

## **A recession is a terrible thing to waste**

By Brian Buffini, *Chairman/Founder, Buffini & Company*

When I first joined the real estate business in San Diego over 20 years ago, the traditional lead-generation methods of cold-calling, door-knocking, etc. didn't seem to fit with my personal philosophy on how to treat people. Working in the family business in Ireland, we relied on referred business and the work had to speak for itself. At the end of each day, my grandfather would inspect the jobsite and ask the golden question: "Can you put your name to that?" If you couldn't, you had to do it over. It seemed to me that working in the real estate business should have the very same goal; to exceed customer's expectations in such a way that they exceeded yours and sent you business.

This approach ultimately helped me become one of the top Realtors in the U.S. I was able to generate 30-40 referrals a month because I took this philosophy and systemized it to provide first-class service and value to my core clients.

I founded Buffini & Company to share these principles with others and we've seen tremendous success over the past 13 years within our Coaching and training programs. In the U.S our clients earn seven times that of the typical NAR Member and the thousands of Canadian agents we serve are set to exceed the incredible success of their U.S. counterparts.

Working by Referral is our area of expertise and we believe that without a system, you are simply *waiting* for word of mouth business. You can actually create the situation where you are 'finding' business; not 'waiting' for it. Here's a quick look at how you can achieve this:

- Build - Gather the names of all those you know, including past clients
- Sort - Prioritize this database and consistently communicate with those who refer you most
  - "A's" - most likely to refer you
  - "B's" - would refer you, if asked and shown how
  - "C's" - might refer you in the future

- “D’s” - names to be deleted from your database - it’s good to get rid of a headache, so do this up front!
- Qualify - Using targeted dialogs, continually prune and refine this database to determine who is willing to do business with and refer you

You don’t need to market to everyone; just the most responsive. Over and over the system has been proven because it is based on principles that stem from the heart of sales: relationships. Becoming the trusted advisor to your clients means you are the one to remind them that this is a great time to buy.

A recession is a terrible thing to waste. Housing affordability is the best it has been in decades, interest rates are low and there is plenty of inventory. 6000 of our Members who enrolled in our ‘Blitz’ lead-generation program in January averaged \$41K in commissions in just 90 days. Buyers may be scared right now but help them get off the fence with facts and figures. Let your sellers know that it’s no time to wait for a hike in interest rates that might mean a missed opportunity. Yes prices are down but there are lots of choice, less competition, first time buyers are still looking to get into a home and investors are looking for a deal.

Don’t let this recession go to waste.

## About Buffini & Company

Now the number-one training and coaching company in North America, Buffini & Company equips real estate, lending, and service industry professionals with tools to dramatically increase business while living a balanced life. Today, thousands of real estate, lending, and service professionals across North America are implementing Brian Buffini's Referral Systems – earning seven times the NAR national average income along the way. Visit [www.buffiniandcompany.com](http://www.buffiniandcompany.com)