Canadian Realtor Referral Network







"Your Edmonton and Calgary **Referral** Partners"





We hope that you'll enjoy reading our unique collection of inspiring quotes, advice and wisdom from top Canadian real estate agents that was created on a simple principle... to help you achieve your goals.

This booklet will provide you with easy access to the many quality referral partners we're connected with from all across Canada — expert agents from reputable brokerages who want to be held accountable for their performance.

Starting on page 13 in a section titled, "Your List of

Canadian Realtors", we're sharing the many connections we've made from all-around our country.

This "Sharing Successes" publication was founded/funded entirely by the two successful Canadian entrepreneurs, Craig Finnman and Jason Streich. Both share a deep understanding of how trust is imperative to a successful professional relationship. In addition, both Craig and

Jason have experienced the power gained by fostering relationships with referral partners and the meaning of "givers gain"... determined to change the old-school mentality of "looking out for #1."

Are you a Buffini One2One Member?

If you're not already connected with us, then we want to get to know you!

Join our Canadian Buffini One2One

Members Facebook Group,

see: bit.ly/canadianonetoone

Jason



If you would like to be considered for future editions, then please submit your quotes and/or advice to **Craig** (craig@craigfinnman.ca) or **Jason** (jstreich@shaw.ca).

Kindness...

"Don't mistake my kindness for weakness" and "kill them with kindness." These two quotes go hand-in-hand. Being exactly who I am and behaving as my true self is when I achieve the most.

People trust me and gravitate towards me knowing that I am calm and trustworthy and knowledgeable. My real lifelong clients have seen just how I can convince the other party to do what I want done. They just tell me to put on my smile and go get the deal done! I love that. I get a thrill out of winning :-)

■ **Helen Tsakalos** — Montreal, QC

Backbone...

"To succeed in life, you need three things: a wishbone, a backbone and a funny bone." — Reba McEntire

"If it wasn't hard, everyone would do it. It's the hard that makes it great."

- Tom Hanks
- Shirley McDonald Calgary, AB & Area

Believe...



"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." - Steve Jobs

Jason Streich — Calgary, AB & Area

Personalization...



I recommend personalizing pop-bys. As all of us know, Buffini provides ready-to-print pop-by tags, which I take to my printer and have it personalized. It can be a simple change like adding my name to the tag line or the Oh by the way tag line... to changing the picture to include my family. I find I get a much greater response when I include a picture of my family in the pop-by tag.

■ Albert and Gloria Yu — Toronto, ON & Area

Accountability...

A response to a couple of questions someone once asked me: "Why do you bother using a coach?" Response: "Because accountability brings me results." and "Why do you volunteer as much as you do?" Response: "It's good for the soul!"

■ Sylvie DesHaies — Kingston, ON & Area

Focusing...



"There are about half a dozen things that make 80% of the difference...you should be spending most of your time on those few things." — Jim Rohn

■ Craig Finnman — Edmonton, AB & Area

You got this...

All you need is inside you... just don't be afraid to look.

■ Woody Kuraoka — North Okanagan, BC & Area

Determination...

Don't give up — don't ever give up!

■ **Jason Streich** — Calgary, AB & Area

Be happy...

"When I went to school, they asked me what I wanted to be when I grew up... I wrote 'HAPPY' — they told me I didn't understand the assignment, and I told them they didn't understand life!" — John Lennon

■ Craig Finnman — Edmonton, AB & Area

Execute...

Don't think — just DO! Stop over-thinking everything and just execute!

■ **Diana Baggett** — Barrie, ON & Area

Don't hate...

"Throughout life people will make you mad, disrespect you and treat you bad. Let God deal with the things they do, cause hate in your heart will consume you too." — Will Smith

■ **Jason Streich** — Calgary, AB & Area

Profiling...



I use the Heritage Profile system to determine 2 things about a client; I am always looking to determine if they are a motivator or facilitator and if they are pragmatic or aesthetic in nature.

Once I know these 2 things about the person, I work to communicate in their style. Makes a huge difference in connecting with them!

■ **Dan Petersen** — Fort St. John, BC & Area

Make a difference...

"Being an entrepreneur simply means being someone who wants to make a difference to other people's lives!" — Sir Richard Branson

■ Craig Finnman — Edmonton, AB & Area

Smile...



Responding to our clients within a short period of time and being "Present" with gratitude and a smile.

■ Wendy McLeod — Vancouver, BC & Area

Steps...

"First, think. Second, believe. Third, dream.
And finally, dare." — Walt Disney

■ Jason Streich — Calgary, AB & Area

Connections...

REAL ESTATE IS A CONTACT SPORT! Our job is to be the one to make the contact.

CONFIDENCE is created by the combined actions of preparation and execution.

■ **Sharon Jensen** — Nanaimo, BC & Area

What to say...

"Don't say, 'If I could, I would.' Say instead, 'If I can, I will.'" — Jim Rohn

■ Craig Finnman — Edmonton, AB & Area

"Over exceeding and doing more than what you are paid for..." It is all about the client and not yourself.

Giving back and helping others get what they want and always have an attitude for gratitude.

■ Sam Moussa — Ottawa, ON & Area

Opportunities...



"The White Sox declined, but that conversation led to another, in which Billy discovered... life is about discovering new opportunities."

Michael Lewis

From the book, MONEYBALL. It's my favourite success tip and reminds me that I'm never just working for today.

■ **Don MacDonald** — Red Deer, AB & Area

Money...



There is nothing wrong with men possessing riches. The wrong comes when riches possess men.

■ Craig Finnman — Edmonton, AB & Area

Positivity...

Always portray the positive...Find a way to always dialogue in the positive, no matter how difficult the message is that you have to convey.

■ Louisa Cochrane — Vernon, BC & Area





Wisdom...

- 1. Never underestimate the power of relationships. Start a networking group, get to know the people around you and become a hub of connection and relationships.
- 2. Helping people and coming from a place of service is always the best way. You will be rewarded down the road if you listen to the wisdom that what you give out in slices will come back in loaves!
- Krystal Lee Moore Guelph, ON & Area

Continuity...

Success is not final; failure is not fatal: It is the courage to continue that counts.

■ Jason Streich — Calgary, AB & Area

Consistency...

Showing up and being consistent have proven to be the difference maker in my business and my life.

"Discipline is the bridge between goals and accomplishment." — Jim Rohn

■ **Stephanie Winger** — Windsor, ON & Area

Balancing...



"Do the Walk of Life!" Every day, work on one of your circles — "Family, Business, Personal, Financial and Spiritual."

Keep them spinning and you will have a great life! Sometimes one will spin too fast so slow it down & work on another! Sometimes it is easier to say than do so just do! Carpe Diem!

■ Sarah Eales — Maple Ridge, BC & Area

"No matter what people tell you, words and ideas can change this world."

- Dead Poets Society
- Jason Streich Calgary, AB & Area

Routine...



Focus on 1 hour of lead generation 5-days a week. If you fall behind, focus on winning the day!

■ **David Corrie** — Abbotsford, BC & Area

Comfort...

"Comfort and prosperity have never enriched the world as much as adversity has."

■ Craig Finnman — Edmonton, AB & Area

Making adjustments.....

"Success leaves clues. Be a better observer of the winners and the losers, those who are doing well and those who are falling behind... adjust what you're doing based on what you see" - Jim Rohn

Don't fight the system, work it!

■ **Bob Toews** — Abbotsford, BC & Area

No secrets...



"There are no secrets to success. It is the result of preparation, hard work, and learning from failure." — Colin Powell

■ **Jason Streich** — Calgary, AB & Area







Organize events...

Every month I invite 12 of my favorite clients to do something with me, like attending Wine Tasting, Micro Brewery Tour, or a Zumba Dance Class. The events are often free for first-timers and they allow me to build community within my database. As I get to know my A+ clients even better, I can further personalize the services I offer and generate more referrals.

■ **Jenn Luiten** — Saskatoon, SK & Area

Have fun...

Surround yourself with people who take their work seriously, but not themselves, those who work hard and play hard. Real estate is supposed to be fun.

■ **Jason Streich** — Calgary, AB & Area

Inspiration...



"Success isn't just about what you accomplish in your life; it's about what you inspire others to do." — Unknown

My tip that I have found helpful, is spending time reaching out to my fellow Realtors — it is really starting to pay off, and I am developing trusting relationships that will continue for many years. I love connecting with fabulous people and growing a friend base where we live and breathe everyday — our business!

■ **JoAnne Davies** — Belleville, ON & Area

Friendship...

Treat clients like your friends and family — truly want the best possible outcome for them.

- Ruth McNab and Anthony Van de Ven
 - London, ON & Area

Ideal client...

"The Fortune is in the Follow Up."

Anonymous

Also, one of the things I have recently implemented in my business is clearly defining who my Ideal Client is. I've spent quite a bit of time on this activity and continue to clarify it but, I've really noticed many aspects of this starting to show up more and more in the people coming to me as of late.

Jennifer Field — Abbotsford, BC & Area

Preparation...



"Those who fail to plan, are planning to fail." — Benjamin Franklin

One of my favourite quotes and something that I try to practice... preparation and planning. Like Brian Buffini always says amateurs do it on a whim, and professionals practice confident.

Preparation and practice are some of the best things that help me most in my business, and really, life in general. When I can plan out my calendar, my week, or my presentations it helps me greatly in every aspect.

Frances Snider — Guelph, ON & Area

Be yourself...



"Don't chase people. Be yourself, do your own thing and work hard. The right people the ones who really belong in your life will come to you and stay." - Will Smith

Jason Streich — Calgary, AB & Area



The little things...

Doing the little things that are meaningful to people every day in an exceptional and consistent manner is worth a fortune. Brian's 'working by referral' calls, notes, and pop-bys are the most important 'little things' that I do.

■ Bill Reason — Toronto, ON & Area

Take a break...



You have this idea that you'd better keep working or people will forget about you. And that's dangerous. And then you realize, NO... people might actually be more interested in someone who takes regular breaks.

■ Jason Streich — Calgary, AB & Area

Kindness...

Some of my most famous mottos have been...

"You fall down, you get back up; Attitude is everything; and Stop if you must, but don't ever quit — persevere".

And what is currently on my licence plate... "FUGIMO" (FU guys — I'm moving on). Be kind to everyone regardless of the crap thrown at you and eventually you will be repaid for your kindness by the power higher up.

■ **Anna Moscardelli** — Toronto, ON & Area

Appreciation...

Organize appreciation parties with your current and past clients — it's the best way to re-connect! I had successes with an 'Annual Pie-giveaway Party' prior to Thanksgiving, a 'Sushi-making Party' and 'Outdoor BBQ Parties' at local city parks. Everyone loves free food! Start small... attendance (and referrals) will grow before you know it!

■ **Rie Takahashi-Zhou** — Kamloops, BC & Area

"Don't wish it were easier; wish you were better. Don't wish for less problems; wish for more skills. Don't wish for more challenges; wish for more wisdom." - Jim Rohn

■ Craig Finnman — Edmonton, AB & Area

Memorization...



Spend time on memory work of any kind: whether it's scripts, a verse, poem, phrases, etc., or what you say to yourself. We all suffer at times from saying the wrong thing to ourselves, so it's key to have something that trumps the "bad dialogue" competing for our mind space.

Ann Stanley — Kelowna, BC & Area

Do it well...

"Do what you do so well that they want to see it again and bring their friends." — Walt Disney

■ Jason Streich — Calgary, AB & Area

Preparation...



One of the things I find helpful on a first meeting (especially if the clients are looking for comparisons with other realtors).

I always bring a hand written note and leave it with them as I leave... "thank you for showing me your lovely home..." and I have a pop by candle for their home that says "working with a realtor like me... makes scents!"

■ Patrick Pinsonneault — Chatham-Kent, ON & Area





Faith...

"Faith is taking the first step, even when you don't see the staircase!" — Martin Luther King Jr.

■ Craig Finnman — Edmonton, AB & Area

Caring...

Continue to grow in your business, work towards customer/ client care. Love what you do, do it well and do your best.

■ Michael Coffin — Windsor, ON & Area

Have Courage...



Courage is contagious. When a brave man takes a stand, the spine of others are often stiffened.

■ Craig Finnman — Edmonton, AB & Area

Prioritize...



Put the big rocks in first. I prioritize 12 weeks of holidays and professional development each year to stay fresh and balanced.

■ Mark McVey — Prince George, BC & Area

Hardship...

Mountaintops are for views and inspiration, but fruit is grown in the valleys.

■ Craig Finnman — Edmonton, AB & Area

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* We apologize for any errors that you might discover please don't hesitate to contact us for any corrections required for future publications.





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"Referrals from other agents are like gifts from the real estate gods. The key is figuring out how to get them."

Toby Welch

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Our Canadian Rockies shine in this photo by Chris Burkar. To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

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