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For Immediate Release

Buffini & Company's Blitz Program Generates Over \$9 Billion in Real Estate Transactions

90-Day Action Plan Helped Agents and Lenders Create Momentum in the Market

Carlsbad, CA – May 11, 2009 – Buffini & Company, the largest training and coaching company in North America, announced today the results of The Blitz, a 90-day program designed to create immediate results through focused action. Buffini & Company Members that participated in The Blitz will generate over \$9 billion in sales, close 24,000 transactions, and earn approximately \$270 million in gross commissions – all serving to make an enormous impact on the Real Estate market and the economy as a whole.

“With all the negative talk about the economy, we knew it was important to provide our Members with a very specific action plan to stay focused and avoid participating in the recession,” says Brian Buffini, Founder and Chairman of Buffini & Company. “Our Members are the best in the business, and when they take action, it creates a significant impact – the results demonstrate that.”

Real Estate veteran and expert Buffini & Company trainer, Joe Niego, served as the program's “Blitz Master” - directing, motivating, and coaching participants in a weekly video email message. Upon the recent completion of the program, Joe said, “This was the largest and most successful organized lead generation drive the industry has ever seen. Our goal was to get our Members off on the right foot in 2009. Taking action the first 90 days of the year would allow our Members to work and outwork this tough market. In a sense, we wanted to create our own stimulus package. And, judging from the incredible results, that's exactly what we did.”

Over 6,400 Buffini & Company Members participated in the daily, weekly and monthly activities aimed at creating massive action.

About Buffini & Company

Corporate

Buffini & Company is the largest real estate training and coaching company in North America. Founded by industry expert Brian Buffini, the company provides its Members with systems that facilitate the fundamentals of working by referral. Their unique and highly-effective lead generation and coaching systems have helped entrepreneurs around the world improve their business, increase net profit and enhance their quality of life. Members of Buffini & Company's ClubNet Coaching program earn six times the NAR national average (US). Buffini & Company is headquartered in Carlsbad, California.

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