

## Table of Contents

Legal Advice	2
Copyright Permission	3
Table of Contents	4
Introduction	7
I Am Two Years into the Business and I Am Scared	8
Still Big Interest Rates, But I Am Making a Big Splash	16
I Have Experience Now – Four Years!	22
Five Year Agent	35
Six Year Agent	48
Seven Year Agent	61
Eight Year Agent	75
Nine Year Agent	95
Ten Year Agent	122
Eleven Year Agent and Knowing It All...	146
The Balance of the '90s into the New Millennium	161
1-800 IVR System Promotion	162
Long 1-800 IVR System Promotion	163
Web Site Promotion	164
Listing Promotion	165
Buyer Promotion	166
Buyer Promotion II	168
Moving Truck Promotion	171
Walter Sanford Team Promotion	172
Team Intro – Radio/Cable Promotion	174
Work with Wally Promotion	176
Listing Solicitation Promotion	178
Listing Promotion	179
Radio/Cable Promotion for “Working with Wally”	181
Listing Promotion Part Two	182
Market Is Getting Hot Promotion	184
Sell Fast/Top Dollar Promotion	185
Absentee Owners/Investor Promotion	186
First-Time Home Buyer Promotion	187
Buyer Postcard/Classified Promotion	188
Remodel-to-List Promotion	189
New Homes Promotion	190
New Home Promotion	192
Newcomer’s Guide Promotion	193
Country Home Promotion	196
College Condo Promotion	197

## Table of Contents

### Page 2

Listing Promotion	198
Expired Promotion	199
TV/Cable Expired Promotion	200
New Listing Near Old Expired Promotion	201
Expired Promotion	202
Are You Worthy of Promotion?	203
Buyer Consulting Offer	204
Lottery/Buyer Promotion	205
<i>Wanna Sell Now?</i> Promotion	206
Investor/Buyer Promotion	207
Just Sold Promotion	208
New Office Promotion	209
Fax Agent Promotion	211
Better Net Promotion	212
Cheaper Rates Promotion	213
Home Sale Guarantee Promotion	214
Open House Tour Promotion	215
Open House Tour Classified Promotion	216
“Buy Your Home” Classified Promotion	217
Buyer-Generator Classified Promotion	218
Home Search Club Promotion	219
Call Me First Promotion	222
Double End Promotion	224
Empty Nester Classified Ad	225
We Build Relationships Promotion	226
Sister Town Lead Generation	227
Just Sold Ad Promotion	228
Open House Solicitation	229
Just Sold Card	230
Ad Delivery	231
New Listing Card	232
FSBO Solicitation	233
Leave Behind Card when Showing Other Agent’s Properties	234
Postcard Sent to Client’s Friend/Family List	235
Just Listed Card	236
Lead Card	237
Perceived Value and Calls to Action that Create the Incoming...	238
Accompanying Forms from the DVD Presentations	253
Buyers: What Do I Say	254

**Table of Contents**  
**Page 3**

Closing Process: The Closing Process Letter	259
Top Agent Business Plan Outline	267
Modular Listing Forms: Questions to Ask Seller Prospects	268
Modular Listing Forms: Pre-Confirmation Cover Letter or Email	272
Modular Listing Forms: Best Client Reference Sheet	274
Modular Listing Forms: Track Record	275
If: You Were the Buyer, What Features Would Most Excite You...	278
Modular Listing Forms: Words of Wisdom Advice for Sellers	279
Modular Listing Forms: "What Are Your Concerns?" Letter	283
Modular Listing Forms: Testimonials from Happy Clients	285
Modular Listing Forms: Proper Pricing Tenderizer	287
Team Brochure	291
Modular Listing Forms: Seller's Plan of Action	295
Personal Coaching Invitation	300
Sanford Systems Products	308
Firecracker Mailing Tubes	310
FREE Product Offer	312