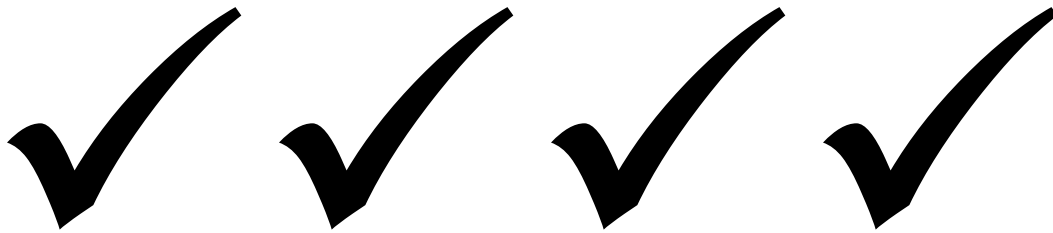


# Prioritized Real Estate Business Plan for 36 Months Beginning \_\_\_\_\_, Personalized for

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## **Team Leader:**

Walter Sanford  
Sanford Systems and Strategies  
559 South Washington  
Kankakee, IL 60901  
Phone: 815.929.9258  
Fax: 815.929.9200  
Email: [walter@waltersanford.com](mailto:walter@waltersanford.com)  
Web: [www.waltersanford.com](http://www.waltersanford.com)

*confidential*

April 23, 2003

Good morning!

As we laugh, reflect, and prepare to implement today, I have two goals:

1. I have planned for this day to be the best day you have ever had at a seminar.
2. I have planned for you to walk out with at least a 36-month plan.

I would like your goals to be:

1. Take notes as these sections apply to you.
2. Determine in what order to implement these ideas.

It is with excitement that I present the outcome of my studies of the top producing real estate agent. As I spent my life trying to do more in less time while shaping a positive outcome for my client, I was able to renew my focus. Using the shotgun approach has never worked in this business. The top 5% focus 90% of their energy in the headings of this manual. This is the same manual, personalized by you over the next few hours that will allow you to focus on this business for maximum results.

By being here, you will hear the best plan, write out what is important to you and then prioritize the one "focus step" you are going to do tomorrow. We believe that you may have questions because it is very hard to boil down 30 years of experience into eight hours – so we have developed "Ask Wally." "Ask Wally" is a free service for our one-day graduates to get their questions answered by me personally. I spend hours each day giving the truly motivated the tools they need to move to the next level.

Sincerely,



Walter S. Sanford

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

# Life Is All About the “F” Words

**Family**

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**Friends**

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**Fun**

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

Somerset Maugham

## Life Is All About the “F” Words, continued....

**Faith**

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**Fitness**

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“Small opportunities are often the beginning of great enterprises.”

## Life Is All About the “F” Words, continued....

## Finances

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[illegible]

"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

It doesn't matter how good you or your systems are  
if you are not bringing the ca\$h in the door!

**Buyers**

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**Sellers**

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

# The 15 Foundational Seller Lead Generation Systems

### A. Expireds

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Adversity reveals genius, prosperity conceals it."

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

Horace  
walter@waltersanford.com  
www.waltersanford.com

## The 15 Foundational Seller Lead Generation Systems, continued....

## B. FSBO

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"The price of greatness is responsibility."

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

Winston Churchill

walter@waltersanford.com  
www.waltersanford.com



## FSBO - Offer Free Services

Date

Name

Address

City, State, Zip

Dear

I have embarked upon a unique way to assist the person who is selling their property. I have noticed that you are trying to sell (PROPERTY ADDRESS). I would like to offer you the following services . . .

### **FREE OF CHARGE:**

1. All the legal forms necessary to complete a sale in this "paperwork" crazy world.
2. Referrals to all the best escrow, title, insurance, property protection, property inspection, lending, and termite companies.
3. A telephone conversation with the top agent/broker in Long Beach.
4. If you are relocating, a referral to the top agents in any city of the nation.
5. A cassette tape on, "How to Sell Your Home in the New Millennium."
6. A free listing on my website for the world to see!

In return, I would appreciate the following:

1. The names and phone numbers of buyers that do not buy your property.
2. Referrals to any of your family, friends or co-workers that might be interested in buying and selling property in Long Beach, and it's adjacent cities.
3. A referral of the people who need to list and sell their property in order to buy yours.

4. Allow me to make a presentation of any marketing services, should you consider listing your property.

I hope you appreciate this low-pressure attempt to do a little mutual "back scratching."

I want to remain one of the top-producing brokers in the nation, and will do whatever it takes to service your needs to this end.

You may call my staff or me when you have a desire for any of the materials or services mentioned. I have also enclosed a form for you to keep track of those potential clients for me.

Thank you in advance, for what I think will be a profitable partnership.

Sincerely,

(NAME)

P. S. You may also request these and more services on the website [www.waltersanford.com](http://www.waltersanford.com).

## 5 Services for an FSBO from Assistant

Date

Name

Address

City, State, Zip

Dear

Congratulations on taking the big step, I admire your entrepreneurship!

Because I respect your decision to sell, I'd like to offer you five FREE services/hints to make this process go more smoothly for you. No, this isn't a trap. By working with you, we can better understand your property and moving desires. We will also be able to explain the home to our buyers that our "Buyers Assistance Program" attracts. Here's what we would like to provide **free of charge**.

1. All the legal forms necessary to complete a sale in this paperwork crazy world. This would include a copy of the contract that the Kankakee County Association of Realtors® approves!
2. Referrals to all the best lenders, title, insurance, home protection, home inspection, and termite companies that you will need for a smooth closing!
3. A free telephone consultation, with Lisa Sanford, the top Realtor® in our area.
4. If you are relocating, a referral to the top agent in any city in North America.
5. A free opinion of value generated from all the recent sales in your neighborhood.

In return, I would appreciate the following:

1. Referrals to any of your family, friends or co-workers who might be interested in buying or selling property in our area.

2. A referral to the people who need to list and sell their property in order to buy your property.
3. Allow Lisa Sanford to make a marketing presentation, should you decide to list your property in the future.

It is my hope that you'll appreciate this low-pressure attempt to do a little mutual "back scratching." You may call Lisa or me when you have a desire for any of the materials or services mentioned. We are just a phone call away-no hassles I promise.

Thank you in advance, for what I think will be a profitable partnership.

Sincerely,

Lin Krause  
Assistant to Lisa Sanford

## Free List of 10 Services for FSBO's

Date

Name

Address

City, State, Zip

Dear

### GOT SOLD?

Maybe you have seen my billboard around town! Maybe I sold one of your neighbor's homes. We want you to know that sellers are now receiving top dollar for their homes. We would like to help you with our services that are efficient and caring.

May I have the privilege of helping you?

My staff and I have a list of free professional services we offer individuals who are selling their home on their own.

1. Free analysis of your property over the phone in 24-hours!
2. Introduction to best mortgage/lenders in town.
3. Free pre-qualification service so you know if a buyer is really a buyer.
4. Samples of real estate flyers so you know what they look like.
5. The 3 best ways to advertise your property.
6. Introduction to a home warranty and home inspection company.
7. We will give you a blank real estate contract.
8. Five suggestions to make your home show better.
9. A full relocation package to any buyer.
10. Helpful hints and a shoulder to cry on.

How may I help you? Lin, my "For Sale by Owner" liaison will be calling you in a few days to see where we may be of service, all with no obligation of course. If you require any help prior to that, please don't hesitate to call!

Sincerely,

(NAME)

## FSBO - You May Need Contracts to Close

Date

Name

Address

City, State, Zip

Dear

Although you may not be aware of it, many of the properties that were listed in the Multiple Listing Service at the same time you decided to place your property on the market have received offers.

Since you may be in an offer situation by now, you may have need of the appropriate contracts for completion of your sale. We will happily provide them to you . . . FREE OF CHARGE. Just give us a call or e-mail your needs!

And . . . if you have any buyers that decided not to purchase your property, please send them to me. If they use our services, we will give you a very nice gift.

Sincerely,

(NAME)

P. S. Visit [www.waltersanford.com](http://www.waltersanford.com) for other FSBO services.

## Staying in Touch With FSBO

Date

Name

Address

City, State, Zip

Dear

I must say it has been easy servicing your account. You haven't needed anything! We hope someday you will call us with a problem to solve; but in the meantime, just keep our cards handy and know that the top agent in Long Beach is just a call away.

Sincerely,

Lin Krause

Assistant to Walter S. Sanford

P. S. Walter's goal is to sell over 300 homes this year and he is on track! In the past few months, Walter's buyers came from the following sources . . .

1. Referrals from clients with Walter's 26 years of doing real estate in the Long Beach area.
2. Calls on our ads, some from *The Wall Street Journal*.
3. His famous 15 minute open house exposure.
4. His contacts with sales and marketing executives, the YMCA, the Chamber of Commerce, and his corporate contacts.
5. His Internet site at [www.waltersanford.com](http://www.waltersanford.com) that produces over 30 leads per day!

## FSBO's - Are You Talking to People Who Can Buy?

Date

Name

Address

City, State, Zip

Dear

### **Are You Talking to People Who Can Buy Your Home?**

Having your home on the market means questioning whether it is being marketed to the buyers most likely to buy it. Buyers, such as young professionals, families, empty nesters, retirees, or singles are the groups I market to every day.

Please call Walter or me with the groups you believe may buy your home and we will do our best to point you in the right direction to find that buyer, no obligation of course!

Did you know that Walter's marketing uses many various methods to find a buyer? We would be happy to share that with you too! Please find enclosed all the addresses of properties that Walter has sold in the Long Beach area. We would love to add you to this list of sold properties.

Please call us so we can help you.

Sincerely,

Diane Guittierez

Marketing Director to Walter Sanford

P. S. Walter is available to set an appointment with you. He will call you back within the hour if you page him at 815-929-9258.



## The 15 Foundational Seller Lead Generation Systems, continued....

### C. Open House

P \_\_\_\_\_ # \_\_\_\_\_

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

Howard W. Newton

## The 15 Foundational Seller Lead Generation Systems, continued....

#### D. Just Sold/Just Listed/OBC

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

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

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

Ralph Waldo Emerson  
walter@waltersanford.com  
www.waltersanford.com

## The 15 Foundational Seller Lead Generation Systems, continued....

## E. Absentee Owners

P\_\_\_\_\_#\_\_\_\_\_

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

Eleanor Roosevelt

## The 15 Foundational Seller Lead Generation Systems, continued....

## F. Database

P \_\_\_\_\_ # \_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

Franklin Roosevelt

## The 15 Foundational Seller Lead Generation Systems, continued....

## G. Tickler File

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

## The 15 Foundational Seller Lead Generation Systems, continued....

## H. Repeat

P \_\_\_\_\_ # \_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

General George S. Patton  
walter@waltersanford.com  
www.waltersanford.com

## The 15 Foundational Seller Lead Generation Systems, continued....

## I. Website

P\_\_\_\_\_#\_\_\_\_\_

[illegible]

"Genius is one percent inspiration and ninety-nine percent perspiration."

## Thomas Alva Edison

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

walter@waltersanford.com  
www.waltersanford.com

## The 15 Foundational Seller Lead Generation Systems, continued....

## J. Expires around new listing

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

"The highest reward for a person's toil is not what they get for it, but what they become by it."

John Ruskin



## The 15 Foundational Seller Lead Generation Systems, continued....

## K. On Site Lead Generation/Field Boxes

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Luck is what happens when preparation meets opportunity."

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

Elmer Letterman  
walter@waltersanford.com  
www.waltersanford.com

## The 15 Foundational Seller Lead Generation Systems, continued....

## L. Institutional Advertising

P\_\_\_\_\_#\_\_\_\_\_

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"No problem can stand the assault of sustained thinking."

Voltaire

## The 15 Foundational Seller Lead Generation Systems, continued....

### M. Product Advertising

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### N. Direct Response

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"There is something that is much more scarce, something rarer than ability. It is the ability to recognize ability."

Robert Half

## The 15 Foundational Seller Lead Generation Systems, continued....

## O. Referrals

P \_\_\_\_\_ # \_\_\_\_\_

[illegible]

"Success is simply a matter of luck. Ask any failure."

Earl

## The Value of Sellers: Signed, Sealed, and Delivered

### A. Counseling

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Do not wish to be anything but what you are, and try to be that perfectly."

Sanford Systems and Strategies  
559 South Washington Avenue  
Kankakee, IL 60901

St. Francis De Sales  
walter@waltersanford.com  
www.waltersanford.com

The Value of Sellers: Signed, Sealed, and Delivered, continued....

## B. Third Party Endorsement

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"The worst bankrupt in the world is the person who has lost his enthusiasm."

H. W. Arnold

The Value of Sellers: Signed, Sealed, and Delivered, continued....

### C. Pre-confirmation

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Many receive advice, only the wise profit from it."

Syrus

The Value of Sellers: Signed, Sealed, and Delivered, continued....

### D. Closing in 15 Minutes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"You will become as small as your controlling desire; as great as your dominant aspiration."

James Allen



The Value of Sellers: Signed, Sealed, and Delivered, continued....

### E. Closing in Half an Hour

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"When you hire people who are smarter than you are, you prove you are smarter than they are."

R. H. Grant

The Value of Sellers: Signed, Sealed, and Delivered, continued....

## F. Closing in 45 Minutes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Genius is the ability to reduce the complicated to the simple."

C. W. Ceran

The Value of Sellers: Signed, Sealed, and Delivered, continued....

### G. Under Promise/Over Deliver

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

"Things may come to those who wait, but only the things left by those who hustle."

Abraham Lincoln

# Affiliate Team Building

**A. Lender:**

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**B. Accountant:**

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## Affiliate Team Building, continued....

### C. Attorney:

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### D. Termite:

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"A great pleasure in life is doing what people say you cannot do,"

Walter Gagehot

## Affiliate Team Building, continued....

### E. Home Warranty:

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### F. Home Protection:

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"One man with courage makes a majority."

Andrew Jackson

# Commission Negotiation

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2. \_\_\_\_\_

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4. \_\_\_\_\_

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"Yesterday is a canceled check; tomorrow is a promissory note; today is the only cash you have – spend it wisely."

Kay Lyons

# Buyers: Let's reduce the time!

## Hoop One

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## Hoop Two

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"The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them."



## Buyers: Let's reduce the time, continued....

### Hoop Three

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### Hoop Four

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"Failures are divided into two classes – those who thought and never did, and those who did and never thought."

## Buyers: Let's reduce the time, continued....

### Hoop Five

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### Additional Notes:

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"The man who wins may have been counted out several times, but he didn't hear the referee."

H. E. Jansen

# Your Investment Program

## Step One

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## Step Two

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"Failure is the opportunity to begin again more intelligently."

Henry Ford

Your Investment Program, continued....

Step Three

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Step Four

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“Well done is better than well said.”

Your Investment Program, continued....

Step Five

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Step Six

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Your Investment Program, continued....

Step Seven

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Step Eight

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# Checklists

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4. \_\_\_\_\_

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"When two men in a business always agree, one of them is unnecessary."

Unknown

## Checklists, continued....

5. \_\_\_\_\_

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7. \_\_\_\_\_

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8. \_\_\_\_\_

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"The secret of happiness is not in doing what one likes, but in liking what one does."

James M. Barrie



[illegible]

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## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Additional Notes:

## This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**Walter Sanford**  
**Your Personal Real Estate Coach and Counselor**

Team up with Walter Sanford! Walter would like to be your personal real estate coach to counsel you in boosting your real estate sales.



- ◆ Real estate coaching
- ◆ Real estate counseling
- ◆ Real estate training

This is an exclusive invitation to become a member of my *Success Partners Program*. You'll receive an entire year of private consulting with me plus over \$2,200 in my products! That's at least \$15,000 of one on one consulting services for you and your business...all for the cost of just one commission.

You have two options:

1. Spend \$4.8 million (like I did) to develop your day to day real estate systems
2. Or let me teach you personally for substantially less!

While I still enjoy speaking for large audiences filled with avid learners, I miss the old days of mastermind groups and one on one consulting. Working privately with promising real estate agents is as much a reward for me as it is for them. Some agents may be under-performing. When they adopt a committed spirit to professionalism, partner themselves with proper leadership, and create systems development, their business literally booms! It's exciting to be a part of that!

I want more of that in my life. I want to help turn your real estate practice into a business that offers financial freedom and worry-free retirement. That's why I'm reintroducing my old coaching program with an even more assertive, well organized twelve month plan.

Now, am I saying that your business is "under-performing" and failing? Not at all! Sometimes, the greatest help that I can give is that "outsider looking in" approach. There may be systems to untangle and challenges to overcome but you're not seeing them because you're daily buried alive in them. Maybe you're just doing activities that don't need to be done. It doesn't mean you're a failure; it simply means you're a business owner with a lot of commitment and heart, who happens to be terribly busy with the business.

You see, adding \$50,000, or even \$200,000, to your bottom line is usually far easier than you expect. It often requires merely shifting the way you approach your prospects, adding a few more steps to your procedures, or introducing administrative systems that allow you to delegate.

**I will help you slow your frantic pace.** After nearly thirty years of living real estate, I can assure you -- I know the kind of pain you can feel in this business. Sometimes, it was a literal hurricane of demanding clients, necessary events that I didn't have time for, schedules gone awry, unmotivated employees, and my ignored family and friends, but then I found that I could steer into much calmer, more profitable waters by doing two things. These two things are what I'll be sharing with you over the next full year.

- ◆ First, you'll learn to implement workable successful systems that have already been researched and developed by long-time, top-producing agents like myself and others that I respect in this industry.
- ◆ Second, you'll learn how to stick to your goals! That habit starts by having someone unrelenting like me to push, pull, inspire, or admonish you long enough so that your breakthrough ideas actually become living and breathing habits. Over the next twelve months, here's what will happen to your business:

I can assure you, **have we got a trip in store for you!** You can't *possibly* stay stuck at the same level of production and feel the same ongoing frustrations and resentments while:

- ◆ Adding my proven lead and prospect development methods to the approaches you're currently using. This time, you are personally walked through them.
- ◆ Using your own customer/client list intelligently.
- ◆ Getting more prospects calling you, and, thus, earning higher bottom line profit out of every marketing, sales, or advertising dollar you spend.
- ◆ Consulting with us before you hire a key marketing or sales team member.
- ◆ Identifying and borrow success practices from other industries and funnel them to your business.
- ◆ Adding resell and cross sell systems to your current selling approach. Isn't it time we made more profit from each sales call?
- ◆ Exploring every marketing aspect of your business that we can optimize.
- ◆ Identifying the best joint venture, strategy alliances, endorsers, host beneficiary and business partners for you to align with.
- ◆ Buying real estate for your own portfolio with new wisdom and savvy.
- ◆ Discovering new niches like development, new construction or investment property sales.
- ◆ Purchasing certain types of media without feeling that you're being taken advantage of.

That's only the beginning of the critical issues...

### **1. You'll have the top of the line coach who is completely focused on booming your business.**

One the front end, I'll be devoting at least TEN hours of my time to analyze what you're doing then help you create your own, unique business plan. I'll review your current practices, dictate my thoughts, then meet with you to discuss our plan of action (which can be done via teleconference or by you flying to my offices in Kankakee, Illinois). That's just the first of our meetings.

Then there's the follow-up! Every month, I will help you implement those plans we agree are appropriate to meet your goals. It's like the feeling you get on one of the perfect days when everything falls into place. You see, when you lift weights sometimes the difference between a clean lift (a successful life) and the bar resting on your neck (a mediocre life) is just a little help over the rough spots. I'm a fulcrum for movement to net profit!

I've combined my company's extensive skills and "combat expertise" to provide the most effective, hands-on, innovative and *alive* year you'll ever experience.

## **2. You'll receive packages!**

First, you'll be sent the specially crafted Sanford Systems "Information Assembler" to work on prior to our first meeting. Each quarter, you'll receive our products -- specially chosen to supplement our discussions throughout the year. Then, every sixty days, we will re-determine our direction to make sure you are on goal.

I'm going to make you achieve what you decide is important!

## **3. We'll devise a complete offensive attack.**

We'll do *whatever it takes* to help you get the breakthrough in sales and profits strategy or gain the competitive advantage you deserve. Everything we cover will be something pivotal that benefits your business enormously. Our sessions will be fast-paced, street smart, and straight to the point with ethical, detailed money making strategies for you.

**In short, we'll identify the best strategy for catapulting you past the competition with the least amount of time, risk, effort, or expense.**

## **4. Finally, you'll receive Gold Club Member discounts and benefits with the Sanford Group.**

These are, of course, special benefits you'll receive once you become a member of our Success Partner Program. You'll receive every product I've ever created as part of your own coaching program. By the year's end, you will have my complete library -- everything that I have ever done in book form, diskette, video, CD, and cassette! Then, your coaching membership allows you into any of my seminars, anywhere in North America, free of charge. Plus you'll receive a **50% discount** on any new product I produce for the next three years. After that, you'll receive a **30% discount for life**.

North America's best coach working one-on-one with you each and every month.

- ☒ Product and book packages chosen specifically for your business plan.
- ☒ A complete, offensive attack that is guaranteed to increase your income and peace of mind.
- ☒ Special membership benefits that not only last the duration of the coaching program, but extend for life

How much do you think this is going to cost you?  
Pay us with one complete payment and the entire program is just \$8,450.00.  
*We believe in commitment!*

We're not playing with Monopoly money. This time, it's your life.

What do I ask from you in return? I simply ask for complete honesty, a willing spirit, and serious attitude. We'll go into this partnership understanding that real estate is not a hobby of yours. You're looking at this industry to not only provide food on your table and college tuition for your kids -- you're planning to retire with your earnings and live a happy, worry-free life.

I've played on the edges of coaching programs before and I found that, without my complete dedication and caring focus, the program just disintegrates.

When it comes to making money for my coaching clients, that end is more important than making money for me. That's why I took some time away from the "coaching" aspect to really study it, ask questions about what you're looking for, and get the right people in place to build a strong, enduring structure beneath your business.

I expect the same dedication from you. If you expect me to personally counsel you, walk you through the set up of my systems, and put my reputation on the line, you need to jump in with both feet, too.

I'll also ask you to seriously consider one more thing before calling me. If you are planning or foresee any major life changes in the next twelve months, I'd recommend that you NOT get involved with our Business Partners Success Program. I only want to work with people who have a real burning desire to succeed, with people who want to escape the craziness and chaos, with people who want to build rich, satisfying lives for themselves and those closest to them. In order to do that, you need to be able to focus on the tasks at hand.

You can't find a program like this anywhere else. I guarantee you won't be able to find this much focus, direction and benefit from any other real estate "coach" for any price. I'm the only national speaker that gives my personal time!

This is not just another "this is what I heard so give it a try" kind of program. I've put \$4.8 million into the development of my day-to-day real estate systems! (that figure surprised even me), but what I've invested is *ALL YOURS* for **\$8,450.00**.

Call me directly at 1-800-7-WALTER or email me to discuss this rare business opportunity.

P.S. Our goal with the Success Partners Program over the next twelve months is simple. I am going to help you figure out what you're doing right, what you should be doing more of, what you're doing wrong and should immediately cease doing, what you're not doing that you should immediately begin initiating, and what your competition is doing better or worse than you.

End result? A 30% increase in your profitability in just one year. Now, isn't that worth the price of just one more closing that will be no problem after our coaching anyway? Call or email me today to be one of just thirty Success Partners Program Members then get ready to *rock and roll*.

P.P.S. At no obligation to you, call my office at 1-800-7-WALTER and ask for me personally! I am absolutely serious about increasing your income by at least \$50,000 this year, but you may not be ready yet -- let's find out!

P.P.P.S. This is the only coaching program where you get, as your coach, someone that has actually been doing it longer and sold more than you! I will be your personal coach.

A handwritten signature in black ink, appearing to read 'W.S. Sanford', with a stylized, cursive script.

Walter S. Sanford