



Buffini Referral Network FAQs

1. What is the Buffini Referral Network?

The Buffini Referral Network (BRN) is a significant upgrade to the Referral Directory, and the result of years of research aimed to provide a highly secure and easy method for licensed real estate agents to refer out-of-area clients. Members of the BRN are the “best of the best” performing agents.

2. Who can access the network?

The BRN is a benefit to all levels of Buffini & Company membership, including One2One Coaching, Group Coaching, Referral Maker PRO, and Referral Maker CRM members. To use the BRN, members must be licensed real estate agents or brokers.

3. Is there an additional cost for using the network?

No, using the network is included in the current membership fee, there is no initial fee.

4. What are the benefits of using the network?

There are numerous benefits to using the BRN, including:

- Access to agents who are trained and coached by Buffini & Company nationwide. These are like-minded agents committed to world-class service, expert negotiations, and effective and efficient communication.
- 100% coverage in the USA.
- The opportunity to create a national ranking.
- The ability to greatly increase income from referrals.
- Exclusive access to marketing materials designed to promote you as part of a national network of the “best of the best”.
- Customized training for using the BRN to generate and receive referrals nationwide, with opportunities to expand your business.

5. Why is the Referral Directory being retired?

The BRN is a better system on every level. It is powered by highly advanced technology, is totally secure, and gives you complete visibility into the progress of your referrals from beginning to end via a customized dashboard. Plus, unlike the Referral Directory, the BRN is supported by a staff of 90+ people dedicated to seeing a referral through closing.

6. If I live in Canada, can I be a part of the network?

Yes. The BRN is available to all members who are licensed real estate agents or brokers. Canadian members may send referrals to the USA. However, at this time the BRN does not allow referrals to be sent outside the USA, so referrals to Canada will use our newly created “concierge service” where referrals will be matched personally by Buffini & Company. For referrals needing an agent outside the USA, members may call 800-945-3485, ext. 3333 and Buffini & Company will take it from there.

7. Can referrals be submitted from someone who is not a licensed real estate agent?

Not through the BRN. Referrals from non-licensed real estate agents can only be submitted via our newly created “concierge service” where referrals are matched personally by Buffini & Company by calling 800-945-3485, ext. 3333.

8. How do I access the BRN?

The network can be accessed via the Members Area and Referral Maker CRM.

9. What is the Referral Fee?

The referral fee is 30% paid by the receiving agent via the BRN.

10. What cost is the referral fee covering?

20% of the fee goes to the referring agent, 10% goes to the BRN.

11. What does the 10% to the BRN cover?

There are costs associated with the network – R&D, support, promotion, technology platform, to name a few. This portion of the referral fee goes to support these costs, which includes 90+ dedicated people who support the network.

12. Is it important to complete my profile?

Absolutely. Having a polished, full-bodied profile in the network is highly recommended. The profile information is used to distinguish you as a possible match for incoming referrals. Keeping a profile up to date is extremely important. Your profile lets you “sell” your strengths and professionalism to both the referring agent and the prospective client.

13. Who sees my profile?

Your profile is the very first thing seen by prospective clients and the referring agent.

14. What criteria is used to be selected to receive a referral?

The algorithm used to select agents for receiving a referral is based on location, price points, response time, performance, and additional criteria set by the sending agent, for example if they specified they only want agents from a certain company.

15. Are algorithms the only tool used to match referrals to agents?

Algorithms are used in the initial match, but a deeper quality-control check is also performed by the network service team before the pairing is finalized.

16. How will I know if I get a referral?

You will receive an email and/or text message with information about any incoming referral, you can also check the “Incoming” tab on the network Dashboard.

17. How will I be able to follow up on a referral I submitted?

After submitting a referral, you will receive periodic alerts from the network or, to get the most up to date information, you can click the “Outgoing” tab on the network Dashboard.

18. When will the Buffini Referral Network service team reach out to a referral?

The network service team will reach out immediately. “New Referral” submissions are their top priority.

19. What does it mean when a referral gets rejected?

Referrals would be rejected if they do not “pass qualification”. The reasons they would not pass qualification would be either:

- a) The service team spoke with the client and the client said, “I do not want this service” or,

b) The service team could not connect with the client over the phone or the information is bad (the phone number is disconnected; the client does not live at the indicated address, and so on).

20. How many agents get matched to a referral?

The three top agents will be matched to the referral.

21. Are all agents in the network members of Buffini & Company?

The BRN includes all Buffini & Company members who activate this membership feature, as well as Referral Exchange's top producing agents. Buffini & Company agents are given priority to all referrals within a selected area, and only when there is not a Buffini & Company agent in the specified area will a Referral Exchange agent be offered.

22. Does the referring agent get to see the matched agents?

Yes, the referring agent will receive an email with the profile of the three selected agents, just as the client does.

23. What if the referral backs out before they get matched with an agent?

If a referral backs out of the process at any time, even before selecting an agent to work with, their status will be changed to "archived" meaning they are no longer an active client with a potential to close.

24. What if an agent does not want to work with a referral?

Agents have the ability to decline any incoming referral.

25. Who can update a transaction status?

The status of a transaction can be changed by the agent working with a client, but all status changes are vetted and verified by the network service team.

26. If there is a status change, will the referring agent be notified?

Yes, the referring agent will receive alerts anytime a status changes, and the "Outgoing" tab will continually be updated with accurate information throughout the transaction.

27. Can agents message each other?

Yes. Agents can message each other from within the network, as well as request status updates from them.

28. Once the referral closes, how long does it take to be paid?

Once a transaction closes, the agent who closed has up to 14 days after the closing date to send a check to the BRN. Once received by the network, the referring agent can expect their 20% check within five business days.