1. **Time is really an issue for me. I don’t know how I can fit in a 12-week class with everything else I have to do.**

   I understand. Everybody has time challenges of one kind or another. And I want to help with that because in this industry, you can feel pulled in a lot of directions every day.

   You are the CEO in your own business. And it’s important that you do make the time investment not just in your business but in yourself. That is what’s going to help you move further down the road to where you want to be – closer to those goals that you want to reach.

   One of the most important things you’ll learn from this course is how to effectively manage your time and productivity. So you’ll be able to make better use of the time that you do have.

   It’s easy for agents to get on an exhausting treadmill that becomes non-stop – but there’s another way to do this business that can bring balance and structure so that you can take a day off a week, plan a vacation, spend time with your spouse and kids and still make a good living. And you’re going to learn that by taking this course.

   Instead of working with buyers who just waste your time, Brian will teach you how to make sure the buyers you’re working with are truly qualified buyers and that they’re really buyers rather than shoppers before you spend a lot of time with them. And you’ll also learn how to handle more buyers at one time and do it in a way that your clients feel like they’re being served well.

   I can guarantee you that if you make the time commitment and if you commit to fully participate and do the activities, at the end of the course you won’t regret it. The things you learn during the 12 weeks will change your business for the better. And here are the expected results during the 12 weeks: you’ll generate a minimum of 10 warm, quality leads and close 3 extra deals. Many agents taking the course have exceeded these expectations by quite a bit.

   Something else to think about is this: if you don’t take this course, how will your business and your life be any different 12 weeks from now than it is right now?

2. **I don’t think I can afford it right now.**

   If $395 is a lot of money to you right now, and I know it is for a lot of folks, then I’d say you can’t afford not to take this course—and I say that with the utmost compassion and respect because it has been tough out there for all of us.

   As Brian is going to share with you, the way to have a successful RE practice is to generate a consistent stream of high quality leads. He’s going to teach you the systems that will help you do that. You’re also going to learn how to do your marketing in a way that is most cost and time effective. In fact all your marketing materials for
the 3 months of this course are included in your student kit. And the expectation is that during the course, by doing the activities that assigned to you throughout the course, you’ll generate a minimum of 10 warm, quality leads and you’ll close 3 extra deals. What will that do for your business?

What Buffini & Company has found is that the agents who do really well in training and coaching are those that have skin in the game. So even if paying for it is a little bit painful, it’ll help motivate you to commit yourself more fully to the action steps, the class time and getting everything you can out of the program.

If it means not spending money on your usual marketing methods for those 12 weeks or eating out less or having a garage sale to come up with the money, I know it’ll be well worth it to you. Most of the time, we can find a way to come up with the money when we really want to do something. I hope you’ll decide this is something you really want to do, but it’s up to you.

3. **How does this work if I miss one of the sessions?**

That’s a great question. We’re going to definitely go through an exercise about expectations, because I believe you need to show up, obviously. The people that show up are going to do the best. The people that are committed are going to do the best. If you have a vacation planned, if you have a situation that arises that wasn’t like an appointment with someone -- you know what I’m saying, if there was an emergency situation. if there was something that was totally unavoidable -- just give me a call. Communicate with me that you’re not going to be able to make it. Or you can let me know, “I’m going to Hawaii one of these weeks.”

What I’m going to do is map out our meeting schedule for the entire program so you can plug it into your schedule right now, so we can cut down on the conflicts.

And here’s what I would challenge you with though, don’t schedule an inspection that you have to be at during the time of our class. I mean, this is important and I want to set that tone right now. It is extremely important that you show up but I understand that there are times when you can’t.

I will never release the DVDs to you; I’ve been instructed by Buffini & Company not to do that. You know what happens: dogs eat the discs, lots of crazy things can happen. So if you do miss a session I’m going to ask you to schedule with me to come into the office where I will handle the DVD, place it into the player and you can sit here with your workbook and watch it and you can get the great content. And then, I hope you’ll synergize with everybody else in the class to talk about what you missed because one of the really powerful things about this is the group dynamic, and supporting each other, encouraging each other and holding each other accountable.

4. **Max and I work as a team and I was kind of hoping that we could just buy one kit and share it.**

Well, that’s a great question. And no, that’s not something that Buffini & Company wants to do. What they’d like and what we’ve agreed to is every student that participates has skin in the game, pays for that investment, and gets their own kit. Because you guys are going to be elbowing each other in the workbook. No I want to write
this down. I want to write that down. You get a special journal in that kit that is yours alone to write down what you’re learning and the experiences that you’re going through. You’re going to get marketing materials and you guys might have a few extras but I don’t think so. There’s a hundred pieces of marketing materials each month and I know that you can use more than that for your database. So I appreciate that question.

And just so you know, each student that takes Peak Producers must pay every time they go through the course. And I know it’s a lot of great content so you’re going to be saying, “Oh, I need to be going through it again and again and again.” Each student does need to pay each time that they take it so they can get all of the materials that they need, and so that they have skin in the game. That’s very, very key. Because we all know how it is. When we don’t have to pay for something we don’t value it the same way as when we do.

There is tremendous value in this program and I want to make sure that everybody makes that investment and feels a little bit of the pain in that.

5. Are there things you have to do outside of the classroom time?

There are action steps after each session that we watch with Brian, because this is not a passive, sit back and watch what happens if you listen to my content type of a thing. There are specific action steps that will lead you on the way and on the journey of becoming a Peak Producer. Specific action steps so you don’t have to get up any day in your RE life now and say, “I got nothing to do today.” There are so many things that can be a distraction and that can get us away from those activities that really make us the money in our business. By focusing on doing these action steps each week, you’re going to be moving your business forward and generating leads as you go through the course. Does that sound good?

Another thing to remember is that you’re not doing it alone which is great too. Because that’s really tough. We’re going to be here with you. We’re going to be encouraging you. We’re going to be pulling you along, pushing you along. And I think that’s going to be a great dynamic for all of the fabulous people in this group.

6. What are some of the topics of the different weeks? Can you let us know what a few of those are?

Yes, I certainly can. In the first three sessions, Brian and Joe are laying a foundation of working by referral; and then Brian and Joe get into working with buyers and working with sellers. I know a lot of us can benefit from both of those. After that Brian breaks it down into three sections: 1) Being the CEO of your business (Chief Executive Officer); 2) Being the COO of your business (which is the Chief Operating Officer) -- and then 3) the last section is the CFO, the Chief Financial Officer. And what Brian and Joe do is they uncover different things about how to effectively work with sellers, how to effectively work with buyers, negotiating skills, and breaking bread with your clients. They really dig deep to show us, ‘This is how you say it.’, ‘This is what to say; now go and say it.’ Now we’ve all had challenges in the past with, ‘What do I say when I’m out there? What do I do?’ This lays it all out for you. A lot of rich content. And I also have another poster that breaks it all down so I can show you the specific topic for each of the 12 weeks if you’d like to see it. Was that helpful?
7. I know we’re supposed to send something out every month – you said 100. I don’t have 100 people to send stuff to.

Good question. And, that’s not a problem. During the first 5 sessions of the Peak Producers course, Brian and Joe are going to teach you how to build your database. And because you’re kind of newer to real estate, you would also benefit from watching the additional training module (in the Online Resource Center) that Brian does for agents that are either “new to the business or new to the area.” It comes with the program and it’s going to help you with where to connect, how to connect, and what dialogue you need to use. So you’re going to be taken care of in the first 5 sessions of building your database and by the end of Peak Producers I’m sure you’ll get it up to 100.

MENTOR OBJECTIONS:

1. My agents don’t want to take a class during the summer because they have family vacations, etc.

What you can say to your agents:

We know that most agents experience a summertime lull. People go on vacation and most agents shift into a lower gear during the summer. If you want to be like everyone else, then you can also take it easy during the summer. But if you want something better than that, summer is the time to push hard and get ahead. If you take a vacation for a week and you miss the class for that week, you can make it up. I’ll let you watch the video in my office. I wouldn’t let that stop me if I were in your shoes right now. In fact, I’m going to be working through this program along with all of you. As the saying goes, there’s no time like the present. For those who do have a slower pipeline right now, it even makes more sense to take the class now.

2. My agents don’t feel the need to take a class right now because their business has picked up and they’re busy putting together offers and writing several offers to get one accepted.

What you can say to your agents:

During the last boom, agents didn’t think they needed to work ON their business because they had a lot of business. Then when the bottom dropped out, they didn’t want to spend money working ON their business because they weren’t sure where their next commission check was coming from. The point is, we can learn from the past and not repeat it. Or we can make the same mistakes and experience some of the same pain over and over again. This time around let’s take advantage of the opportunity in front of us now with Peak Producers to learn everything we can to develop the habits, attitude and skills we need to be a top professional in this or any market. That way we can keep up with this great momentum and then when the market does shift again, we’ll be in much better shape.