

# SANFORD

SYSTEMS & STRATEGIES

## Newsletter

Industry News for the High Achieving Real Estate Professional

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### START SELLING THE GOOD STUFF

It is time that we start selling the good stuff. Real estate is the world's greatest business. When it gets tough, you raise your inventory and you get more showings, more contracts, more double-ended opportunities, and more buyer calls. With more buyers, you can send post cards to the areas they **are interested** in and get more listings. With more buyers and sellers, you make more money. With more money, you can buy discounted real estate to build your personal fortune! I love tough markets, but you have to have the right systems.

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### Our Coaching Program

What's the big difference among all the coaching programs? Well, our coaching clients would tell you that it's personal, and frankly, it is.

Our coaching program is different than most coaching programs out there because we only have one real estate coach – the man whose reputation and name is at stake, Walter Sanford. With Walter's thirty years of personal, high-yield real estate production, each coaching client's course is custom-designed by Walter and the coaching client implementing six months, one year, and future goals into their planning. Call Cyndi today at 800.792.5837 for more details about the Sanford Systems Experience in Action One-on-One Coaching.

### THE BEST OF "ASK WALLY"



**Q.** What are the types of non-MLS inventory that you always talk about which will "knock the socks off" a buyer, generate listing leads, increase my double-end sales, and set myself apart with the REAL services rather than low-perceived value items that the others use?

Tammy

### Product of the Month



**WALTER SANFORD'S TOP DOG MARKETING SYSTEM**

Over five hours of Walter's best training seminars plus ads, postcards, web pages, and promotions he used to be a top agent in North America. You will find the ad book will become an invaluable tool as you look for new promotions to create those incoming clicks and calls. This is great for an office training program, too.

Buy Now!

### Sign up!



**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.

**A.** Great question, Tammy! Here is where I first look to find a property for my buyer.

1. Show them your listings first, and show them before they hit the market.
  2. Try to show office listings before they hit the market.
  3. Show them expireds from the last three years that match their needs
  4. Show them FSBO inventory
  5. Send postcards to the neighborhood they have identified as the target.
  6. Advertise your buyer wants in print and on the web
  7. Email your buyer needs to the 30 top agents in your area every week
  8. Put your buyer needs on the back of brochures in brochure boxes.
  9. Send a letter to the people in your database with a matching property
  10. Show much more expensive properties and make lower offers in tough markets.
- You now have the main component to the "Buyers Assistance Club" that you can advertise to increase buyer leads and impress your sellers!

*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

### Walter's Sanford Silver Linings for a Tough Market

I love this market! My last market as a top agent was the Southern California real estate depression of 1990 through 1996. It made me rich and set my family up for generations. Let me share the first eight of the silver linings to be found in tough markets.

1. If you would **start setting up some pro-active seller lead generation systems**, you would find that getting listings is easier. Sellers want professionals to sell their homes, and non-professionals seldom make it through a market like this. Sellers look less at discounted real estate services to solve their needs. You will find it takes less energy to capture a good listing. As you increase your personal inventory, you can increase showings, contracts from cooperative agents, buyer phone calls, and more double-end possibilities. I challenge you to start one new seller lead generation system today.

2. You have now found out that it is nice to **have something set aside for a rainy day**. If buyers who want to steal something and sellers who are no longer happy does not tip you off that the old adage of "Make hay while the sun shines" is not true, I give up!

I challenge you to open up a money market fund at someplace like ING or Fidelity. Have your broker take 10% of every commission check and wire it to your account. Even though it sounds scary, you will never miss it! Also, have one of the two companies (or another like them) take \$10 to \$1,000 out of your account every month. You will not miss it either!

3. I bet this market has proven to you that **debt is a drag**. Secured debt is alright if the security is making enough money to pay for the debt, but all other kinds of debt is a drag! I challenge you to have a plan of reduction. Implement a plan that entails paying cash for items. Get along longer with what you already have. Stop trying to keep up with the Joneses, because they're in debt, too! Make pay downs on the balance on a regular basis. Get a board game for the family and figure out to have more fun while spending less. Start with the highest interest rate item first. Negotiate others down.

4. **Who needs stuff?** I just had dinner last night with 70 year old plus friends. They have lots of stuff. He said, "Every year you are alive, you like stuff less." I challenge you to learn eBay, take stuff to a local auction, or the re-sale shops. On the items that do not sell, give it to the church or less advantaged. Take the money from the items you do sell, and apply that money to debt or savings account.

5. **Discover how much faith can play in your life**. If the Lord can give his only begotten Son for your sins, just think how easy it could be for Him to help you achieve your goals? I challenge you to time block some time for church on Sunday morning.

6. It's hard to read the bad news in the press and then hang out with negative people! **Start believing that you are a reflection of who you hang out with**. REALTORS® will never buy or sell through you so if you hang out with them, they better be uplifting! Get out of the energy-draining relationships. My life never truly turned around until I put all bad and energy-sucking people nicely out of my life. I challenge you not to engage with negativity by filling your time with positives and not returning the calls of the negatives.

7. **In tough times, time becomes more valuable**. Some of your communication habits have to change. I challenge you urge cooperative agents to leave messages on your voice mail, if it is not your phone answering time. They need to leave a complete message so you can work on the challenge and propose a solution without having to talk to them in person. Many a deal gets put together with effective voice mail messages, never talking to the other person.

Second, when you and your client need information, try a three-way call. Hit the hold, dial the “answer man's” number, and connect all three. It will impress your client, answer further questions, and eliminate telephone tag.

I challenge you to handle the phone better by time-blocking a special two hours a day for return calls, incoming calls, incoming and outgoing E-mails and snail mail. Then I challenge you to start taming the cooperative calls and starting three way phone calls to handle the challenge immediately.

**8. On every bill you pay, I want you to ask, “How do I reduce it, eliminate it, get someone else to pay for it, or a combination?”** I challenge you to stop the insanity. The internet took over print years ago. If you are going to do print, it better be creative and contrary to the competition. When everyone else advertises their sellers, why can't you advertise your buyers? If it is not bringing results, try to improve it. If it still has no return, eliminate it. I challenge you to look very carefully at your expenses. Dad said that the fastest way to make more money is to raise your prices and stop spending.

**9. Many buyers and sellers have goals that are not being achieved by many REALTORS®.** Charge them more if you know how to achieve their goals.

Well, I hope these nine ideas can help you enjoy your life and your career. I'll share some more silver linings with you next month!

*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).*