



Buffini & Company's Blitz: Launch Your Year

What is the Blitz?

- Comprised of three productivity sprints throughout the year, The Blitz is the largest coordinated lead-generation program in the history of the real estate business

How many Blitz programs will there be each year?

- There will be three Blitz programs:
 - The Blitz: Launch Your Year (75 days) (January 16 – March 31)
 - The Blitz: Summertime Surge (45 days) (June – July)
 - The Blitz: Finish Strong (60 days) (October – December)

What is Buffini & Company's Blitz: Launch Your Year?

- Buffini & Company's Blitz: Launch Your Year is a 10-week (75-day), activity-based, lead-generation program
- The Blitz: Launch Your Year is designed to create a boost in production during the first quarter of the year

When can I participate in The Blitz: Launch Your Year?

- The Blitz: Launch Your Year runs January 16 through March 31, 2017 (Prep Week starts January 16, 2017)
- Registration is open through February 28, 2017
- If you register between January 16 and February 28, 2017, you will pick up with the current week's content and have access to previous daily/weekly content at your own pace

Who can participate?

- This program is designed for real estate agents and producing brokers

What's included?

- Weekly instructional emails
- Access to Blitz Central, which includes:
 - Weekly video training
 - Daily action steps to generate leads
 - Resources: dialogues, tips, tools, Pop-By tags, Marketing Flyers, bonus video training, and more
 - Tracking on Blitz Central (or use Referral Maker® CRM)
 - If you're not a Buffini & Company Member yet, you will have access to Referral Maker® CRM for the duration of the program, starting immediately upon registration until May 19



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- A Blitz booklet, which will be mailed upon registration. Blitz booklet material can also be found on Blitz Central, so you can get Blitzing without it

What's a Blitz booklet?

- A Blitz booklet is a field guide for Blitz Central. There is power and value in writing things down, so the Blitz booklet supplements Blitz Central in a non-digital format

How does the program work?

- Each week, you will watch short training videos online, complete daily action steps that are assigned in Blitz Central, and track your activities (on Blitz Central or through Referral Maker® CRM)

How will I know when a new module is ready?

- Each week, you will receive an email notification with instructions to follow

What results can I expect to see if I participate in all three Blitz programs?

- Buffini & Company's Blitz is designed to help you close 1 extra transaction per month in 2017
- You'll generate 40% of your yearly leads by March 31
- Participants will produce immediate results with an action plan built by industry experts, Brian Buffini & Joe Niego
- Earn \$121,776 in additional commissions in 2017

How much does it cost to participate?

- Free for One2One Coaching™, Group Coaching and Referral Maker® PRO Members
- \$199 for Referral Maker® CRM Members (one-time fee, which will incur on top of your CRM dues)
- \$299 for Non-Members (one-time fee)
- There is no special pricing available for Peak Producers® students (current or past) or Mentors/Facilitators

How do I register?

- You can register online at buffiniandcompany.com/blitz
- Registration closes February 28
 - If you register between January 16 and February 28, 2017, you will pick up with the current week's content and have access to previous daily/weekly content at your own pace
 - Questions about your registration? Call 800-945-3485 x 4

Do I become a Member when I sign up for Buffini & Company's Blitz?



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- No, but you will have Referral Maker® CRM access and access to program materials on Blitz Central for the duration of the program

What happens after I register?

- You will receive a confirmation email with details
- If you're not already a Member, you will have access to Referral Maker® CRM right away and you'll receive emails to help you get set up
- Each week of the program, you will receive an email notification with instructions to follow
- You will receive a Blitz booklet if you haven't already received one

How is this program different from Peak Producers®?

- Buffini & Company's Blitz is pure lead generation, whereas Peak Producers® teaches you how to run all aspects of your business
- After you complete Peak Producers® training, you can take Buffini & Company's Blitz to stay on track

How can I share this program with my friends and colleagues?

- Invite them to visit buffiniandcompany.com/blitz to sign up
- At the bottom buffiniandcompany.com/blitz, there's a link: "Love The Blitz? Let People Know" – click the link for flyers, an email template and more
- Call us at 800-945-3485 x4 with your referral's name and number and we'll follow up with them
- Have your referrals call 800-945-3485 x4

How is it different from past Blitz programs?

- There are more robust video training sessions with Brian Buffini & Joe Niego, including real-world application
- Updated activities will be assigned