

The RE/MAX Coaching Hall of Fame

The RE/MAX Satellite Network's popular coaching series is back for a 7th year in 2010! An average of more than 7,500 Associates and guests view each of the monthly broadcasts, which offer the type of top-notch business coaching that is revolutionizing the real estate industry. This high-energy series of programs represents the best of RSN. Every speaker provides at least one concept that you can put into action the next day to improve your life or your business!



Howard Brinton

A regular on RSN and at RE/MAX gatherings, Brinton has a high-energy speaking style that blends humor and solid content into a supremely entertaining package. He has interviewed more than 300 top-producing agents - many of whom have appeared on RSN's STAR POWER Exchange series.



Brian Buffini

After immigrating to the United States from Ireland in 1986, Buffini quickly became a multimillion-dollar producer in San Diego by concentrating on referrals. Now, agents who follow the Brian Buffini Referral System experience an average increase of 70 percent in their net income in the first year.



Richard Robbins

A longtime presence in the Canadian real estate industry, Robbins built an outstanding career while rarely working more than 45 hours a week. He has been a personal coach for CEOs and presidents of million-dollar corporations. He's regarded as an expert on sustained high performance.



Judy LaDeur

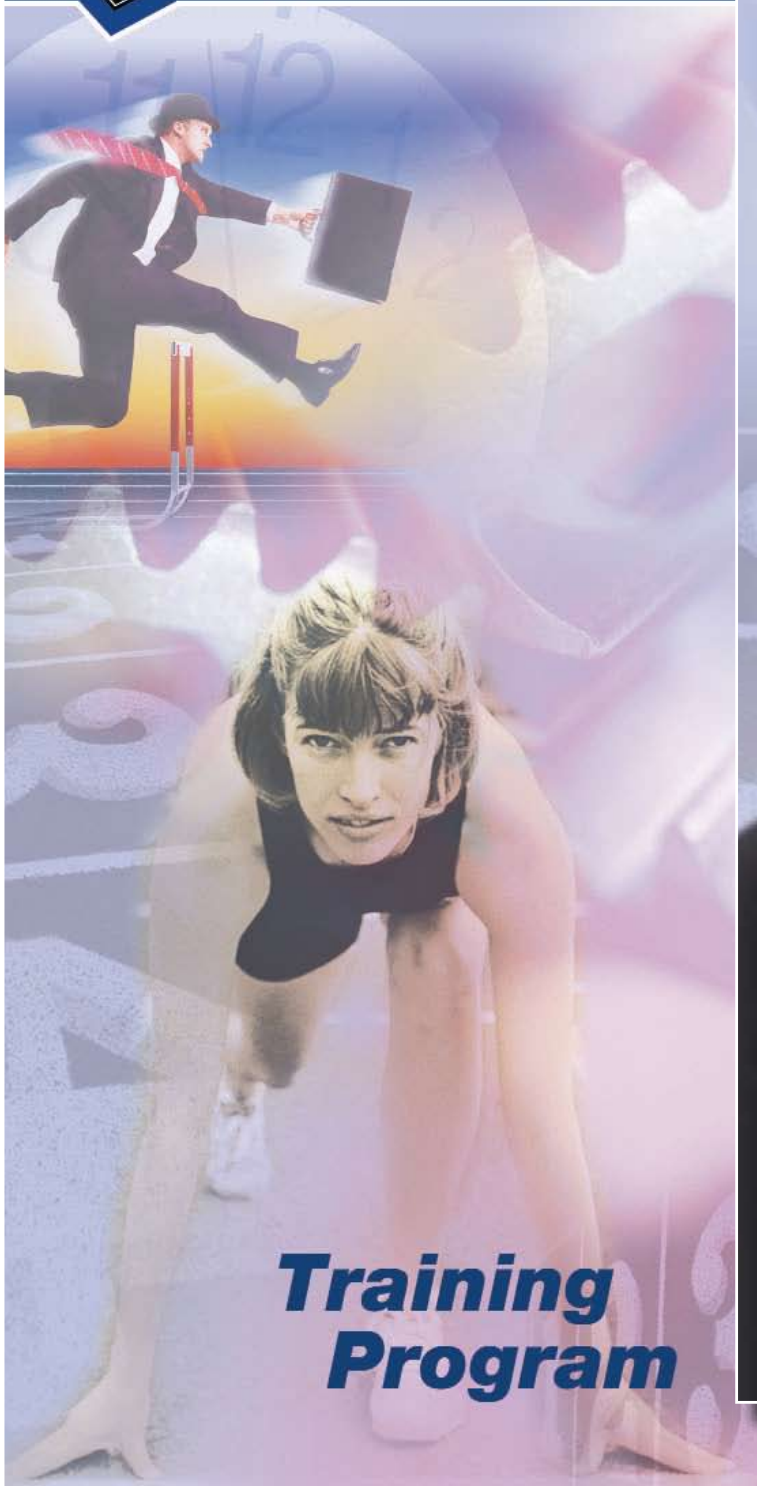
... a long time RE/MAX favourite! Judy has worked with hundreds of RE/MAX Brokers & Associates during her career. She began her real estate career in 1975. In 1982, after a successful sales career, Judy joined the management team, where she developed her own recruiting and training systems. Don't miss her dynamic presentations!



BRIAN BUFFINI'S



100 Days to **Greatness™**



Training Program

100 Days to Greatness™

is Brian Buffini's new agent training program. Featuring a dynamic, step-by-step curriculum, it teaches the fundamentals of lead generation. 100 Days to Greatness will help you produce a consistent stream of high-quality referrals.

Incorporating training from Brian with video role-play of agents in sales situations, this self-facilitated series will help you kick-start your business. It is designed for both new agents and those seeking to improve productivity.



Past Performance Is No Guarantee of Future Success, But What Else Can You Go By?

Minimum of 1 closed sale and 2 pending transactions in the first 100 Days.

Program Overview

Week 1 (5 Modules)

Fundamentals of Brian Buffini's Referral Systems™ will be covered in the first 5 days of training. Trainees will be given daily action steps to generate leads. They will have a workbook that captures key points.

The following topics will be covered:

- ◆ Importance of 100 Days (creating a sense of urgency)
- ◆ Working by Referral – An Overview
- ◆ Building a Database
- ◆ Lead Generation
- ◆ Primetime Presentations (Dynamic Dialogs)
- ◆ Working the System

Weeks 2-14

Completing specific action steps will keep agents on track to building a referral-based business.

- ◆ Implement weekly activity plan
- ◆ Track activity and results
- ◆ Brian on DVD will delve deeper into the systems covered in the first 5 modules
- ◆ A proctor will review and sign off on the activities completed each week

Brian Buffini's 100 Days to Greatness is an outstanding program for real estate associates at all levels of experience. For beginners seeking a solid foundation and that "path to success" and for veteran agents looking to take their careers to new and higher levels of production, Brian Buffini provides solid, useable and proven techniques for greatness in the real estate business. Unquestionably, this is a course I recommend for the serious and career-minded real estate agent. – Dave Liniger



Features

- Five 90-minute video segments with specific action steps assigned each day.
- Step-by-step program on how to generate leads quickly and consistently.
- Course materials, including dynamic marketing tools and supplies for 100 days.
- An intense course in the fundamentals of doing business by referral, including specific dialogs and interactive role plays on:
 - ◆ Open House strategies for lead generation
 - ◆ Making floor time work for you
 - ◆ How to do a listing presentation
 - ◆ How to convert a seller call
 - ◆ How to grow your database
 - ◆ Working with a buyer
 - ◆ Working with a seller
 - ◆ How to market to your database

Training Components

- 100 Days to Greatness video with specific training by Brian Buffini (includes Role-play scenarios).
- Student Workbook (fill-in-the-blank).
- Brian Buffini's Lead Generation kit (3 month supply of marketing materials).
- Success Tracker (resource guide and activity tracker).
- 2 training CDs with dialogs by Brian Buffini and Joe Niego.



Ultimate Agent

Four Weeks to Ultimate Success!



Today's market presents challenges and opportunities for most agents in the business. For experienced agents like you, it provides a unique opportunity to expand market share like never before!

This accelerated, targeted training was created specifically for RE/MAX by Brian Buffini, one of the industry's most respected and results-oriented coaches.

If you're earning between \$100,000 and \$500,000 annually, and you're ready to break through the \$500,000 ceiling, invest just a few hours a week for four weeks and watch your productivity soar.

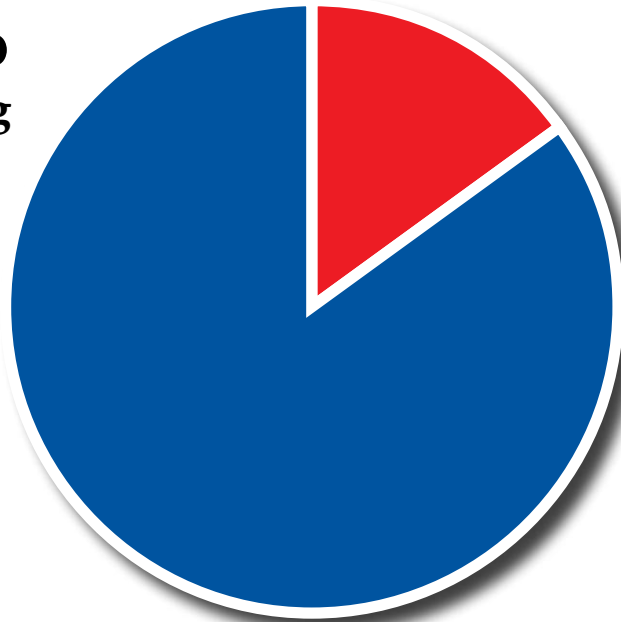
ULTIMATE AGENT: Designed to make Top Agents even more Successful!

RE/MAX Little Oak will be launching Buffini's Ultimate Agent – 4 week training program. Sign up today!



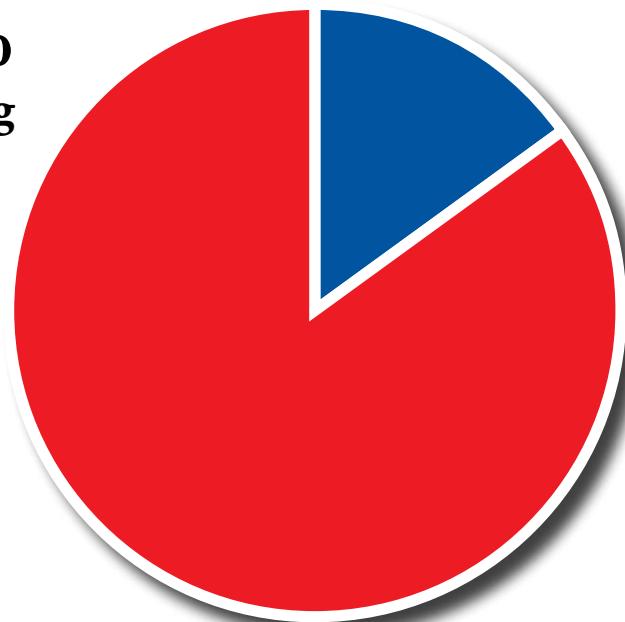
Training Models

85%
Technical Training



15%
Sales Training

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Sales Training



15%
Technical Training

