

## **VOLUME:**

2012	\$12.9M	55 Units
2013	\$15M	65 Units
2014	\$31.9M	115 Units

Tina is 29 years old, and got into the business when she was 19 years old. In 2014, Tina's business was 85% referral, which she largely attributes to Brian Buffini systems.

## **GROWTH:**

"I grow fastest when I allow other people to help me get there."  
(Coaching, masterminding and mentoring etc.)

## **MARKETING:**

Tina started getting testimonials early on and now has an enormous number of them on her site as well as information on staging properties and what they do to market them.

Facebook has been phenomenal for her, and she says that people often refer to her "Facebook Influence." Tina makes it a point to refer to anything that is too political or too controversial. Tina often uses the Facebook feed called "close friends." In this way, a lot of what she posts only goes to those closest to her, not all of her clients. She maintains a personal and a professional page. Tina points out that when you are working with someone who is buying a home - you become very relational anyway. After closing, it's normal for the intensity of the relationship to naturally wane. Facebook allows her to stay in contact - she sees when people are getting engaged and she knows when they are having a baby etc.

Tina points out that the natural relationship on Facebook is so much better than calling people after a monthly mailing etc.

## **DATABASE:**

There are 1500 people in the database and they use the Buffini system

to rank them. Her A and A+ people number only 120. This group gets a monthly mailing from them that the rest of the database doesn't. Additionally, they hold more frequent client events - at least one every month. (Many for A and A+ clients only and some for women only.)