

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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WHAT IS "SELLING"?

Many of our clients are unclear as to what defines good seller service. We teach our clients that it is only in asking more questions, uncovering the seller's goal, then achieving that goal which will accomplish great seller service every time. Often a seller's goal is simply selling their home in a timely manner at market value. Many will say that they require ridiculous advertising or other hoops you must jump through, but seller counseling will develop their TRUE needs.

Selling simply means having the backbone to quote the correct price – the first time! Next, develop enough seller leads so when the under-motivated sellers don't go for it, then you are not attached to the outcome, accepting an un-saleable listing.

All buyers want is more inventory opportunities than just the MLS. There are many sources of inventory that increase an agent's income including dual-agency and generating more listing leads by the solicitation of unique opportunities.

It is time to get smart about this market! Take advantage of the free tools at <http://www.waltersanford.com/> in the articles and "Ask Wally" archives section to help you today.

- 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](#).

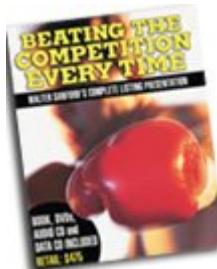
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Our Coaching Program

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](#).

THE BEST OF "ASK WALLY"

Product of the Month



BEATING THE COMPETITION

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!

[Buy Now!](#)

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WALTER'S BLOG

Click [here](#) to sign up for your FREE daily dose of Walter Sanford! Complete the quick sign up to receive a direct link to each day's new thoughts directly from Walter's blog.



Q. Walter, I'm curious on how you would answer this question during a pre-listing presentation: "If I give you the listing, what are the first seven things you will do to sell my property in the first week?"

Scott MacArthur
Century 21
Texas

A. Here it is, Scott:

"That is a great question, Mr. Johnson. How did you come up with the number seven, because I have a 400-point marketing plan here in my presentation?"

(wait for response)

"Okay, here are the first seven items designed to get the local real estate community talking about your property with their buyers.

1. We will send just listed cards to not only about 250 of your neighbors in the area (since they have friends who love the neighborhood, too!), but also, we will send the same card to my database of loyal clients who talk about new properties with their family, friends, and co-workers.

2. We will then call on those people who have received the cards and verbally request that they try to remember anyone in the neighborhood thinking of moving up (or down) and whether or not they know of anyone in their sphere of influence who might be interested.

3. Next, we will research the last three years to find all the agents who have had a sale in this area which falls in the same price range. We will appeal to their ego by congratulating them on their successes and inquire whether they had any one else interested in the same area which was generated from their sales effort. I will attempt to reach them by Email and phone. If I cannot talk with them personally, I will direct them to your custom website, which has your address as the URL.

4. The three finest websites in the world for this neighborhood are Realtor.com, (Your Company Site).com, and (your personal website).com. Let me show you the enhanced versions of my listings on these sites. Allow me to show you how my search engine strategy works in directing you to these sites. When you compare my promotion for your home to the home down the street also for sale, you will immediately see why my internet leads are the highest in the office. (This process will require a Wi-Fi card from your cell provider.)

By the way, Mr. Johnson, will I be having the honor of marketing your property is I satisfactorily answer this question and also show differentiations between my initial effort, what you were expecting, and what the other agents supply?

5. We will be holding the first and only open house this Sunday. This open house will be fully-advertised to 400 neighbors by direct mail, to all the agents in the MLS (over 2,800), in the newspaper, and with signage that will attract drive-bys from six square blocks. We will have the open house hosted by our lender, who will pre-approve potential buyers, and all visitors will be queried about their needs then followed up with by phone and Email afterwards.

6. I promise all my buyers in my BUYER'S ASSISTANCE CLUB that they get first notice of a listing before it hits the MLS. These "secret properties" tend to create more interest.

7. I have train all the agents in my office on how to sell and market your property to the buyers who call and Email in. I will also demonstrate with them on how to talk about the best features and benefits like your pool and wonderful décor, but I will also train them on how to overcome any perceived negatives like the busy street.

All of that will be done in the next 48 hours for your home. Here is my marketing plan for the rest of our days together. Many items are repeated many times; however, I am sure you know that 95% of any marketing plan is how the public perceives the value that the property offers compared to the price. I will handle pushing the positive perception. You are responsible for the price."

Then you close him, "Now, I will need your OK by signing right here."

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

How Do Know A Good Coach from a "Not So Good" Coach?

This question below was posed to me through the "Ask Wally" feature on our website. His question led a very detailed answer that I thought might be helpful to many who have been asking themselves the same question recently.

QUESTION:

Hi, Walter! With all the coaches out there shouting "We're the best!" -- how does an agent know which trainers really are? Some claim that success is all about marketing, others claim it's all about prospecting. Isn't it safe to assume there is a balance there somewhere?

David
Shreveport, LA

ANSWER:

Hi, David! First, I don't know too many coaches who do the coaching themselves. Many often turn the contract over to someone they've hired to be a coach. Why would you get coached by a real estate agent who is only a coach when a good real estate agent can make a lot more than a real estate coach? Be careful in choosing your coach.

Next, the general order of skill sets that need to be mastered are listed below, in order of importance:

1. You need to proactively and consistently produce seller leads by time-blocking plus use unusual offers to create interest.
2. Improve your pre listing package, your listing presentation and post-listing activities to obtain a timely signature at the right price while beating the competition.
3. Set up systems in your office to input, manage, and provide better service to larger listing inventories.
4. Set up systems to separate good buyers from low-closing percentage buyers which will be produced by your larger listing inventory.
5. Make sure your systems have checklists and those checklists are put into manual form so they can be easily followed, changed, updated, and someday delegated.
6. Get automatic letter and Email systems in place that will handle repeatable tasks in your business.
7. Add more seller lead generation activities.
8. Get your affiliates involved as participating members of your team.
9. Turn your buyers into seller lead generators and increasing your double-end transactions by showing buyers secret levels of inventory in the forms of the following:
 - A. Giving them first chance at your listings
 - B. Giving them first chance at your office's listings
 - C. Calling three years of expireds that meet the buyer parameters.
 - D. Showing them FSBO properties that match their needs.
 - E. Soliciting short sale and REO inventory for them.
 - F. Sending direct mail to the area the buyer has pin-pointed as their desire, looking for unlisted properties.
 - G. Advertising your buyer in print and web advertising more than your inventory.
10. After getting all unsecured debt paid off from the above net-profit activities, make sure that you are fully invested in all tax-leveraged investments like SEPs and SIMPLEs...then have your coach train you on personal real estate investing - the real road to financial independence.
11. Strengthening your web presence to be a main source delivery vehicle of services.\
12. Starting to delegate duties to technology, systems, checklists, your clients, your family, your office, the cooperative agents, your affiliates, and finally to an assistant and buyer's agent, as long as they are producing at least 10:1 on cost to gross income.

As you can see, you need a coach who has done all of the above for years and has been successful at not only implementing it himself or herself but also in it to another agent's business.

Finally to specifically answer the dilemma you had about marketing equaling success -- marketing is prospecting. I am only interested in what works in the acquisition of more sellers at a very reasonable cost. Coaches who start first with print advertising, direct mail, and web are coaches who have never made any money in real estate. They may have had large gross incomes, but always check the net! Thanks for asking.

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.

