



Los Angeles-area Realtor is up to Brian's Challenge

by **Chuck Vadun**
Senior Copywriter

Melinda Flynn, of Coldwell Banker in Manhattan Beach, California, thought she was just calling into Brian Buffini's monthly Conference Call with a question. She had no idea she'd end up with a challenge from Brian himself! Fortunately, as a successful real estate agent, long-time ClubNet Member, and accomplished martial artist, Melinda knows how to deal with a challenge: head-on.

Brian's April 29 call was entitled "Increasing Your Personal and Professional Effectiveness," a topic that resonates with Melinda. "I read the 'Kaizen Way' book Brian recommends ["One Small Step Can Change Your Life: The Kaizen Way to Success" by Dr. Robert Maurer] and identified with the idea of taking small steps to meet goals," she says.

Melinda had done just that while working for six years toward her black belt in Tae Kwon Do. She says, "You have to get six stripes for each belt level you attain, from white up through all the others to black. There aren't any shortcuts!"

Back to the Conference Call: Melinda had asked Brian about how to meet her goal of 20 transactions a year. Brian asked about her current numbers and after considering them told Melinda that to meet her goal – and raise her average sales price – she needed to focus on making three calls a day, rather than just the two she was making. Then, Brian dropped the bombshell and asked her to call him back on the next live Conference Call to report in.

Melinda was "surprised and shocked" but was determined to take up the challenge. "I'd been making calls before, but not working at it intentionally," she says. "I would pretty much call the same people – the ones I knew and liked best – and not really ask them for business. So I shifted to calling more people and actively asking for referrals. It made a huge difference, and it was a great opportunity to sort and qualify my database."

On the follow-up Conference Call on July 1, Melinda was excited to talk about the progress she'd made. "I'd received two referrals from people I called! And the calls had become more of a habit after about 30 days. By then, I wasn't just doing it because of the pressure from the Conference Call. Now, I do my three calls by 10 a.m.," Melinda says.

Melinda got her real estate license in late 2001, and started with Coaching in early 2002. She considers being in Coaching "a lifestyle" and says, "Why would you want to be out there on your own?" Over the past few years, she and her husband

Jim moved from San Jose, California, to Manhattan Beach in the Los Angeles area; Melinda credits her Coach of nearly seven years, Roibin McFarling, with helping her build her database once in Northern California, and then again in Southern California. McFarling, for his part, calls Melinda "tenacious and courageous – tenacious because she never quits, and courageous because she's not without fear, but she's willing to move through it."

McFarling has also assisted Melinda in reaching goals outside of her Business circle, such as getting her black belt. Flynn says, "If it weren't for Roibin checking in on how my Tae Kwon Do classes were going, I'd probably not have finished."

That's the beauty of ClubNet: while Brian Buffini can't serve as everyone's personal accountability partner the way he did with Melinda Flynn, you can always turn to your Coach and your ClubNet peers for the support you need: one step at a time.



Melinda Flynn



A man in a dark blue suit, light blue shirt, and red striped tie is pointing his right hand towards the right. He is standing on a stage with a blue background featuring a large white star.

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