

SANFORD

SYSTEMS & STRATEGIES

Newsletter

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THE PERFECT LISTING PRESENTATION

Could you beat Walter Sanford in a listing presentation on a listing that you really want? Maybe you haven't done the math so your motivation isn't where it should be. A \$500,000 listing is worth \$15,000 or more if you know the correct pricing strategies during a listing presentation, but there is more money to be made from a listing.

First, you should only spend your time with motivated sellers; however, you have to have more leads to have enough business to only work with only motivated sellers. Don't forget that Walter has a 24% double-end rate, meaning he gets twice as much money for a lot less work and adding another \$30,000 gross to the value of a listing.

What about the conversion of buyers from the listing by having a sign and ads on all the web portals? Remember that Walter's customer satisfaction quotient is higher so there are more referrals and repeat clients, giving him another \$100,000 over the next fifteen years. Now, we're up to \$130,000 from a listing you should have had!

How many listings like that would you need to have to put money into those real estate investments you've been putting off? Have you checked into short sale opportunities? What about cutting your listing promises so you can cut your overhead? What about doing all this and more in record time so you can go home and enjoy time with your family?

Normally, Walter Sanford isn't able to present these extensive ideas in his regular seminar because it takes all day to teach the perfect listing presentation. You are being offered this rare opportunity to attend an exclusive event on Friday, July 13th in downtown Chicago because you are a past client, and frankly Walter likes to be with people he knows! We'll have fun, and you can network with some of the top agents in the country!

July is a great time of the year in Chicago with the beautiful views of Lake Michigan, incredible shopping, delicious restaurants, and fabulous summer activities for all ages including the architectural boat tour that we'll be taking on the day after the seminar. E-mail Cyndi for more details about the boat tour.

Don't miss this great one-day training event on *Getting the Listing Every Time* and the opportunity to spend some time with your family or team members for a long weekend.

Call us today at 800.792.5837 so we can begin increasing your net profit for the rest of your career! We have discounts if more than one is coming, too.

Featured Product of the Month

When you attend our Titan Training seminar on Friday, July 13th, you'll enjoy this private day of training plus take home a 300+ page workbook, a data CD featuring the entire workbook in Microsoft Word and Word Perfect for immediate implementation, and a DVD of the entire day's training to reinforce those principles with your team. Admission to an exclusive, invitation-only seminar PLUS the workbook, data CD, and DVD – the workbook and media are worth more than that alone! Don't be the one who said, "I could have gone..." Be the one who says, "I did attend and look how my career has changed!"

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.

You'll enjoy this private day of training plus take home a 300+ page workbook, a data CD featuring the entire workbook in Microsoft Word and Word Perfect for immediate implementation, and a DVD of the entire day's training to reinforce those principles with your team. This day will change your financial future! This is the only listing presentation training that you will need for the rest of your career. If you want to train or teach or speak on this subject, this is the one best place to gather the necessary tools to implement a listing presentation that is almost 100% successful -- who wants 100% of all listings? If these ideas are implemented, Walter promises they will double your net profit in the next twelve months.

Call Cyndi at 800.792.5837 today to sign up today. You can also visit www.waltersanford.com/july for more details or sign up online on our secured site.

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THE BEST OF "ASK WALLY"



Q. Dear Walter,

I understand you are in Northern California speaking today. Congratulations. I hope someone is helping you sell your great products. I need help. I have all your books and having been in the real estate business 23 years maybe I just burned out and I love it. So please give me some advice. I went through "If I Could Start Over" and I have a life coach. I just am not getting anything going. Southern California is tough right now. Any ideas would certainly help. Please, Please Please! Quitting the business I guess is a choice that I am not ready to make or should I? Thanks so much.

A. Sorry to hear about the burn out. I have had it before. Here is the solution:

1. Go where the market is. Right now in your area, the expireds are starting to explode -- lots of great leads. They need good research, two phone calls, three great letters, and a personal visit. If you do that, you will get 15% of all re-listed expired listings. Getting lots of signs up precludes you from dealing with time-wasters, because you just won't put up with them anymore.
2. Cut off the business after 35 hours of a hard hitting week. Turn off pagers, voice mail, and prep your clients that you are on when you are on and off when you are off.
3. Buy real estate on the way down. Read my articles and get ready for the bargains.
4. Be on time and don't get attached to the outcome
5. Find out where all your income came from in the last 3 years and only spend your time doing that.
6. Get away from toxic people.
7. Have a list of 20 fun things you love to do in your purse and do one or more of them every day.
8. Workout or exercise.
9. Smile and be nice to everyone.
10. Have a plan.

This should cure what ails you!

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

You Might Have Gotten Lazy

My clients joke that I do not waste words. Years of increasing prices and enthusiastic sellers and buyers have caused you to focus on the signature rather than the quality of your listings! EVERY HASSLE IN REAL ESTATE CAN BE CURED AT THE LISTING PRESENTATION!

What are some of the major goals of a great listing presentation? Many agents have forgotten what appreciation has done to their income. In the "good 'ol days," selling a \$100,000 house was a big deal. Now in many areas, \$500,000 to \$800,000 homes are not unusual.

You have to remember that a \$30,000 commission, the bragging rights of the acquisition of the listing, the buyers that the sign and internet portals develop, the inquiring additional sellers, and the follow up of those relationships over the years can create six figure increases in your net worth! Shooting from the hip at a listing presentation, just does not work any more.

Here are some of the major sign posts on your way to the best of the best of listing presentations:

Beating the Competition Every Time

My sellers were always been impressed that I asked more questions about their needs than the competition. In fact, how can you change a client's life if you do not know exactly what they are trying to achieve? By asking more questions up front, you know who you are up against by way of competition. If you can beat the competition, bring the MLS stats. Also, the client is going to appreciate that you cared about their needs. Once you find out about their needs with my pre-counseling questions, you will be in a better position to bring client-pleasing outcomes to the actual meeting.

Motivation of the Seller Allows Them to Flex With the Market

Many cities in the United States and Canada have seen the market slow – some massive, some just starting. Sellers need to be flexible with changing markets. The only seller who is truly flexible is one who has a goal that needs to be accomplished. Clients with unclear goals tend to spend less time being pre-counseled and answering questions. The proper counseling questions immediately determine whether or not the client is realistic. Many clients find it difficult to disclose their core motivation and initially require many well-planned, follow up questions to let loose of their inner-most desires of why they want to sell the home.

By knowing this core motivation, you can consistently remind the client of the end goal. Though the road might still be rocky, it will now be worth the ride. My pre-counseling was done by way of an initial phone interview then attached E-mail questionnaires and even a private spot on my website. This exclusive area of my website was set aside for sellers to review and submit their answers which were planned to disclose their motivation.

The Signature Means that You Have Shown the Client that You Care the Most

Agents who ask the most questions obviously show they care most about the client's outcome. Clients certainly appreciate this concern. This can be enhanced by consistently reminding the client, "Before I can develop a customized marketing plan, it is important that I understand exactly what you are trying to accomplish." A great listing presentation will always leave the impression that you have put the client in front of the commissions.

Under-Promise then Over-Deliver

A great listing presentation is filled with high-value perception items that do not cost a lot of time or money to accomplish. My listing presentation included over forty of these high-value perception items like innovative search engine strategies. When you spend less money and time in achieving a client's goal, you increase your net, which, of course, is important to obtain the savings account balance that you will need to make down payments as real estate becomes more affordable in your area!

Real estate agents who understand that 95% of marketing is how you price a home have to be able to make a winning listing presentation without promising thousands of dollars in expensive items. Remember, the internet took over print advertising approximately five years ago. The only reason that we used to spend so much money on print advertising was because your old, tired listing presentation did not turn your seller into a raving fan. By promising less expensive items than the competition, but delivering low-cost, high-value perceived items, you will find that it is easy to exceed your seller's expectations and have a higher net for yourself.

Market Commissions Mean Net Profit

One of the remnants of the exuberant market is that sellers have been conditioned to ask for and expect less in the way of commission cost. In tougher markets, clients scream for professionals who can achieve the client's goals. Professionals charge professional fees. My listing presentation demonstrates over ten ways in which you increase a seller's net like "post-listing inspections."

Increasing a seller's net is the true method of proving your value. Many speakers teach cute quips in response to commission-reduction requests. The true professional proves their value by increasing their seller's net proceeds. Agents need to know how to go through the seller net proceeds enhancement discussion, prior to a client agreeing to pay full market commissions.

Listings As Your Number One Buyer Generator

All across the country, my clients are screaming for more buyers and are finding that listing acquisition is the most effective and least expensive method of finding more buyers. Therefore, job number one in a tough market is the acquisition of more listing leads. A more effective listing presentation to make your inventory not only increase by numbers by also increase by profitability is how to accomplish this task.

On Friday, July 13, 2007, in downtown Chicago, Sanford Systems will be presenting a full-day seminar on listing presentations supported by a 300+ page workbook of every form, dialogue, system, script, presentation, and writing that have been proven over the thirty years and have worked in thousands of presentations.

This seminar promises to make the items in this article come alive. Normally, companies hired Sanford Systems to train their attendees. So this is rare opportunity featuring not only the greatest in detailed training but it is also available to the top real estate agents, coaches, and trainers world-wide.

You are invited to attend this gathering of titans as we detail the best and most successful listing presentation in the world. You will get the workbook and data CD, with all documents digitized for easier use in your office, on your website, in your E-mails, and in your presentations. Plus you will receive a DVD of the entire day's presentation! The investment to attend this all-day training event is \$284.

Please bring your assistant, your team, your spouse, and even your family – stay the weekend! Stay Saturday and join us for an architectural boat tour!