

Wells Fargo Home Mortgage Helping You Drive Sales Home

"Increasing Profitability in the Next 24 Months"

The Steps Toward Profitability

1. Increase Fun Lead Generation For Sellers
2. Decrease Number of Buyers Through Hoop System
3. Look for Team Opportunities
4. Constant and Never-Ending Systems and Checklists
5. Technology Combined with Systems
6. Increase Percentage of Listing Presentation Signatures
7. Watch Your Commission and Price Point
8. Learn A New Way Every Month – the Best Get Educated
9. Let Money Work for You, Rather Than You Working for Money
10. The "F" Words!

"The quality of a person's life is in direct proportion to excellence, regardless of their chosen field of endeavor."

Vincent T. Lombardi

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1. Increase Fun Lead Generation For Sellers
 - A. Database solicitation
 - B. Expired
 - C. FSBO
 - D. Open Houses
 - E. Geographical Farms
 - F. Out of Town Owners
 - G. Just Sold/Just Listed/Other Broker Sold Cards

"It is a funny thing about life; if you refuse to accept anything but the best, you very often get it."
Somerset Maugham

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B. Expired

1. Research
2. Smart Call
3. Direct Mail/Email
4. Tickle the Contact
5. Show Up
6. One More Try
7. Three Month Tickle

"Small opportunities are often the beginning of great enterprises."

Demosthenes

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D. Open Houses

1. My Lender and I
2. Eight Locations
3. Have Fun
4. 16 Years of Results

"The best executive is the one who has sense enough to pick good people to do what he or she wants done, and self restraint enough to keep from meddling with them while they do it."

Unknown

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2. Decrease Number of Buyers Through Hoop System

A. Counseling

B. Let Wells Fargo Give the Green Light

C. Have Them Show Up First

D. Counsel and Give Them Their "Secret Desire"

1. The Two Years of Expireds

2. Your Database

3. Your Title Company Team

4. Office Meeting Results

5. Distressed Property

6. Your Negotiation Ability

E. They can only get it by acknowledging a "loyalty agreement."

"Our chief want in life is somebody who will make us do what we can."

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3. Look for Team Opportunities

- A. Lender
- B. Termite
- C. CPA
- D. Title/Closing
- E. Home Warranty

F. Home Inspection

"Adversity reveals genius, prosperity conceals it."

Horace

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4. Constant and Never-Ending Systems and Checklists

A. Add Today

B. Subtract When Schedule C Comes Out

C. Your Client Perceives Consistency

D. Your Never Too Busy To Make Money

E. Pick, Be the Best, Profitable, Create a Manual,

then....

"The price of greatness is responsibility."

Winston Churchill

5. Technology Combined with Systems

A. Web Sites Need to Generate More Leads

B. Handhelds (PDAs) Need to Be Elevated From
Electronic Little Black Books

C. Applying Old Lead Generation Systems to
Technology Tasks

1. Geographical Farming

2. Lead Generations Systems: Send Them
Somewhere When All Else Has Failed

"People forget how fast you did a job – but they remember how well you did it."

Howard W. Newton

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6. Increase Percentage of Listing Presentations Signatures
 - A. The Agent That Knows Them the Best Wins
 - B. Pre-Sale/Confirmation Package
 - C. 20 Minutes to the First Trial Close
 1. Tour
 2. Answer Their Criteria
 3. Answer Their Concerns
 4. Position to Marketplace
 5. Ask Them to Acknowledge the Marketing Plan
 - D. If They Want More – Ask Them to Join the Team
 1. Team Brochure
 2. Sellers Plan of Action
 - E. Then If You Have To – Present the Average Presentation
 - F. Under-Promise, Over-Deliver

"The reward of a thing well done is to have done it."

Ralph Waldo Emerson

7. Watch Your Commission and Price Point

A. Point Your Lead Generation at the Higher

End

B. Don't Give Away Any More Commission

C. Prove to Yourself and Your Client You Are

Worth More Than 6-7%

"The future belongs to those who believe in the beauty of their dreams."

8. Learn A New Way Every Month – the Best

Get Educated

A. Mentoring the Top

B. Don't Reinvent the Wheel

C. Pick a System

"Happiness lies in the joy of achievement and the thrill of creative effort."

LEARN FROM NORTH AMERICA'S MOST INNOVATIVE AND SUCCESSFUL REAL ESTATE AGENT

1. ⇒ **WALTER'S TOP 375+ EMAILS/LETTERS (BOOK AND CD) – UPDATED FOR 2003!**
The finest lead generation letters and e-mail in North America. All tested for profitability, this is the foundation of your direct mail, e-mail and data base solicitation department.
2. ⇒ **EXPERT LEAD GENERATION TOOL KIT (BOOK AND CD) – NEW FOR 2003!**
Detailed and complete prospecting systems that have brought thousands of clients to Walter Sanford's door. Just copy the systems! **Great manual for an assistant!**
3. ⇒ **THE SELLER SOLUTION (DVDs, BOOK, CD)**
A multi-media approach to finding, interviewing, sending pre-listing confirmations and working through objections to close the listing. Includes four different listing presentations and follow-up, a 100-page book of forms, letters and scripts. All on CD for easy manipulation. Winning the signature against competition is what great agents do!
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6. ⇒ **REAL ESTATE INVESTMENT STRATEGIES & FORMS (DISK, CD, AND BOOK)**
How Walter personally invests in Real Estate. Thirty years of secrets in an easy-to use format. You'll find management forms for your assistant to use, negotiation strategies, and follow the best Realtor®/investor in the world.
7. ⇒ **NEW FOR 2003!! MANAGING THE BUYER (BOOK AND CD)**
Every form and letter to attract, present, manage, monitor and serve the buyer. The complete presentation to determine the motivation of a buyer, put them under contract with their blessings, double-ending more and while actually providing amazing service to the buyer.
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Walter takes you by the hand, hour by hour and day by day for 90 days of your career. New or seasoned agents will get the foundation that generated Walter's immediate cash flow. This product is the only one in the industry that includes every letter, system, call and move Walter Sanford would make, were he to start over tomorrow, with the determination to own the town he lived in.
9. ⇒ **PHONE SCRIPTS IN AN E-MAIL WORLD (BOOK AND DISKETTE)**
Includes the hiring, management of telemarketers, plus the 60 hottest groups to go after they have shown interest in your service. This manual even includes what to say when leaving a voice mail. Follow-up emails included too! Great for an assistant!
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3. <input type="checkbox"/> THE SELLER SOLUTION (DVDs/Book/CD)	\$275	\$200	9. <input type="checkbox"/> PHONE SCRIPTS (Book and Disk)	\$279	\$199
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5. <input type="checkbox"/> TEAMING UP (Book and Disk)	\$189	\$169	11. <input type="checkbox"/> BECOMING A LOCAL R. E. CELEB (CDs and Book)	\$329	\$263
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500 - \$475 1000 - \$925

5,000 - \$4,500 (big shot mentality)

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TOTAL (USA Pricing) \$ _____

SHIPPING (USA Pricing) \$ _____

(\$10.00 per item – not to exceed \$50.00 total; except firecrackers)

SALES TAX () \$ _____

TOTAL ORDER (USA Pricing). \$ _____

ANY 4 DIFFERENT INDIVIDUAL
ITEMS, TODAY'S PRICE:

\$389

ANY 8 DIFFERENT INDIVIDUAL
ITEMS, TODAY'S PRICE:

\$699

ALL 12 INDIVIDUAL ITEMS
INCLUDES 200 FIRECRACKERS
TODAY'S PRICE:

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9. Let Money Work for You, Rather Than You

Working for Money

A. Increase Your Net and Save 10%

B. Invest in What You Know Best

C. The No-Brainer Real Estate Plan

1. Never Sell

2. No Negatives

3. No Adjustable Interest Rates

4. No Balloons

5. Send Grandmother to Collect the Rents

"There is one thing stronger than all the armies in the world, and that is an idea whose time has come."
Victor Hugo

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10. The "F" Words

A. Family

B. Faith

C. Finances

D. Friends

E. Fun

F. Fitness

"Accept the challenges so that you may feel the exhilaration of victory."

General George S. Patton