



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 agents and lenders focus heavily on lead-generation and other business-building activities so they see positive results in their businesses.

The Blitz was developed by Brian Buffini & Joe Niego, the creators of 100 Days to Greatness® and the all-new training program, Peak Producers™.

There are three Blitz programs per year: the Blitz, the Summertime Surge & the Year-End Sprint.

When does the Blitz run?

The 2012 Blitz is a 90-day program that runs from January 16 – April 6 and is designed to help you construct your most profitable year yet!

Who should participate in the Blitz?

Buffini & Company Members who want to kick off a productive year!

How do I sign up for the Blitz?

As a Member, you can register online for FREE in the Members Area of www.buffiniandcompany.com.

What is the price to participate in the Blitz?

The Blitz is FREE for all Buffini & Company Members.

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 the 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!



What do I get when I sign up for the Blitz?

Access to Blitz Central – your hub for the Blitz. 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 or Lender
- 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 Blitz
- 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 Blitz?

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

Should I participate in the Blitz or the all-new Peak Producers™?

We recommend you participate in Peak Producers, which is the most comprehensive training Buffini & Company has released. You'll learn all the elements of running a successful business in the industry. Plus, if you have a Coach, your Coach will incorporate your Peak Producers training in your Coaching curriculum.