

SANFORD

SYSTEMS & STRATEGIES

Newsletter

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Well, we have surpassed the Asian elephant in the longest gestation period. Asian elephants are born after a gestation period of 19 to 22 months, and our website was born after a gestation period of 30 to 32 months.

As we welcome our "baby" into the worldwide web, we continue daily to work out the minor problems, but we appreciate your emails and phone calls with any issues that you encounter.

We hope you enjoy the new format and find it easier to obtain information. Our goal is to continue providing you with the latest, timely information on our website and in our systems and articles.

Thank you for your confidence in Sanford Systems and for keeping us as your real estate resource.

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- Are you thinking about hiring Walter for your next event? Click [here](#).

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Featured Product of the Month



9. PHONE SCRIPTS & MOVING BEYOND DO NOT CALL

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! Do not call opportunities!

Price: \$310

Add to cart

Our Coaching Program

Our coaching program is nearing capacity. We keep our coaching program to a limited number of clients to ensure each client's one-on-one time with Walter. If you're interested in learning more about our top agent coaching program, please call Cyndi at 1.800.792.5837 or visit our website for more information.

THE BEST OF "ASK WALLY"



Q. I love your letters to send out to expired listings, but so far no response. I have only been sending them out for a few weeks now. How often do you recommend sending expired listings your letters? I have been sending them once a week, but I don't know if that is too little or not enough. *Erik Barthel, St. Louis, MO*

A. Hello, Erik. Thanks for using my letters; however, expired listings deserve the full court press. Try our Expert Lead Generation Tool Kit that purposes full systems to go after the best demographics. To own a huge market share of the expired market, you will need better research to know who are the expireds, cancelleds, and withdrawns then follow a time-blocked schedule to make sure they are consistently done every day. They should be called twice with compelling value and a great voice mail should be left. The voice mail should direct them to a value filled web site that specializes in free services for the expired listing. Then they should be mailed to twice and visited once. This should all happen within 3 days for the expiration and then all non-listed ones should be followed up in 3 months. Add all to your just sold/just listed campaign, also. As you can see, I would like to see you on an expired listing presentation every working day of the week. Thanks for your great question.

Want to read more of Walter's "Ask Wally" column?

Click [here](#) for endless questions and answers that Walter posts to his website monthly.

FEATURED ARTICLE OF THE MONTH

Your Best Bet - The Phone

In my travels around the country, the two most common questions I am asked are: "What is the single most important thing I can do to find new business?" and "I don't have the money to start a lot of fancy advertising and marketing programs. What can I do to be a top producer?" The answer to both questions, I believe, is the same: "Get on the phone!"

In this era of technological wonders, I sometimes think we're in danger of losing sight of a fundamental truth -- the telephone remains the single best tool for communicating with customers. Phone calls not only save time by providing you with instant feedback on a customer's needs and desires, but it also gives you the ability to zero in and target a potential group of clients who might be interested in very specific services.

Why do salespeople sometimes hesitate to start dialing? I hear a lot of excuses. The two most common excuses are: "I'm too busy" and "Cold calling doesn't work in my town." What's really behind all the excuses? More than likely it's a fear of rejection or lack of a compelling service. None of us likes to feel like we're intruding on or bothering people unnecessarily.

There are two main ways to avoid that scenario. The first is to schedule calls when people are likely to be available 9 a.m. to 5 p.m. and 7 p.m. to 8:30 p.m. during the week and 10:30 a.m. to 1 p.m. on Saturdays. The second is to make sure that you're calling the right people with a compelling message.

Finding phone numbers is usually pretty simple. If the person you want is not in the directory, try going through your title company, checking the MLS, and visiting various internet sites.

In my years of "pounding the phones," I found that I got the best responses from expired listings, FSBOs, actual or potential out-of-town landlords, newlyweds, new parents, empty nesters with large homes, renters living in expensive apartments, and investors.

What you offer a potential client is also key. My goal in any telephone presentation is to deliver as much value as possible in the shortest amount of time. My expired script goes something like this:

"Hello, Mrs. Johnson. My name is Walter Sanford. I'm a real estate broker here in Long Beach. I noticed that your listing expires today and I'd like to apply for the job of marketing your home. It's the key to higher prices. May I meet with you?"

From there, I offer to provide them with a written value analysis within twenty-four hours, a list of five inexpensive ways to increase the salability of their house, and a free appointment with my accountant!

Sometimes, all you may get is voice mail. In those situations, you need to leave a compelling message. If you're calling potential buyers of rental properties, try offering them a copy of the latest rental agreement approved by the local apartment owners association, a list of competent carpenters, plumbers, electricians, landscapers, and a free 15-minute consultation with an accountant regarding the benefits of 1031 tax-deferred exchanges.

No matter what kind of client you're calling, the point is to demonstrate that you have the expertise and resources customers need in order to make intelligent decisions. Implementing a phone-prospecting program is easy. You just set aside an hour every day and start dialing.

Walter Sanford was one of the top real estate agents in North America for nearly thirty years, and now, he is one of the most requested speakers, trainers, and coaches. He has authored twelve systems and books on checklists, pro-active lead generation, affiliate lead generation, plus others mentioned in this article. You can hire Walter or buy his products by visiting his website for more details at www.waltersanford.com, by calling 815-929-9258, or emailing Walter at walter@waltersanford.com.