

Grow Your Leads: Just Add Walter

Table of Contents

| | Page |
|--|-------------|
| Legal Advice | 3 |
| Copyright Permission | 4 |
| Introduction | 5 |
| Chapter One – The Foundation of all Great Lead Generation Systems Is | |
| Your Database | 11 |
| The Cooperative Agent’s Client Letter | 18 |
| VIP Client Club | 20 |
| Letter to Closed Non-Represented Buyer of Co-op #1 | 26 |
| Letter to Closed Non-Represented Buyer of Co-op #2 | 28 |
| Chapter Two – Your Lead Management System | 30 |
| Questions to Ask Seller Prospects: What Do I Say? The \$100 at Close Magic Questions | 35 |
| Your Lead Management System, Part Two | 40 |
| Questions to Ask Seller Prospects, Soft Pre-Interview | 49 |
| Your Lead Management System, Part Three | 52 |
| Questions to Ask Seller Prospects Mini Form | 53 |
| Your Lead Management System, Part Four | 54 |
| Questions to Ask Buyer Prospects: What Do I Say? The \$100 at Close Magic Questions | 57 |
| Portable Short Form | 62 |
| Your Lead Management System, Part Five | 63 |
| Lead Card | 64 |
| Your Lead Management System, Part Six | 65 |
| Chapter Three – Team Lead Generation | 67 |
| Lender FSBO Letter/E-mail #1 | 75 |
| Lender FSBO Letter/E-mail #2 | 77 |
| Team Lead Generation, Part Two | 79 |
| Fifteen Minutes of Fame and Fortune | 80 |
| Team Lead Generation, Part Three | 84 |
| Lender Letter/E-mail to Local Attorney or CPA | 85 |
| Joint Lead Generation Lender’s Letter/E-mail to Tenants | 86 |
| Team Lead Generation, Part Four | 88 |
| Joint Databasing with Your REALTOR® | 89 |
| Lender Letter at Close | 90 |
| Joint Databasing with Your REALTOR®, Part Two | 91 |
| Friends and Family Database Assembly | 92 |
| Database Information Assembler | 93 |
| Team Lead Generation, Part Five | 94 |
| Lender Letter/E-mail to Potential Sellers When Divorce is Occurring | 95 |
| Title FSBO Letter/E-mail for Joint Business | 98 |
| Second Title FSBO Letter/E-mail | 99 |
| Title Research Has Pinpointed Homes for a REALTOR’S® Buyer Client | 100 |
| Home Warranty and the FSBO | 102 |
| Home Warranty Letter/E-mail to an Expired Listing | 103 |
| The Home Inspector Goes for the FSBO | 104 |
| Chapter Four – Web and Media-Based Direct Response Leads | 105 |
| Free 24-Hour Phone Analysis | 108 |
| Web and Media-Based Direct Response Leads, Part Two | 110 |

Grow Your Leads: Just Add Walter

Table of Contents

| | Page |
|---|-------------|
| If Your Real Estate Contract Does Not Have These Six Important Features.... | 111 |
| Twenty-Five Factors That Determine How Hot a Neighborhood Will Be | 112 |
| The Twenty-One Questions a Professional Appraiser or Walter Sanford Will Ask... | 114 |
| Find Out the Eleven Different Values of Your Home.... | 116 |
| Learn the Real Truth about Appraisals | 117 |
| Six Ways Other Agents' Clients Lose Thousands by Incorrectly Pricing Homes | 118 |
| Five Custom Procedures Sanford Systems Use to Create a Higher Price.... | 119 |
| Ten Questions You Should Absolutely, Positively, Get Truthfully Answered.... | 121 |
| Get the Fifteen Small Exterior Improvements that Bring the Biggest Bucks.... | 125 |
| Click Here for the Ten Low-Cost Interior Improvements that Add Thousands.... | 127 |
| Click Here for My 90-Day Sold Guarantee | 129 |
| The Complete List of Getting Your Home in "Show Ready" Condition | 130 |
| The "Get Ready for a Showing in Ten Minutes" Checklist | 134 |
| Here Is How I Sold Two of My Listings at Top Dollar at Open House This Year. | 135 |
| You Know about the Four C's of Buying a Diamond.... | 137 |
| The Four Mistakes I Always See Made by Sellers.... | 138 |
| The Five Best Ways to Guarantee That a Buyer Will Really Get His Loan | 139 |
| Selling Your Home as For Sale by Owner? Here are Fourteen Laws.... | 140 |
| If You Are a For Sale by Owner, Get the List That I Use to Help my Sellers.... | 141 |
| Call Us (or Click Here) for Our Free "For Sale by Owner" Instruction Sheet | 142 |
| If You Want Top Dollar, Here Are Some Steps That Every For Sale by Owner.... | 144 |
| Fifteen Contract Contingencies That Many Real Estate Agents Miss.... | 146 |
| A One Person Real Estate Team Is What You Usually Get.... | 147 |
| Why Our Pre-Listing Consultation Can Eliminate the Five Sneaky Problems.... | 148 |
| Call for Your Free Report about the Six Truths That My Sellers Are Experiencing.... | 149 |
| What Do Home Warranty Policies Really Include? | 151 |
| I Have Seen Many Transactions Messed Up by Bad Advice.... | 152 |
| Are You a Serious Seller? Take This Quick Quiz to Find Out. Click Here. | 154 |
| Click Here for the Twelve Mistakes that Cause Homes to Expire.... | 155 |
| Click Here for Ten Considerations Before You Accept Any Offer in This Market. | 157 |
| Click Here for Our Exclusive Safe Sales System | 159 |
| Click Here for the Often Forgotten Moving Checklist for Plants | 160 |
| Click Here for Our Moving Checklist for Pets. | 161 |
| Click Here for Our Moving Checklist for Your Children. | 163 |
| Click Here for Our Comprehensive Moving Checklist. | 164 |
| Ready to List with a Real Estate Agent? The Thirteen Things Your Agent Must Do.... | 174 |
| Click Here to Get More Money for Your Home. | 177 |
| Ten Questions You Must Ask a REALTOR® Before You List or Lose Thousands.... | 180 |
| Chapter Five – Knowing How and When to Use Alternate Pricing Systems.... | 184 |
| The Objective Behind Introducing You to "Fee for Service" Thinking | 185 |
| The More This Business Changes, the More It Stays the Same! | 186 |
| Fee for Service Is <u>Not</u> Discount Brokering and It Is Already Part of Our Industry | 192 |
| Fee for Service Test | 194 |
| Listing Profit and Productivity | 213 |
| Flat Fee Compensation | 217 |

Grow Your Leads: Just Add Walter

Table of Contents

| | Page |
|---|-------------|
| Marketing the Fee for Service Concept | 219 |
| Here Are Some Print, E-mail, or Web Headlines.... | 220 |
| An Expired Listing Solicitation Using Alternative Commission Tactics | 222 |
| For Sale by Owner Solicitation | 232 |
| Selling the Concept to Your Prospect | 242 |
| A Closing Thought from Walter on Alternative Commissions | 258 |
| Chapter Six – The Complete Expired Solicitation Sequence | 259 |
| The First Sixteen Steps to Capturing an Expired Listing | 264 |
| You Are Not Done Yet! | 273 |
| The Expired Letter #1 | 274 |
| To Spice It Up a Bit, Here Is a Third Solicitation | 275 |
| Expired Solicitation #4 – Information Checklist | 277 |
| The Expired Letter #5 – The Famous Walter Sanford Crumpled Letter | 281 |
| Referral Business Reply Card | 282 |
| The Next Step | 283 |
| Expired Listing Survey | 284 |
| Closing Notes on Your Expired Program | 286 |
| Chapter Seven – When Is a Listing Saleable? | 288 |
| Chapter Eight – Get Paid Twice from Your Listing | 291 |
| Chapter Nine – Low Profit and Low Priority Activities in Real Estate | 297 |
| Chapter Ten – Your Direct Mail and E-mail Campaign | 306 |
| Postcard | 310 |
| Adding Value to Your Direct Mail | 311 |
| Direct Mail and E-mail Letters to Past Clients | 315 |
| Direct Mail/E-mail Letters to Prospect Database: Second Quarter Exhibit A | 316 |
| Direct Mail/E-mail Letters to Past Clients Contest | 319 |
| Linking the Phone with Your Mailings | 320 |
| Creating Leverage from Your Database Using Direct Mail/E-mail | 323 |
| Affiliate Run Direct Mail/E-mail Campaigns | 326 |
| Just Sold, Just Listed, and OBS Mailings | 330 |
| Move Up/Out of Area Card | 338 |
| Conclusion | 339 |
| Chapter Eleven: Investor Sellers (and a Few Buyers) | 340 |
| The Goals of This Chapter | 341 |
| Rental House Owner Lead Generation | 342 |
| “For Rent” Ad Letter – Letter One | 344 |
| You Can Even Find Rental Property in Your Own Neighborhood | 346 |
| Sixteen Mistakes Investors Can Avoid by Using Sanford Systems | 347 |
| Do Not Forget Your Own Tenants as Buyers! | 350 |
| Your Best Listing Is When They Do Not Live Here! | 351 |
| Out-of-Town Owner Letter -- #1 | 357 |
| Out-of-Town Owner Letter -- #2 | 358 |
| Out-of-Town Owner Letter -- #3 | 360 |
| Out-of-Town Owner Letter -- #4 | 361 |
| Out-of-Town Owner Letter -- #5 | 362 |
| Out-of-Town Owner Letter -- #6 | 363 |

Grow Your Leads: Just Add Walter

Table of Contents

| | Page |
|---|-------------|
| Be Your Own Best Client System | 365 |
| Conclusion | 370 |
| Chapter Twelve – Eating the “Elephant” with Time-Blocking | 371 |
| Chapter Thirteen – For Sale by the Owner Means You Have Not Proven Value | 376 |
| The Approach for Listing | 377 |
| First Week Mindset | 379 |
| First Week Letter/E-mail | 383 |
| Second Week Mindset | 388 |
| Second Week Letter/E-mail | 389 |
| Hard Copy for CD Verbiage | 390 |
| Third Week Mindset | 420 |
| Third Week Letter/E-mail | 422 |
| Fourth Week Mindset | 423 |
| Fourth Week Letter/E-mail | 424 |
| Fifth Week Letter/E-mail | 426 |
| Sixth Week Letter/E-mail | 428 |
| Seventh Week Letter/E-mail | 430 |
| Eighth Week Letters #1 and #2 | 431 |
| Eight Week Letter #1 | 432 |
| The Cure to Your Closing Problems | 433 |
| Eighth Week Letter #2 | 441 |
| Counter Offer Checklist | 442 |
| Ninth Week Mindset | 450 |
| Ninth Week Letter | 451 |
| Action Agreement | 452 |
| A New Nine Weeks of Letters! | 454 |
| Tenth Week Letter | 455 |
| Eleventh Week Letter | 457 |
| Twelfth Week Letter | 458 |
| Thirteenth Week Letter | 459 |
| Fourteenth Week Letter | 460 |
| Fifteenth Week Letter | 462 |
| Sixteenth Week Letter | 463 |
| Seventeenth Week Letter | 464 |
| Eighteenth Week Letter | 465 |
| Nineteenth Week Letter | 466 |
| Twentieth Week Letter | 467 |
| Twenty-First Week Letter | 468 |
| For Sale by Owners | 469 |
| The Good Neighbor Approach and the Referral Approach | 470 |
| Prospecting Old FSBOs | 472 |
| Chapter Fourteen – Let Us Try to Forget Buyers | 474 |
| Chapter Fifteen – Old People, Big Homes | 478 |
| Chapter Sixteen – Vacation Prospecting | 483 |
| Chapter Seventeen – Get an Itch to Niche | 488 |
| Chapter Eighteen – The Agent Turnover System | 492 |

Grow Your Leads: Just Add Walter

Table of Contents

| | Page |
|---|-------------|
| Chapter Nineteen – The Dark Side of Short Sales | 501 |
| Title Representative Supplying Short Sale Research to the REALTOR® | 509 |
| Chapter Twenty – “Quickies” | 511 |
| Chapter Twenty-One – The Greats Know What to Say | 522 |
| Chapter Twenty-Two – Getting Rid of Bad Clients | 528 |
| Chapter Twenty-Three – Let Us Not Get Crazy with the Assistants | 534 |
| Chapter Twenty-Four – Lead Generation after You Lost the Listing | 540 |
| Post Listing Survey | 542 |
| Chapter Twenty-Five – Seller Maintenance to Keep Your Lead | 544 |
| Progress Toward Sale Postcard or E-mail | 547 |
| Conclusion | 548 |
| Chapter Twenty-Six – Appendices | 549 |
| Exhibit A: Sellers: What Do I Say? The \$100 at Close Magic Questions | 550 |
| Exhibit B: Buyers: What Do I Say? The \$100 at Close Magic Questions | 555 |
| Personal Invitation to Join Our Coaching Program | 560 |
| Product Sheet | 568 |
| Firecracker Ad | 570 |
| Free Gift Offer | 572 |