

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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### HOW TO SUCCEED IN A LACKLUSTER MARKET

For thirty years, Walter Sanford has been the one mentor top agents look to for market-centric systems. Many of our clients are in markets that do not have happy buyers or sellers; there is not the jubilation of eighteen months ago. Prices are soft, buyers are weary, and sellers "need more."

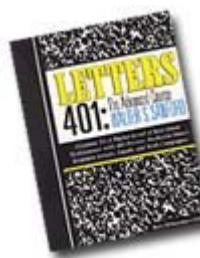
Our company has a simple solution to take advantage of this situation. Since it is easier to obtain listings in this environment, utilize our systems to obtain more. You will find the motivated sellers who can compete in this market and have the signs/web postings to create the buyers. When there are fewer transactions, you have to find the motivated clients thus increasing your sample size.

Through systems, seminars, and coaching, our company can show you how to make more money in a lackluster market so that your savings account is larger. Let's get rich!

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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



#### LETTERS 401: THE ADVANCED COURSE

The finest lead generation letters and emails in North America. All tested for profitability! This is the foundation of your direct mail, email, and database solicitation department.  
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Price: \$425

Add to cart

### Our Coaching Program

The very best athletes, entertainers, and business leaders all have someone in their corner who they can go to for advice, leadership, and teaching. Unfortunately, the average person has no coach and too often allows himself to be influenced by those who have never achieved high levels of success.

With thirty years of real estate experience including record levels of high real estate production and creative business systems, Walter Sanford offers personal coaching to a select group of clients each year.

Why not make 2007 the year you start enjoying your career, your family, your life? Call Sanford Systems at 1.800.792.5837 for more information about our **one-on-one coaching program**. Learn from the best, be the best.

### THE BEST OF "ASK WALLY"



**Q.** Hey, Walter! I am sure you don't remember me but I have met you many time years ago at some Mike Ferry events. Anyway, I have 5 offices and 125+ agents. I have been working hard on trying to get their per person production up by showing Mike's DVDs, coaching, and kicking their butts. Ha ha! I'm thinking about trying something new and maybe that something new would be having you come up!

Will Carrillo, RE/MAX Real Estate Services

**A.** Hey, Will. Sure, I remember you. You were always interested in a better way. Mike is a genius. Let's take off where he leaves off. The theory works. They just need to have a more complete plan that is simple to implement, fun, inexpensive, and exciting.

1. Get excited about controlling a major demographic of proven seller leads by phone, web, mail, maybe a visit, and outstanding follow up with services that make sense to them.
2. Teach them how to get through this market with more listings, better seller maintenance, re-determining motivation, getting the commissions back up, and under-promising but over-delivering.
3. Learn better systems that save time and cutting the stuff that does not make money.
4. Have a better listing presentation that beats most of the competition, most of the time. Teach them to overcome the new objections in this market.
5. Learn which short sales to run from and how to start getting the REO business.
6. Refer out most of the buyers who do not prove their motivation by answering questions, getting pre-approved, meeting at the office, and signing an agreement.
7. Add two more hours a day by cutting interruptions while providing better customer service.
8. Put together teams that do not increase overhead.
9. Show them how all this will increase net, get them excited about saving a little of it, and buying this time at the bottom.

This is just a taste of a current half day program customized for your area. Let's also get some top producers in there and recruit the heck out them. Also, if we can hold your people to just 1-3 of my ideas, I can guarantee a 20% increase in their net. Let's also get a few affiliates to help with the cost. They love my seminars because I tie their services into the lead generation systems. Looking forward to seeing you again.

*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

Instead of reading Walter's great ideas, this month you can **hear** his great ideas and advice on this new market. (**Be sure to turn up your volume!**)

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](http://www.waltersanford.com), by calling 815-929-9258, or emailing Walter at [walter@waltersanford.com](mailto:walter@waltersanford.com).