

SANFORD

SYSTEMS & STRATEGIES

Newsletter

Industry News for the High Achieving Real Estate Professional



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INSIDER TRAINING FOR REAL ESTATE AGENTS

The most profitable aspect of real estate is that it puts you in the position of getting paid commissions while studying the world's best investment market. There are so many ways to integrate a personal investment program into your real estate business!

As some market prices become softer, you'll begin to see properties where you can put 10-20% down with a fully amortizing loan and break even with a 35% expense factor. I know you are going to start making some offers, but sometimes your business will help you! Look at all the ways the business has helped me:

- 1. Finding super deals while property seeking for my buyers and reviewing listing comps for my sellers.**
- 2. Making offers -- when I didn't want the counter offer, one of my buyers might take it.**
- 3. Guarantee sale programs for my sellers where I ended up being the buyer.**
- 4. Negotiating a transaction for my buyer -- the buyer backed out and I would step in as the buyer.**
- 5. Sellers who want to sell immediately, and with full disclosure, they would sell to me.**
- 6. Building relationships with builders that led to partnership projects.**
- 7. Investors and past clients who become group investors for my projects.**
- 8. Knowing the market so well that I could make faster offers.**
- 9. Affiliates wanting my business began offering discounts.**
- 10. Using commissions toward down payments.**

These are only ten ways it helped me! Take a look at our complete system, Insider Trading for Real Estate Agents, so you can get your share!

- **Download** this printer-friendly version of our newsletter in PDF format
- View Archived Newsletters by clicking [here](#).
- Are you thinking about hiring Walter for your next event? Click [here](#).

Tips on Using Walter's Systems

For those of you who own Walter's Insider Investing for Real Estate Agents or Insider Trading for Real Estate Agents, you will find that getting started is the hardest part. Assuming you have been using some of Walter's other systems to create more net profit, it is time to buy a little of what you sell!

Turn to the chapter on determining how much to pay for a property. Since this idea might be coming premature or you need more practice, subtract another 10% from the offering price. Write an offer. If you get the property, it will be so exciting that family, friends, investors, and buyers will all be available to help you in its purchase. You can always find a down payment for a great purchase.

Please put a cover letter on your offer explaining that the offer is a product of a financial formula, so if it does not work for the owner, there are no hard feelings. Be considerate and no one will get mad at you for bringing them lower than listed prices. The listing agent can use low, non-accepted offers as a basis to obtain a price reduction in a reluctant market, too. All the rich real estate agents got there by using my ideas to produce more net profit, then buying toward the bottom of the market.

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. Walter will be the only person teaching and guiding you. 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.

If you are receiving this issue as a forward and would like to get your own free subscription, click [here](#) to sign up.

THE BEST OF "ASK WALLY"



Q. I would like to get more information on implementing the “If I Do Not Sell Your Property Then I Will Buy It.”

Michael
Winnetka , CA

A. Why base your business on a scam? You offer to buy only if they buy one of your listings, then only buy it at 90% of appraised value after deducting your 6% commission. This is probably not in your client's best interest.

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

More “Insider” Buying Opportunities Prior to Writing Contracts for Clients

As an agent, you should be getting close to making a decision about buying some investment piece of (OMIT) real estate through the leads you generated from your real estate business. It is important that you understand that there are no time constraints nor is there a rush to buy a piece of real estate. Because of your “insider” status, you are exposed to literally hundreds of potential opportunities every day -- from your lead generation of sellers, contracts that you negotiated for buyers that did not work out, and sellers who are just not going to wait for a buyer any longer -- you are bombarded with opportunities. Because of this unique position, your standards must be held high regarding your purchase of investment property. For the best book on this subject, you can purchase *Insider Investing for Real Estate Agents: How to Profit from Your Intimate Knowledge of the Market* at Amazon.com written by yours truly.

I would like to run by some other little known opportunities that were afforded me as an “insider” real estate broker that increased my sampling of real estate to pick from. They are the following:

1. If I do not sell your property, I will buy it.

This was one of my advertising promotions as a real estate agent allowing me to receive more phone calls from potential sellers. I advertised, in all sincerity, that if I could not sell the property then I would actually buy it within a certain time frame. I also disclosed that there were certain conditions regarding this guarantee. The conditions were the following:

A. The sellers will list the property at a price that will allow the property to sell. B. If they were in need of a fast sale through me, they would have to discount the property another 5%. C. Furthermore, I charged my full 6% commission. This allowed a seller, who was eager to sell, an opportunity to have the property close with me in a 30 to 90 day time period.

This was an outstanding way to receive seller phone calls and meet with sellers to determine their motivations and goals. Occasionally, the seller would take me up on my offer to buy, and I was able to add more property to my inventory.

2. Fast turns to my waiting buyers.

Many times I was introduced to real estate that did not meet my personal investor parameters. There was equity in the property, and they were not listed. With full disclosure, I would evaluate these properties and offer them to my buyers with a profit to me. This was done with full disclosure to all parties so there would be no hard feelings from buyers or sellers.

Many times, I could insert myself between a buyer and seller for a larger piece of the action, not just the commission. This tactic is absolutely legal and ethical, if everyone understands with full disclosure of how much I paid, how much I am selling the property for, and how much I am making.

3. Taking Seconds

Another opportunity of being an “insider” is giving my seconds to buyers. Often, I was able to negotiate transactions that were good, but just did not meet my individual parameters. These pre-negotiated transactions were easy to turn over to my buyers, who were extremely happy to receive these opportunities.

4. From Buyer to Lister

Many times after negotiating a transaction with a seller, we found that the transaction did not meet my needs or my seller's. I was put in the position where I was not able to close the transactions but could handle the marketing for the sale. Who knew more about the property than I did?

As you can see, you are presented with hundreds of opportunities when you become an “insider” investor in your real estate brokerage. There is no need to make rash decisions. Helping people achieve their goals will help you to become wealthy.

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.

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