your virtual seat now — use code **SPRING40** to save 40% on your ticket price before it's gone!



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