

# Jack of all Trades:

Master the Ones That Will  
**Grow Your Business.**

As a real estate agent, you know that you are so much more than an expert in narrating neighborhoods as you drive potential buyers around town. Top-performing agents take on many roles and can shift gears on a dime.

Not only are you the CEO, CFO and COO of your business, you work with buyers and sellers that expect an expert in business and negotiation, a creative genius that has cost-effective interior design and landscaping ideas, a trusted advisor, a friend, a rolodex, a therapist and more.



# Business Operations

Business Operations is a broad term that includes the core requirements to operate a business, like funding, equipment, office space and systems to keep you connected and organized.

As a real estate agent, you are also tasked with transaction management from start to finish that often includes hundreds of pages of contracts and escrow documents, multiple inspection reports, repair estimates and contingencies.



If it feels like you don't have the right resources to effectively manage your business, a professional coach can help you to understand your abilities and help you leverage your talents to know what you should focus on and what you can outsource.

# World-Class Client Care

World-Class Client Care is a requirement of any successful business. Whether you represent buyers or sellers, there are no shortage of challenges that come with your unique role.

It's no surprise to have a negotiation that is complicated by emotions, personalities, family feuds, staging emergencies or natural disasters. However, top-producing agents must cultivate their patience, empathy and compassion to keep their clients supported before, during and after each transaction.



**We all need a neutral, positive ally who can help us sort through the issues and develop an effective “go-forward” strategy. Coaching can help you do that and be more productive and profitable.**

# Marketing and Lead Generation

You know what they say, “When you stop growing, you start dying.” Your business can’t grow if no one knows who you are. That’s why you spend time earning trust and cultivating relationships to grow your referrals.

Maybe you make your own marketing materials and mail them or drop them off with your clients. Perhaps you run digital campaigns that include email and social media stories that curate your day-to-day activities and build brand awareness and get new followers.



Save time and market yourself effectively using world-class marketing materials designed to complement a proven system that combines the latest technology with professionally designed marketing pieces. All of this and more are included with a One2One Coaching membership.

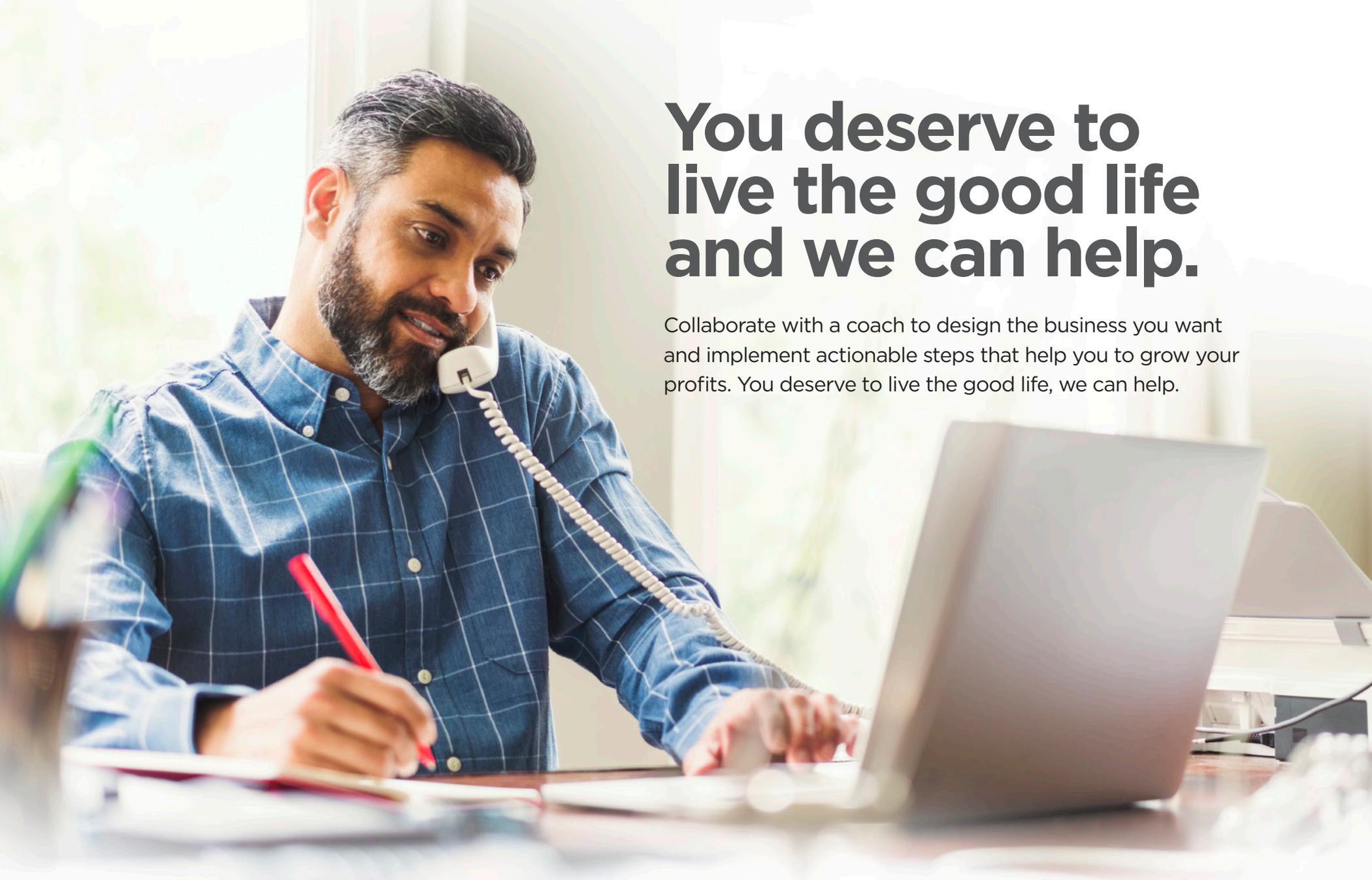
# Time Management

It takes a lot of work to be a top producer. Even when you love what you do, it can take a toll on the rest of your life. No one can do it all and have sustained success.

Working one-to-one with a business coach will help you to prioritize your time so that you are crushing the roles that inspire you and outsourcing the tasks that eat up your day. By using tools such as the Heritage Profile to understand your unique talents, skills and communication style, you'll collaborate to set an action plan to maximize your business.

A man with a beard, wearing a blue blazer over a grey t-shirt, is looking down at a tablet computer. The background is a bright, out-of-focus office or home setting. A large red arrow-shaped callout box is positioned on the right side of the image, pointing towards the man. The callout box contains text. A silver chain and ring are visible at the top of the callout box, suggesting it is hanging from above.

Not only will working with a personal coach dramatically enhance both your professional and personal life, it will make every day more satisfying and make the good life sustainable.



# You deserve to live the good life and we can help.

Collaborate with a coach to design the business you want and implement actionable steps that help you to grow your profits. You deserve to live the good life, we can help.

Call today to see how One2One Coaching can help you by scheduling a complimentary business consultation: **1-800-945-3485 x2** or visit **[buffiniandcompany.com/bc](http://buffiniandcompany.com/bc)**.

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**COACHING™**