

# SANFORD

SYSTEMS & STRATEGIES

## Newsletter

Industry News for the High Achieving Real Estate Professional

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### WALTER'S NEW BLOG



Blog? If we would have heard that word in conversation ten years ago, we would have thought it was a new disease or music genre, but now – well, it seems as though “everyone is doing it.”

We, too, have recently joined the blogging nation! You can get daily updates on the latest real estate trends, TRUE real estate updates (not those inflated stories from our media), and great advice from the real estate master, Walter Sanford.

Visit <http://www.waltersanford.com/blog/> every day for timely information and free advice.

- **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](#).

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.** Hi, Walter, Tom wanted me to ask you what we should say on our holiday cards. They are going to be postcards (6x11). On the front, we will have our group photo. On the back, it will have three or 6 high-end properties with a slogan. Something along the lines of “Find your dream home just in time for the holidays!” Any suggestions? Thanks!

### Product of the Month



**THEY'RE BACK!! BRIGHT RED FIRECRACKER MAILING TUBES.**

Make a “dynamic” first impression with this unique mailing vehicle. Available in quantities of 100 or more. Increases the opening rate by 5 times which is very important now that your outgoing calls are limited!

To purchase, please click [here](#).

### Our Coaching Program

When it comes to real estate coaches, your options are as endless as a long winter's night. But how many coaches offer twenty years of high real estate production? How many coaches have dozens of testimonials from clients past and present who point to their coaching as the turning point in their career? How many real estate coaches do the coaching themselves? How many real estate coaches offer supplemental material, which has been proven for profitability and efficiency, allowing you to maximize your time and money? How many actually invest in real estate? How many?

One real estate coach who fulfills all of the above and much more is Walter Sanford. We currently have a few openings in our coaching program. Call Cyndi at 800.792.5837 or email her at [cyndi@waltersanford.com](mailto:cyndi@waltersanford.com) for more details about the Sanford Systems' Experience in Action one on one coaching program.

**A.** Others say that Santa will be bringing bad news for '08 but wait don't wait! Make success your fate with Team Love! Here are some of the presents that we are bringing our clients.

1. Record low interest rates
2. Great properties sold at record prices
3. Fixers available at unbelievably low prices
4. Cash flow investments
5. Long-term loans
6. Tenants who pay off your mortgage
7. People with money, always have money
8. Busy is good! We are buyer central!

Everyone who makes an appointment with Tom Love will be given the present of success!

*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

### A Sneak Peak at Walter's Blog

Here is a sneak peak at some recent blog entries:

#### **Nothing but Interruptions**

Try blocking some time for communication today. Here is your voice mail. "It's a great day at the Sanford Team's office and we will return phone calls from 11AM-12Noon and 3:30PM-4:30PM. Please leave your exact need and the phone numbers where we can find you during those times and we believe we will be able to handle your needs prior to our guaranteed same day return phone call. " Now time block the times, tell your family, staff and clients this is the new method to guarantee that everyone is helped and stick to it. Soon, you will have most people trained to just call during those two hours. In those two hours handle all incoming and outgoing email, all incoming snail mail and all incoming and outgoing phone business. You will find almost an hour a day not dealing with interruptions, be happier and have happier clients. Now spend that hour generating some seller leads.

#### **Some Lead Generation Tools Are Time Sensitive**

As the accountants and CPA's are reviewing their clients needs, those needs have to do with real estate. A letter and follow up phone call to them offering your expertise and promising to make them look like a hero will be well received. It is time to give before you get. Offer them a free consultation with a IRC 1031 tax deferred exchange counselor. Offer a free 24 hour free phone analysis of a property's value or income potential. Let them know about regenerating a basis on which to increase depreciation. We have letters to accountants that offer many services to accountants. With a follow up call they are massive business builders.

*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).*