



100 DAYS TO GREATNESS® PROGRAM OVERVIEW

100 Days to Greatness is a 14-week course developed by industry legend Brian Buffini. It helps real estate agents launch and maintain successful careers using Working by Referral techniques.

Through this exclusive collaboration, Buffini & Company and REMAX combine the proven step-by-step program with sophisticated MAXTech® powered by BoldTrail solutions. Together, they empower you to generate quality leads, close deals and build a sustainable business.

Weeks 1-2: Foundation & Mindset

- Learn the fundamentals of Working by Referral and create a personal mission statement.
- Build your customer database using the MAXTech powered by BoldTrail Smart CRM.
- Adopt a business owner mindset and schedule your ideal work week.

Weeks 3-5: Productivity Systems

- Master time and money management using the 365 System.
- Establish consistent routines for lead generation and marketing activities.
- Initiate strategies for sending monthly marketing mailings and handwritten notes.
- Leverage MAXTech powered by BoldTrail to support marketing and customer outreach.

Weeks 6-8: Lead Generation & Relationships

- Launch your client touchpoint plan.
- Create powerful dialogues to connect with your Sphere of Influence (SOI).
- Host client appreciation events and deepen relationships.
- Enhance lead generation efficiency with MAXTech powered by BoldTrail Smart Campaigns.

Weeks 9-11: Buyer & Seller Mastery

- Understand buyer and seller customer journeys from lead to close.
- Use proven presentations and checklists to facilitate smooth transactions.
- Handle objections with confidence and clarity.

Weeks 12-14: Business Growth & Momentum

- Track and analyze your business performance.
- Send your final item of value using MAXTech powered by BoldTrail.
- Set long-term goals and refine your business plan.
- Celebrate wins and develop your long-term referral strategy.