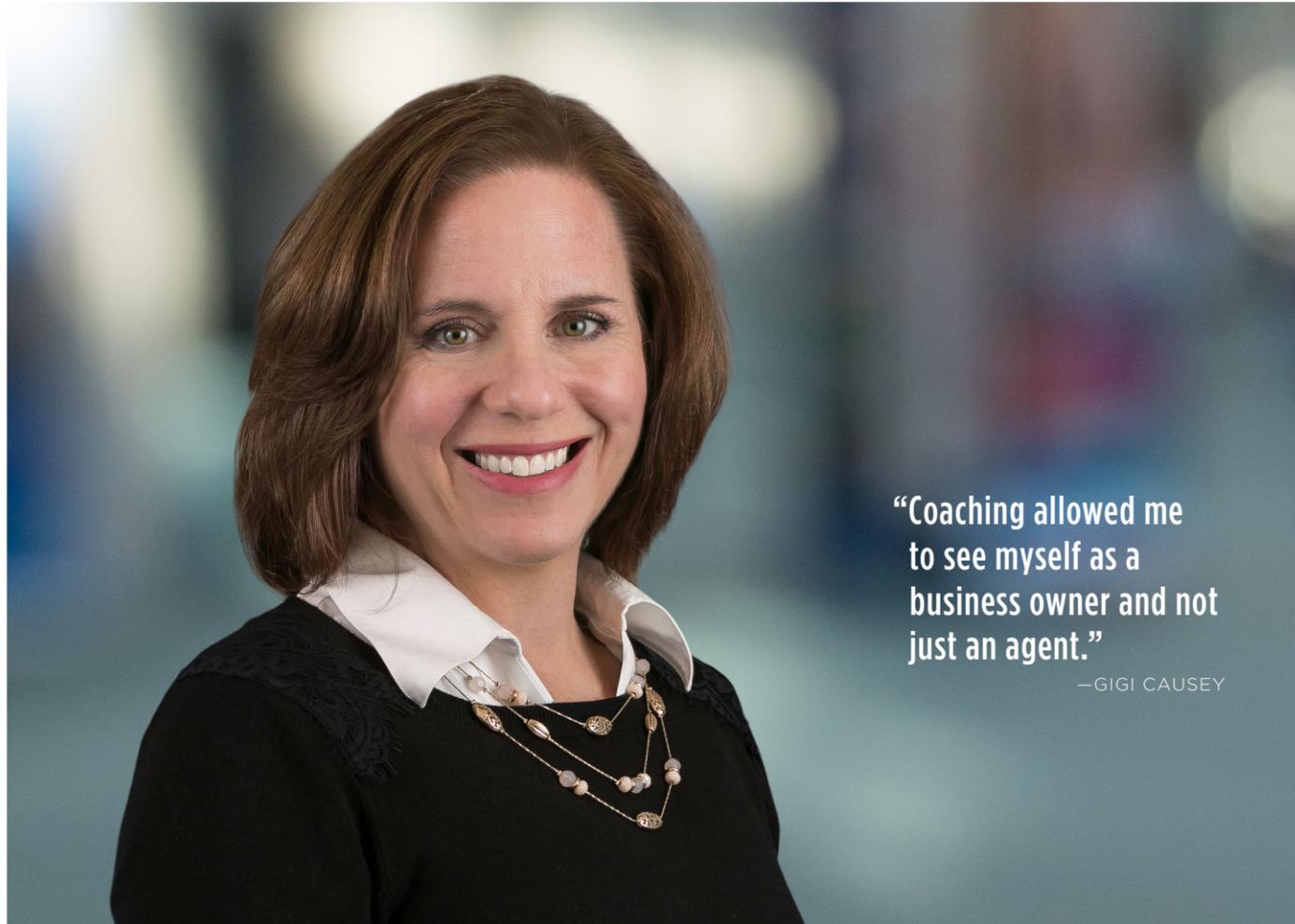


Your Best Investment = Yourself

With the help of a coach, Gigi Causey created structure and consistency in her referral-based business



“Coaching allowed me to see myself as a business owner and not just an agent.”

—GIGI CAUSEY

By Laura Foreman
Copywriter

Gigi Causey, a REALTOR® from Baltimore, Maryland, is proof that staying faithful to the Referral System improves not only one’s business, but also all other areas of life.

Like many of our Members, she first learned about Buffini & Company through the training program 100 Days to Greatness® [predecessor of Peak Producers]. “I loved the concepts behind the program and felt I could incorporate many of the activities into

what I was doing already,” she explains. The work by referral system was a natural fit and provided reassurance as well. “As a woman in the business, working with people I knew, or who were referred to me, provided a bit of security I didn’t have when meeting with complete strangers.”

Once she finished the class, she tried to continue doing the activities but says she quickly lost focus and the rhythm of the system. She tried to go it alone, but signed up for Group Coaching two years later. Although Group Coaching helped her recommit to the work by referral system, she realized she wanted more attention on

her and her business. She recalls, “I had so many questions, ideas and things I wanted to do in my business and selfishly wanted the calls to focus on just me!”

Movin’ on up

After six months in Group Coaching, Gigi signed up for One2One Coaching in October 2010. “I realized if I truly wanted to take control of my business, I needed to make the investment,” she says.

According to her coach, Allison Oster, “Gigi does a phenomenal job with working the Referral Systems. In addition to doing

her daily lead generating activities, Gigi also hosts several parties, mixers and seminars every year, and threw her ninth pie party last November. Getting face to face with her clients allows her to build solid relationships with them, which is critical not only for offering great service, but also for earning referrals.”

While working by referral gave her a system to follow, coaching helped her get organized and provided the additional push she needed to apply the system consistently. “Coaching has given me the structure and focus in an industry where it’s easy to get distracted by the latest and greatest new idea. It’s given me confidence, focus and permission to define what success looks like for me and my family,” she says.

The first thing Gigi and Allison worked on during their initial coaching sessions was creating a budget. Although her expenses were never out of control, she confesses, “I really had no idea what my expenses were.” Without a budget, Gigi wasn’t sure how much money she was bringing in or how her bottom line was impacted by her spending. However, with a budget in hand, she’s been able to plan better and, most importantly, save more of what she earns.

Over the years, Gigi’s business has increased steadily. In 2011, she closed 12 transactions. Six years later, she closed more than 40 transactions. Her average sales price has increased 45 percent and she’s nearly tripled her income. “She’s the perfect example of someone who’s achieved significant results by diligently applying the system in her business,” says Allison.

From agent to business owner

The effects of coaching have spread to other areas of Gigi’s life as well. “The biggest impact coaching’s had on me is it’s allowed me to see myself as a business owner and not just an agent,” she says. “I know I’m completely responsible for every success and every struggle.”



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—COACH ALLISON OSTER

For Gigi, the biggest challenge is seeing herself the way others do. Like many people, she’s her own biggest critic. As a result, she often has trouble celebrating small victories en route to her goals. She admits, “It’s something I’m striving to overcome with the help of my coach.”

Putting family first

The structure she’s found as a result of coaching helped her put her family first. When Gigi got her real estate license in 2003, her children were toddlers—one and three years old, respectively. “Real estate was the obvious career choice for me because of the ‘flexibility in hours,’” she says.

While being a real estate agent provided flexibility at times, she ended up

working a great deal of hours, including many weekends. Her taxing schedule came from not setting boundaries with her clients. “In looking back at my planners from those years, I would estimate I was easily working 60-plus hours a week,” she confesses. “Clients came first and everything else was scheduled around their availability.”

Coaching helped her create structure in her workday and effectively prioritize her schedule so she could enjoy more time with her family. “Family and non-negotiables go into my schedule first and then clients are scheduled around that,” she explains. “I’ve learned that clients respect the boundaries you create as long as you set expectations up front.” While she may make exceptions every now and then, particularly for her top clients, she generally works 35 to 40 hours a week and enjoys at least one day off.

Gigi also takes more vacations and plans time off with her family to rest and recharge; has committed to working out regularly; and sets goals for all areas of her life. She continues to grow personally and professionally and attends Buffini & Company events regularly. Not only has she attended MasterMind Summit five times, she’s also brought her children. She says she does this to expose them to great inspirational speakers and show them that anything is possible as long as you have a plan. In 2017, she attended Peak Experience and has already registered for this year’s event.

Additionally, she became a Certified Mentor last summer and taught her first Peak Producers class at the end of last year, sharing the system and strategies she’s learned with new and seasoned real estate professionals.

Needless to say, having a coach has made a big difference in Gigi’s business over the years. So, what advice would Gigi give to someone who’s on the fence about getting a coach? “Just do it!” she urges. “Trust the system and believe NOW is the perfect time to take charge of your business.”

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