

# SANFORD

SYSTEMS & STRATEGIES

## Newsletter

Industry News for the High Achieving Real Estate Professional

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### DON'T HIBERNATE!

Don't hibernate in 2008! There's no need to be afraid of what lies ahead when you can be fully prepared with ample strategies to handle anything a tough market may bring.

We've found that our clients greatly appreciate a fresh start to the New Year with a goal planning seminar. Given the current market conditions around the country, many of our clients are customizing seminars for their market, centered around the theme of tough market strategies for winners.

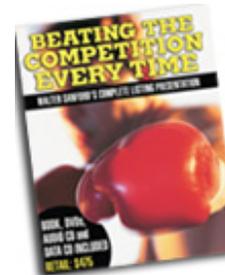
We'll be happy to customize a seminar for your group! We do have dates available in early December and January. Call us today at 800.792.5837 and speak with our event coordinators! Don't hibernate in 2008! 2008 will be great with tough market strategies for winners!

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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

#### BEATING THE COMPETITION EVERY TIME (BOOK, DVDs, AUDIO CD, AND DATA CD)



A multi-media approach to finding, interviewing, sending pre-listing confirmations and working through objections to close the listing. Includes four different listing presentations and

follow-up, a book of forms, letters and scripts. All on CD for easy manipulation.

Plus you'll hear Walter speaking live about how to make the "Perfect Pre-Listing, Pre-Confirmation Package!"

Winning the signature against competition is what great agents do!

**PRE-PUBLICATION PRICE: \$350**  
(book will be shipped in late November)

### 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.** Walter, what I've been doing is not working for me at all. 8 out of 10 numbers are on the (Do Not Call) list and the others are either disconnected when I call or I can't find the numbers at all. What do I do? I was thinking just to stop by all the houses and say "Hi" or maybe more mailers. Please advise. Thank you.

Basia  
Fort Lauderdale, FL

**A.** Hello, Basia. I understand your frustration. The worst ratio that is being encountered on expired listings is 20/80...with 20% working phone numbers. I need you or an assistant to keep trying to call and leaving voice mail message, because that is one more contact showing you are motivated and enthusiastic, which is something that their other agent probably was not! Please follow-up with two mailings and a personal visit. On the ones you could not find, try to call again on Saturday morning. That should net you about 3 listing appointments per week, if you are getting 15 expired, cancelled, or withdrawn listings per day in your MLS.

Many times success is how hard you are looking for phone numbers. Remember, the harder it is to find the phone number, the less competition there is for the listing. Are you trying to find the numbers in all these places?

1. Phone book
2. 411
3. On line reverse directories
4. Tax Records
5. Netsleuth.com
6. Peoplefinder.com
7. Calling neighbors (turn into cold call, too!)
8. Google name search
9. Sending post card with address correction requested and starting with a new address
10. Sending a post card to the lender on the recorded lien saying that you have had interested buyers in the past and would like to know the availability of (address)
11. Calling the previous agent and offering a referral fee for information leading to the seller
12. Knocking on the door and the neighbor's door
13. Doing more mailings letting them know you specialize in customized marketing programs for sellers once you analyze the sellers needs, please call re: (address)

The above activities should net you a major market share of expireds in a market where there are more expireds with less competition. YOU NEED LISTINGS NOW, so keep asking how I can help.

*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 Getting Ready to Inflate in 2008

It is time to start thinking about your plans on inflating your net for 2008! As many of you know, some markets are either transitional market or a blood bath market. In either market, your goal is the same -- you need to increase listings back to critical mass.

Critical mass means when your current inventory of listings is creating more listings and enough buyers to keep you engaged in writing and negotiating contracts, while not taking so much time that you eliminate your ongoing lead generation systems. Therefore, this is the specific outline that our coaching clients are using to set their goals and business plans for the "different" market in 2008.

1. Enhance all current seller lead generation systems to make them more effective.
2. Cut costs on all current seller lead generation systems so you do not affect success ratios but cut costs to increase net.
3. Implement one or two new, pro-active, seller lead generation systems that allow you to dominate a niche. Contact those people by way of phone, mail, E-mail, and personal visit with further solutions found under a dedicated hot spot on your website.

4. Because you are generating leads, refer out under-motivated sellers who do not agree on price, marketing sequence, or your fee.
5. Be more aggressive in pre-approving buyers and spending time with them. If you would like to operate a "lookie-loo" buyer program that requires none of your time, such as a web-run "drip" system -- that's fine. If you or your buyer's agents are personally interacting with buyers, the buyers need to be held to a higher commitment before you invest company resources in them. Increase your pre-qualifying questions, institute mandatory lender pre-approval, require a commitment to visiting your office, and have loyalty agreements signed. Make sure that your search for unique properties for buyers also leads to new sellers by sending direct mail to buyer's target market and check expireds, pocket listings, FSBOs, and database leads. Start advertising your buyers rather than listings. Listings are saturating the market and everyone is looking for the agent with buyers.
6. Make a more concise listing presentation that will allow you to gain more insight into a seller's needs, prior to your appointment. Spend less time face-to-face with the seller. Work on promising less, asking for more commission, and being more aggressive in pricing the property ahead of the market so as to decrease your sales cycle.
7. Keep in mind always that there are only three ways to increase the income to a great agent.
  - A. Increase your number of clients, which you are doing by implementing the above instructions to increase the number of seller leads and also working with only the most qualified buyers.
  - B. Increase your price, which means to either hold tight at your current retail commission or increase your current retail commission. This can be done by making sure that your listing presentation shows sellers how your operation increases *their* net.
  - C. Decrease the sales cycle. This can be done by writing tighter contracts by having shorter closing times, shorter contingency periods, more effective checklists, and better systems that lead clients into making decisions faster.
8. Be sure to include all of your affiliates as part of your production team. Affiliates love full pipelines, and they would love being included on a joint lead generation system that would bring more leads for them and more leads for you. There are numerous examples of this team concept like a lender going after your divorce market, helping you with FSBOs, and even post-listing inspections by your "team" inspector. We have systems for every affiliate of every mindset.
9. Increase the quality of your internal office manuals. These manuals are important because they provide the format to add great ideas and allow you to go back and decrease activities, decreasing overhead. Office manuals also provide the foundation for the new part-time or full-time help that allows the rainmaker to generate more leads. Other advantages are also that the manuals can be demonstrated at a listing presentation as your ability to handle all the details, making certain that a buyer's/seller's best interests are kept in mind. You can also keep your modified checklists so you'll always remember what you did in the varying markets.
10. Time-block more activities. It is time to time-block your communication. Our clients are getting all incoming and outgoing calls, E-mails, and other office interruptions during the two, well-advertised business hours each working day. If you can block that communication in two different hours of the day, then your family, friends, and clients know that those are your communication portals. This will allow you to operate your business in the rest of the six hours of doing dollar-productive activities. Time-blocking prioritizes the most important activities of real estate and is the number one difference between top producing real estate agents and mediocre producing agents. Determine what your most profitable activities are, assign a time of the day/week/month/year for them, and make certain that nothing gets in the way, except a family emergency or a listing presentation that cannot be moved.
11. This is the year to open a money market fund and have a certain percentage of every commission check deposited into that money market without even being touched. Of course, these savings should be used to pay high-interest debt first. Secondly, it should be used to provide a foundation for your family like emergency savings, disability insurance, and the funding of government sponsored retirement plans. Thirdly, it should be used to start growing your investments, which I believe should only be real estate since that is your career! Read my books on real estate investing for real estate professionals.
12. Get back on the phone with your past clients! Every top agent in the country is picking up the phone and talking with their best referral and repeat business clients. These agents are what their plans are to buy, sell, or trade in the next twenty-four months, asking them what their family or friend's plans are to buy, sell, trade in the next twenty-four months, and asking them refinance their property, remove equity, and invest in more favorable investment property.
13. Write tighter contracts. Larger deposits, shorter closing times, shorter contingency dates, better qualified buyers, fewer personal property negotiations, and other tight contract concepts are coming into fashion again. You can't waste time with jerky buyers.
14. Start planning what is important for your family, faith, friends, fun, and personal finances. 2008 is the year for you to start designing the life of your dreams, and it starts with this simple checklist, personalized to your needs before January 1 then followed through all year.

In closing, I would like to remind you that our coaching clients gain market share in sideways and down markets. They also maintain and grow their income from better markets. Agents get out of the business faster than the business goes down. Listings are easier to get now, and if you adhere to the plan of action above, you will find that sideways and down markets are not only exciting but also profitable.

*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).*

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