

**Bill Hart**

TalkJet Audio Interviews

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This month's TalkJet interview is with;

**Bryan Bufford**

Coldwell Banker Upchurch Realty

Associate Broker

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**VOLUME:**

2012	27 units	\$5,600,000
2013	36 units	\$4,400,000
2014	37 units	\$6,500,000
* 2015 YTD:	61 units	\$11,000,000

**KEY INGREDIENTS FOR SUCCESS:**

New in the business, Bryan decided that he needed to become a market expert and proceeded to do the research necessary to become one. He now considers his strongest skill being a market expert.

In 2014, Bryan was involved in a car accident. At 34, he then had a titanium hip socket and was unable to walk for 90 days. "I decided I wasn't going to let the market decide if I was going to be successful or not, and I wasn't going to let my physical abilities dictate this. I decided I was going to find as many people as I could, who had a problem in the real estate world that I could help."

His office was his couch, and in 90 days, sold \$2.5M in real estate (14 homes).

Well known in his market area, when people ask Bryan how the market is, he replies "It depends." "Are you buying or selling?" At this point Bryan observes that by **engaging with people**, stories unfold and opportunities develop.

Most of Bryan's leads come from people he knows – people who know him, love him and trust him.

**DATABASE:**

Bryan's database consists of over 10,000 people that he personally knows and tries to see or at least communicate with on an annual basis. Social Media has been a subtle way for him to stay connected with a large segment of his sphere. His message is consistently, yet subtly, "I enjoy what I do and I'm good at it." Bryan does this primarily by sharing success stories about whom they have helped with their real estate needs.