

SANFORD

SYSTEMS & STRATEGIES

Newsletter

Industry News for the High Achieving Real Estate Professional

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HAPPY NEW YEAR!



We're filling the 2008 calendar now, and planning a successful event begins now! We're happy to start the ideas flowing with you on marketing tips, timely topics, budget helps, and more.

Whether you're a lender, other real estate affiliate, franchise owner, board/association director, or a manager, we know that you're already thinking ahead of how to

make 2008 GREAT. Give us a call today at **800.792.5837**, and we'll share our list of great ideas with you.

- **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](#).

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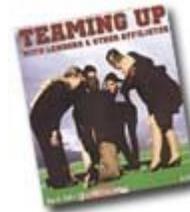
Our Coaching Program

Q. Walter, I have a good understanding of all the major coaches and what they teach (Ferry, Hopkins, Buffini, Wickman, Proctor). I have read almost every book there is to read about real estate so I am not looking for a coach to bring me new ideas. What I am looking for is someone like yourself who has experience with REO and as a side note short sales. I am making a huge push to build my REO business. Can you help me? And if so, what is it that you will do? I am very serious about getting a coach to help with my REO business; I am considering 2 other coaches.

Look forward to hearing from you! James

A. Hello, James. None of those you mentioned personally coach agents. I sold more real estate than all of them put together, except for Proctor. Short sales are easy to get but harder to decide which ones to take. Short sales are a fast way to endear yourself to the REO department. In addition, the REO departments in your area need to be researched and solicited with your new internal work-out department. The most important part of the process is to make sure you have enough net from your brokerage

Product of the Month



TEAMING UP

Lenders, affiliates, and Realtors® working together for profit and client satisfaction can increase your bottom line profits, take care of your clients and prospects, and like doing it! Updated with more than 20 new letters. The only manual on how to build a profitable team!

MAIN TABLE OF CONTENTS:

Chapter 1 - Setting up the Team

Chapter 2 - The Realtor's® Responsibilities to the Affiliate Team Player

Chapter 3 - The Lender Being a Valuable Member of a Realtor's® Team

Chapter 4 - Other Affiliate Strategies

Chapter 5 - Appendices which includes: "Enjoy your '15 Minutes of Fame'...for Years", Walter Sanford's Systems, Personal Coaching Invitation, \$200 in Free Product and more!

Buy Now!

business to be able to buy the foreclosures at the bottom of the market. If you would like to learn how to be one of the twenty top agents that I personally coach, please call my office manager, Cyndi, at 1.800.792.5837 to arrange a phone appointment for us to speak at a time convenient for you. Thank you for your interest.

THE BEST OF "ASK WALLY"



Q. I'm a new REALTOR® in the area of Greenville. My question to you is what is better -- to work for a well-known company or for a well-known listing agent with twenty-five years of experience and her team of 6? What is the best for a new agent with no experience?

Maria, Greenville, SC

A. If you are smart, search for good training. Start immediately with seller lead generation and have the self confidence to fake it until you make it. You will make more money going to a great company and working for yourself. If you want to work for someone, experience massive commission splits, get spoon-fed small sections of the business while not experiencing the big picture, then the safe move is a team.

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 Checklist for Putting on a Realtor® Seminar for 2008

Here is an action plan to help you form your own "things to do list," while planning your real estate seminar to enrich a local lender. If you are not a lender, please have your lender read this! Our goal is not only to have the most successful real estate seminar your area has ever seen but also to produce more business for you! We can't let those low rates from "you know who" hurt any forward momentum in capturing all the business in your town. Here is a good action plan that has been implemented by our mortgage company clients and has proven to be very successful. Loans drying up means you gotta go after those real estate agents!

1. Call executive officers of all real estate boards involved in the area. Let the officers know your plans to hold an exclusive seminar. Let them know that you will be bringing in a well-known speaker. Ask for their participation and feedback on the date, location, and marketing techniques. Check for competing events or seminars.

a. Real estate boards will usually market a seminar for free, if they get some credit as a service provider to their members. The marketing techniques used by most real estate boards to promote a seminar are as follows:

- 1) Broadcast email
- 2) Broadcast fax
- 3) Direct mail
- 4) Advertisements in all board function printings
- 5) Announcements at all board meetings
- 6) Announcements at all board functions
- 7) Make small amounts of time for you at board events to announce the benefits of attending

b. They should also provide a short list of all top producers, brokers, and managers in that board so that a special promotion program can be aimed at those "high yield" agents through your company. This special promotion may include:

- 1) VIP mailings (invitations)
- 2) VIP seating
- 3) Direct phone calls and visits from your individual loan officers (great for business building)
- 4) Direct phone calls and visits from your management (also great for business)
- 5) Email drip system
- 6) Office presentations
- 7) Web destination for sign-up and more information

2. Solidify a date with a local hotel or another reputable meeting facility.

3. Solidify with Sanford Systems the date and time. Ask to make an appointment with Walter to discuss a custom designed topic for the area, market, and demographic. We can also mail or Email a marketing kit immediately upon request.

It has more tools to help you plan a perfect event. Morning seminars of approximately 9am to noon/1pm are ideal for attendance while offering more ideas to the real estate agents that could be implemented in a year!

4. **Prepare marketing materials** that should include a great promotion for the real estate boards to use, flyers for loan officers, and other sponsors to hand out and mail. A one page information sheet is great. Personal invitations are wonderful, and stickers for agents to place in their "low tech" daily planners really help, too. Don't forget tickets with a value on them! There are examples of marketing materials on our website at <http://www.waltersanford.com/HIREWALTER/flyers.html>. Add a promotion and sign up page on your website!

5. **Think about additional sponsors** who would not cause dilution of the sales message but would help defray costs and promote marketing. Large companies with large numbers of sales people really help attendance.

6. **Invite Walter to a conference call with all loan officers.** In this call, it would be good to discuss the marketing options, techniques to form alliances with top producing real estate agents, and follow-up procedures after the seminar to make it the most profitable. He will also help your loan officers overcome any objections they may receive. Walter will also propose methods for getting the top real estate agents' assistants there, too! Let's get your sales staff excited about this huge business building event!

7. **Develop a pre- and post- email or direct mailing program to the attendees.** Let them know that you will provide them a few months of follow-up so that the lessons of the seminar are not quickly forgotten and relationships are built.

8. **Have Walter record an audio promotion on your IVR system that can be promoted in all marketing materials.** Realtors® can sign up over the telephone. Allow them to sign up online at your website, too.

9. **Check and approve facilities...once again.** The date of the seminar should be confirmed with the facility. The facility should easily handle the expected number of attendees figuring a 20% no-show rate, but be ready for a 10% overage! The facility should be clean, provide a decent meal (if needed), have plenty of parking, be air conditioned, and have audio-visual requirements that allow the attendees to see 10 point print from the back of the room from an LCD projector. It would be very nice to have a house system CD player that would be playing motivational music before and after the seminar. Set the room for the expected number of attendees less 20%. It's always better to add chairs than to have vacant seats.

10. **Prepare for a last minute telemarketing blitz.** This will remind everyone of the seminar, ask everyone to recommit their attendance, and remind them to bring their assistant and/or friend to the seminar. If they cannot make it, ask for their ticket to be torn up so that another may be given to someone else. This builds perceived value and attendance!

11. **Design your presence at the seminar.** This could be a trade show booth or you could prepare handouts including items that differentiate your company and market share. You could also provide note taking material and even a possible discount certificate for their next loan. It would be great for you to have a short talk on the benefits of your company, to handle Walter's introduction, and to give a short promotion of any other sponsors.

12. **Obtain lists of managers and other major decision-makers that Walter Sanford can personally call** to discuss with managers and owners about how to get the whole office to attend. We love to build you up with pre-appointed conference calls to the "big fish."

13. **With Walter, design a follow up program** to keep the benefits of the seminar alive!

You should expect 200 to 600 agents in metropolitan markets. Walter can get commitments from 60% of the room for a loan directed to you in the next 30 days. Your loan officer's fear of approaching top producers will be diminished because Walter will clear the way for you. He will get the "OK" on each of those commitments to meet with you in writing on the back of their cards.

That's it! In one morning, you could have relationships with the top real estate agents in town.

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.