

NAR 2004

presents

*Perfect Pre-Listing,
Pre-Confirmation
Packages*

by

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Perfect Pre-Listing, Pre-Confirmation Packages
Walter S. Sanford

Learning Objective: After completing this session the attendee will be able to provide true solutions and advice to sellers, who might also be buyers, by counseling for their needs and listing the property at your full commission for your goal term, at a price that will be accepted in the marketplace.

- I. Counseling Coach -- the \$100 at Close Magic Questions
- II. Getting the Affiliate Team Member Involved
- III. Preparing the Drop Off, Mail, Email, and Web Package
- IV. Ifs, Concerns, and Pricing Strategies
- V. Sell Yourself Before You Get There
- VI. Using the Pre-Confirmation Package as Your Presentation Guide
- VII. Ask for More to Get What You Want
- VIII. How the Pre-Listing Pack Aids the Protection of Your Full Commission
- IX. Closing Thoughts toward Success Enhancers and Immediate Implementation

I. Counseling Coach -- the \$100 at Close Magic Questions

Property: _____

Date: _____ Operator: _____

Seller's Name(s): _____

Mailing Address: _____

Phone: (H): _____ (W): _____

Cell #1: _____ Cell #2: _____

Pager: _____ Fax: _____

Email: _____

1. How did you hear of Walter Sanford? _____

2. Why do you want to sell? _____

3. What will happen if you don't sell? _____

4. Referred by: Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Referral fee: _____

5. Who else are you interviewing for the job of selling your home?
Agent Office Appointment Date/Time

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**Remember, Walter wants to be the last appointment the seller meets with. Make this possible and reschedule if necessary. You can say, "Meeting with the other agents first will guarantee that all of your questions will be revealed. Walter can better serve you if you have the maximum amount of questions available."*

6. If Walter answers all of your questions to your satisfaction, will you list your property when you meet Walter? _____
7. Would it be possible for all decision-makers to be present and meet with Walter on (Date) _____ (Time)? Is it possible to meet at Walter's office? _____. If not, then where? _____
8. Who will be present? _____
9. When I meet with you, will you want to start the marketing? _____
10. Do you own any other properties in the area? _____
If yes, where? _____
11. Are you thinking of listing them also? _____
12. Where are you moving? _____
13. Do you know a real estate professional there? _____
14. Have you ever considered a business plan for the evaluation of your new home? _____
15. When do you need to sell? _____
16. What price would you like to list for? \$ _____
17. How much are your underlying loans?
1st \$ _____
2nd \$ _____
3rd \$ _____
18. Do you need a 1031 Tax Deferred Exchange? _____
19. Do you have an "up leg" in mind? _____
20. What criteria are you going to use in hiring an agent? _____

21. We will be sending/delivering/directing you to our website to view/ a little pre-meeting information packet. May we ask you to review it prior to your meeting with Walter?

22. May we ask that you wait to make a decision on your agent until you meet with Walter? _____
23. Can we arrange some FREE time for you to consult with a CPA regarding the tax ramifications of your selling decision? _____

"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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24. Tell me about your property?

Type

Sq. Ft.

Bed/Bath

Income

Length of Lease

25. Any other amenities of property? _____

26. Assistant to prepare CMA office work: _____

Today Today/Tom Tomorrow Later Date _____

Criteria for CMA:

Area(s): _____ Type: _____ Size: _____

Area(s): _____ Type: _____ Size: _____

Geographical criteria:

N/ _____ S/ _____ E/ _____ W/ _____

Price Range Search: _____ to _____

Number of CMA copies: _____

27. Follow-up instructions:

- A. Run an expired check of the presentation property
- B. Check to see if sellers own any other property in areas close to Long Beach and inform Walter of addresses: _____
- C. Run a list of needs for listing presentation
- D. Please confirm that all decision makers will be present at meeting.
- E. Deliver confirmation package to them/have them view on website
- F. Confirm they have completed
- G. Add to people farm
- H. Input haves/wants in computer
- I. Order super/regular property profile
- J. Is the CMA complete/accurate?
- K. Record mock listing on internet
- L. Record information on 800 service
- M. Prepare mock brochure
- N. Confirm that presentation is complete
- O. Prepare buyer presentation – see Walter for search criteria

II. Getting the Affiliate Team Member Involved

Date

Name

Address

City, ST ZIP

Name:

I would like to introduce our company and myself as a member of Team Sanford. We are the top lenders in the area and we have a long list of satisfied clients for whom we have obtained mortgages to purchase their dreams.

The Sanford Team chose us as their lenders of choice because of our consistency in delivering a quality loan product at competitive rates in a timely manner, and with an enthusiastic approach. We were notified that you already either have listed, or are contemplating listing your property with Walter Sanford. We would like to say "Congratulations" on your choice.

We were notified of your interest in listing because, as team members, we will play an integral part in marketing your home. Once the listing is taken, our company will determine every potential financing plan available to the buyer who purchases your property. We will advertise these financing plans on your property brochures and every agent in Walter's office will have these figures to present to all potential buyers. We believe this is important because sometimes buyers may not be aware of all the different methods of financing your property. Did you know that you can buy a property for as little as 5%? It's true, and it is our job to make sure that the buyers understand these opportunities.

Furthermore, we will obtain more information about your home from Walter and distribute it to the other agents in our area. This networking system is extremely effective because we only form partnerships with the very best agents in town thus controlling the marketplace where only the most elite brokers operate.

Finally, we will be ready to assist you and Walter during the sale of your home by screening potential buyers so that you know their qualifications before you accept their offer! If you are relocating within Illinois, you can be pre-approved under our approval program, saving you time and eliminating any worries while you shop for your new dream home.

We are extremely happy to be part of Team Sanford. We want to make sure that you are satisfied not only with your choice of a real estate agent, but also with having a quality transaction delivered in record time and at the highest net proceeds to you.

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If you have any questions concerning financing the sale of your existing home or the purchase of your next home, please feel free to call me seven (7) days a week on my voice mail pager at (XXX) XXX-XXXX, visit my website at www.awesomeloan.com, or email me at joe@awesomeloan.com. And remember, to reach the best real estate agent in town, Walter Sanford, just call 815.929.9258.

Thank you,

Joe Awesome
The #1 Loan Officer

III. Preparing the Drop Off, Mail, Email, and Web Package

Date

Name

Address

City, ST ZIP

Name:

Thank you for the opportunity to demonstrate my abilities to market your property at 284 Termino Avenue. I am looking forward to meeting you and all decision makers on Tuesday, July 6, 20XX at 3:00 p.m. at your home. If for any reason this appointment becomes inconvenient or if I am no longer the last Realtor® you are seeing, please contact me to arrange another mutually acceptable time. Furthermore, please let me know who will be attending the meeting so I may personalize presentations for them also!

Enclosed you will find clients who have used my services and found that I was able to obtain the best price in the shortest amount of time, along with my track record for the past year. I am sure the client referenced will be happy to share their success stories with you! Also, I have enclosed my "IF" sheet which allows me to discover the little details that may help make a sale in conjunction with my unique marketing methods. Furthermore, for us to obtain top dollar we will need to discuss the enclosed, "Words of Wisdom" sheet.

For our meeting, please have your complete file on the property available so that I will be able to answer all questions. Please fill out the final sheet enclosed, "What Are You Concerned About?" This sheet will allow you to organize your concerns so we talk about what is most important to you. Lastly, you can view our primer on pricing and use our interview questions when you are deciding on your new Realtor®.

My presentation is a culmination of many years of research techniques and marketing expertise. I hope it is helpful and shows you that I believe the decision you are about to make may be the most important one of your financial life!

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Sincerely,

Walter S. Sanford
President, Sanford Systems

P.S. Please view the enclosed video and have two sets of keys ready before our appointment.

IV. Ifs, Concerns, and Pricing Strategies

*IF: YOU WERE THE BUYER, WHAT FEATURES WOULD MOST EXCITE YOU
ABOUT PURCHASING THIS PROPERTY?*

Property Address: _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

THANKS!

Now, I will be able to position to the market place more efficiently.

**"WHAT ARE YOUR CONCERNS?" LETTER
THINKING ABOUT SELLING?**

At SANFORD SYSTEMS, we want to act in YOUR best interest. We are eager to have you share with us your concerns and expectations about the marketing of your property-- before we start.

Before we meet, please take a moment to complete the following survey.

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WHAT ARE YOU CONCERNED ABOUT?

0 = No Concern

5 = Very Concerned

	0	1	2	3	4	5	Notes
Buyer's Qualifications?							
Multiple Listings?							
Broker Commissions?							
Showing Procedures?							
Advertising?							
Open Houses?							
Inconveniences?							
Possessions?							
Pricing?							
Closing Cost?							
Security?							
Sale-ability?							
Internet Strategy?							
Financing?							
Negotiations?							
Other _____							

Thank you and see you soon! Walter will solve every concern plus any that you add before he asks you to take the next step in marketing your home.

Sincerely,
 Cyndi Hayward
 Customer Service Manager

V. Sell Yourself Before You Get There

VI. Using the Pre-Confirmation Package as Your Presentation Guide

A. The First Twenty Minutes

B. But They Have More....

C. And More...and More....

VII. Ask for More to Get What You Want

VIII. How the Pre-Listing Package Aids the Protection of Your Full Commission

IX. Closing Thoughts Toward Success Enhancers and Immediate Implementation

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Walter S. Sanford -- Biography

Beginning in the late seventies, Walter re-wrote records in real estate particularly in number of transactions and dollar volume. His best year was 1992 with \$72 million in sales. Now, he is one of the most requested trainers in real estate. Franchises request and mentor his systems, which he has developed. Delegation, net-profit strategies, working hard and still having a life are a few of the easy to implement, low-cost strategies that we are proud to bring you. Some industry decision-makers believed Walter Sanford was one of the top agents in North America during the '80s and early '90s.

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