Buffini & Company
Client Appreciation Program™

1st MAILING

THE GOALS OF THE CAP (Client Appreciation Program)

The Client Appreciation Program is the essence of Brian Buffini's entire marketing program.

The purpose of the Client Appreciation Program is to provide value outside the real estate transaction and to develop trust and rapport so that whenever your clients hear a conversation about real estate your name is in the forefront of their minds.

TIPS TO HELP YOU MAXIMIZE YOUR RESULTS

IMPORTANT: *It is seven times more effective when you follow up with a call or visit then when you don't.*

The effectiveness of the CAP will be greatly enhanced when you follow up each letter you send out with a phone call or a visit. You will be amazed at the number of referrals received from this process. For your first follow-up, use the Introduction Call dialog below.

(Prior to making your introduction calls, you may want to listen to the Introduction Call role play found at the end of the first CD of the Buffini & Company 100 Days to Greatness® Primetime Presentations.)

INTRODUCTION CALL DIALOG

"Hey [John], this is _____ calling. Is this a good time for you? How is your family [business]? I'm checking in to see if you received the letter I sent about my joining _____ Real Estate? As I mentioned in the letter, the thing I'm most excited about is doing my business by referral."

"Well, you may not know this, but most Realtors® spend as much as 85% of their time and money prospecting for new clients by cold calling and advertising. Well, [John], my commitment is to build relationships with people who know and trust me, and who will refer me to their friends and family. People like you. My plan is to pour 100% of my efforts into working for my clients. You'll see what I mean as time goes on. You're at the top of my list on what I call my 'Client Appreciation Program,' and every month I'll send you an Item of Value, such as 'How to Improve Your Curb Appeal' or 'The Top 10 Vacation Destinations.'"

Oh, by the way...™

"*Oh, by the way ...* if you decided to sell your home, or had a friend or family member who wanted to buy or sell a home, do you have a Realtor® you would refer them to?"

CONSISTENCY

THE KEY: *Give something of value each and every month and follow up with voice-to-voice or face-to-face contact with your "A" clients.*

Through the CAP, you can continue to cultivate client relationships that will foster a stream of warm, friendly referrals to build a long-term business you can rely on.

When implemented consistently, it *always* produces results.

POP-BY™ IDEA

Plan to Pop-By with a measuring tape or a current issue of a home improvement magazine.



© 2007 Buffini & Company All Rights Reserved. Used by Permission. 100DAYS_CAP1

5770 Armada Drive, Carlsbad, CA 92008 | ph (800) 945-3485 | fax (760) 476-2786 | www.buffiniandcompany.com

Remodeling By The Numbers

Dear Friend,

If you can't decide whether to remodel or move, your answer might be—both, in that order! Remodeling can give you the added or different space you need now, but you should also carefully consider the resale value of any project you undertake. Some remodels allow for a bigger payoff than your original investment, while others might be needed just to keep the resale price on par with the neighborhood.

This month's Item of Value contains information that will help you evaluate the potential payoff of your remodeling project, and can show you how to budget for it. You'll find a guide for how much the top remodels can return in resale value, with style trends and suggestions for what to tackle in the most popular projects.

The backside of this Item of Value provides a concise guide for budgeting your remodeling project. A checklist covers the budgeting process as well as tasks to do before you start the budget. There is also a worksheet to help you itemize estimated costs by category and keep your overall budget on track.

Whatever remodeling project you take on, may it have a happy and high-value ending!

Sincerely,

Oh, by the way™... if you know of someone who would appreciate the level of service I provide, please call me with their name and business number and I will be happy to follow-up and take great care of them.

REMODELING YOUR HOME BY THE NUMBERS





Maybe you've been feeling the need for more space, less space or just different space. You've been wondering—which solution will give me what I want with the least financial hit? Here's one gauge to use: Expect moving to cost about 10 percent of your home's current value. If your remodeling project can be done for less than that, stay and do it! But plan it with an eye on the potential resale value. Read on for ideas and tips that will help you take the lead in plotting your home remodel.



WHAT TO REMODEL

When you're ready to nail down your plans (so to speak), here are suggestions from industry experts:

Kitchen

Add usability with dual sinks and cooking stations. Add aesthetics with commercial-quality and stainless steel appliances, stone or stainless steel countertops and ceramic tile back splashes. Add space with a breakfast nook or walk-in pantry. Add livability with a computer desk, mudroom or hobby area.

Bathroom

Add light with skylights and glass blocks without losing privacy. Add space with a walk-in dual shower, vaulted ceiling, recessed medicine cabinet or curved shower curtain rod. Add functionality with twin sinks or vanities. Add aesthetics with ceramic tile or stone flooring, stone countertops and heated towel bars and floors.

Siding

Remodeling the exterior is as much about maintenance as it is about curb appeal. Vinyl siding looks fresh and tidy year after year with minimal upkeep. With stucco siding, a new polymer covering can be sprayed or troweled onto a fiberglass mesh base.

Windows

New windows will help you realize additional savings in monthly utility bills. Prospective buyers view windows as they do other structural items, so failing to update old ones can result in lower—or no—resale offers. Newer styles include seamless bent-glass corner windows, curved glass and casements with no center stile.

WHY REMODEL?

Ideally in resale you'll be able to regain the money you put into a remodel. With some projects, you may recoup more than you spend! Remember that payoff also depends on:

- Condition of the house overall
- Value of similar houses in the neighborhood
- Availability of new homes in the area
- Rate at which property values are changing
- Location

Looking to maximize your remodeling dollars? According to *Remodeling Magazine*, the projects listed below were 2006's top remodeling projects that added the greatest amount of resale value to a home.

Project	Job Cost	Resale Value	% Cost Recovered
Bathroom Remodel: Midrange	$12,918	$10,970	84.9%
Bathroom Remodel: Upscale	$38,165	$29,529	77.4%
Minor Kitchen Remodel: Midrange	$17,928	$15,278	85.2%
Major Kitchen Remodel: Midrange	$54,241	$43,603	80.4%
Major Kitchen Remodel: Upscale	$107,973	$81,896	75.9%
Siding Replacement: Upscale	$13,149	$11,573	88.0%
Siding Replacement: Midrange	$9,134	$7,963	87.2%
Attic Bedroom Remodel: Midrange	$44,073	$35,228	79.9%

Adapted from *Remodeling* magazine's "Cost vs. Value Report." Available at *Remodeling Online*, http://www.remodeling.hw.net.



© 2007 Buffini & Company All Rights Reserved. Used by Permission. 100DAYS_CAP1

MASTERING THE BUDGET FOR YOUR HOME REMODEL





If you're thinking about remodeling your house, your first task will be to create a realistic budget. But that involves some careful pre-planning. Go through the guidelines here, then use the worksheet to create your remodeling budget.

CALCULATING YOUR REMODELING BUDGET

Construction Labor Including subcontractors. Multiply wages by estimated hours for each worker. Remember payroll taxes and workers' compensation insurance if you do the hiring.	$
Contractor Fees Fees charged by contractors and subcontractors, such as electricians.	$
Construction Materials Lumber, nails, paint, wallpaper, insulation, flooring, tiles, plumbing fixtures, cabinets, countertops, heating and ventilation.	$
Tools and Equipment All tools purchased and rented for the project, from hammers to post-hole diggers. Also includes safety equipment such as goggles, hard hats, ear mufflers, etc.	$
Permit Fees Contact the city planning department. Contractors may handle this for you.	$
Decorative Add-ons Window treatments, light fixtures, cabinet hardware, etc.	$
Repairs Due to Remodeling Repairs needed resulting from the remodeling, such as patching the wall after plumbing vents are moved or replanting lawn where equipment had been kept.	$
Cleanup Trash bin rental, hauling fees, dumping fees, removal service.	$
SUBTOTAL	$
Contingencies Includes cost overruns as well as upgrades, changes, supply shortages, weather delays, miscommunication, etc. Budget up to 30% of subtotal.	$
Add Contingencies to Subtotal for **TOTAL**	$

BEFORE YOU BUDGET

- **Imagine** the new space and make sketches. It's easier to plan something you can see.
- **Explore.** Talk to people who have done a similar renovation. Read books, magazines and Web sites, get onto renovation listservs, watch instructional videos. Take notes!
- **Think ahead.** Is the renovation intended to add value when you sell next year? Then pay special attention to assessing the value of the house and neighborhood. Add comfort or pleasure? Accommodate a growing or shrinking household? If you plan to stay for at least 10 years, almost any renovation will be worth its cost.

THE BUDGET PROCESS

- Figure out how much money you have to spend on a remodel without straining other budgets.
- Figure your debt-to-income ratio. If you're planning to borrow, you need to know whether you can handle the extra debt.

If you're working with an architect, designer or contractor:

- Bring your drawings, budget and other figures to them for help with cost breakdowns.

If you're going it alone, the following will be your responsibility:

- Estimate project costs for materials, labor, permit fees and so on.
- Create a timeline to help contractors plan the project and help you budget efficiently.