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Buffini & Company Announces its Annual Leadership Conference

SAN DIEGO – April 23, 2008: Buffini & Company, the largest real estate and lending training and coaching company in North America, announced today that its annual **Leadership Conference** will be held this year on May 28-29 at Caesar's Palace in Las Vegas, Nevada. The two-day event will bring together hundreds of real estate and mortgage brokers, office owners, managers, and leaders from across the nation to discuss leadership strategies critical for success in today's challenging market.

"To succeed in this industry, in today's market, leaders must become more strategic, and more intentional," said Brian Buffini, founder and chairman of Buffini & Company. "They need more effective ways to recruit and retain top producers; they need better training and coaching skills; they need to put together a team model that works...we'll be presenting seven different team models."

Joined by leading industry trainer and presenter, Rick DeLuca, these are some of the topics Buffini will address at the Leadership Conference:

- Increasing market share and improving profitability
- Building, training, coaching and retaining a winning, productive team
- Incorporating accountability in the office
- Developing a Unique Value Proposition in the marketplace

"Although the Conference is intended to be an exclusive event geared toward real estate professionals in a leadership role, this year we are also reaching out to those who lead or are *thinking about* leading a team," said Buffini. "This new market reality demands an overhaul of skills that will help leaders – and future leaders – move beyond management to true leadership."

Date: **May 28 & 29, 2008**
Location: Caesars Palace, Las Vegas, Nevada (Tiberius Ballroom)
Parking: Complimentary
Hotel: See online for details about negotiated room rates for this event
Register Online: www.buffiniandcompany.com/leadershipconference
Call: **800-945-3485 x 4**

About Buffini & Company

Buffini & Company provides personalized business development solutions for the real estate and service industry professional. Thanks to a highly effective lead-generation system and comprehensive Coaching and training programs, hundreds of thousands of entrepreneurs across North America have learned how to improve their business, increase net profit and enhance the quality of their life. For further information: www.buffiniandcompany.com or 800.945.3485.