



Frequently Asked Questions

What is a Blitz program?

A Blitz is a concentrated effort over a designated period of time to create a spike in activity that leads to immediate results. A Buffini & Company Blitz is a program that will help you (or your agents and lenders) focus heavily on lead-generation and other business-building activities so that you see positive results in your business.

The Blitz was developed by Brian Buffini & Joe Niego and is a follow up to 100 Days to Greatness®. Like 100 Days to Greatness, the Blitz programs are sales training programs. There are three Blitz programs per year: the Blitz, the Summertime Surge & the Year-End Sprint.

What is the Year-End Sprint?

The Year-End Sprint is Buffini & Company's third Blitz program of the year. It's a 45-day program designed to help you focus on your lead-generation activities, finish the year strong and head into the new year with great momentum.

When does the Year-End Sprint run?

The 2011 Year-End Sprint runs from October 10 – November 18 and is designed to help you (or your agents and lenders) finish the year strong and plan for the upcoming year.

Who should participate in the Year-End Sprint?

- Buffini & Company Members
- 100 Days to Greatness Graduates
- Buffini & Company Certified Mentors who want to facilitate the program in their office
- Any Agent or Lender who wants to enhance their business, fill their pipeline with leads and earn more income

How do I sign up for the Year-End Sprint?

- Buffini & Company Members can register online for FREE at www.buffiniandcompany.com.
- Buffini & Company Certified Mentors can enroll to facilitate the Sprint for FREE at www.buffiniandcompany.com.
- Agents and Lenders who want to benefit from the program can sign up online at www.buffiniandcompany.com or call 1-800-945-3485 x 4.



What is the price to participate in the Year-End Sprint?

- The Sprint is FREE to Buffini & Company Members
- Certified Mentors can facilitate the Sprint in their office for FREE
- You can join the Year-End Sprint for \$149 USD

What is the Canadian price to participate in the Year-End Sprint?

- Buffini & Company Members can sign up for FREE
- The price is \$159 CAD

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

No, Blitz programs are training programs and participating in them does not automatically enroll you in an ongoing membership. However, during the Year-End Sprint, you will have access to Blitz Central, the Buffini & Company website and downloadable marketing materials.

Buffini & Company offers 3 Blitz programs per year. Should I participate in one, two or three of these programs?

You should participate in all 3 programs! The Blitz programs are designed to account for rhythm of the market, energy of the individual and seasonality of the real estate business. We understand that people don't have the energy to Blitz all year, so each program is designed with a sprint of activities followed by a break. Plus, there are mini-breaks built into every Blitz!

Should agents who are currently taking the 100 Days to Greatness program register for the Year-End Sprint?

No, they should continue with 100 Days to Greatness and plan to participate in the next Blitz program.



What do I get when I sign up for the Year-End Sprint?

Access to Blitz Central – your hub for the Year-End Sprint. At Blitz Central, you'll:

- Watch the Blitz Master, Joe Niego's weekly video for motivation and instruction
- Click on the button that applies to you – Agent, Lender or Mentor
- Access your Weekly Activity Checklist which contains the weekly overview and the daily activities you should complete
- Watch online training with Brian Buffini & Joe Niego – videos to help you work by referral and complete the Sprint
- Access written resources to support Blitz activities – tips, templates & dialogues
- Download professional Marketing materials:
 - Monthly Items of Value to print and mail to your client database
 - Monthly eReports to email to your clients

Are there materials and tips for Lenders in the Sprint?

Yes! Once you're registered, just click on the Lender button at Blitz Central for details.

I am a Certified Mentor. What will I receive to help me get my agents and lenders signed up?

- As a Mentor, you will be able to download promotional materials to help you promote the Sprint in your office. Promotional materials include:
 - Promotional Flyers (US & Canadian versions)
 - Poster for your office
 - Year-End Sprint logo