

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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### THE THREE STEP PLAN TO MORE ACTIVITY

Everyone is asking, "How do we get the same activity that we had in the 'good ole' days'?" The buyers are anxious, the sellers are cement-heads; the rift between the two is enormous.

This month, let's clear up the solution. More business comes in at its easiest and least expensive by having more listings. With more signs up, you get more cooperative agent calls, more showings, more offers, more buyer calls, more buyer showings, more double-end opportunities, and more calendared call back dates for your database.

If you want more activity, work the following three-step plan today.

1. Start a new system to generate more listing leads, hopefully in a higher price range than your normal price range.
2. Make a better listing presentation including a pre-counseling session. Make it faster. Be more customer-aware and get the listing for a longer time with an over-retail commission at the right price. Having more leads allows you to find the sellers who are motivated enough to compete with the REO market.
3. Be tougher on the buyers that your new listing inventory generates so all of your time is not taken from item number one.

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### GO CRUISING

Go cruising with Walter! Click [here](#) for more details!

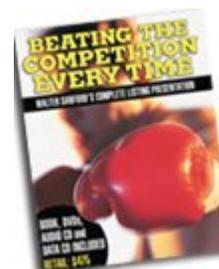
### SIGN UP!



**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.

### PRODUCT OF THE MONTH



**BEATING THE COMPETITION EVERY TIME:** 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!](#)

**THE BEST OF "ASK WALLY"**



**Q.** I got this email from a seller after a weekly update call yesterday:

"I have reviewed your email and feel that my house is well positioned in the market place. I placed my house on the market at the price you recommended and feel that you want me to lower it again. I am willing to come off a little on my property but I hired you at 7% to sell my property in the current market place. You told me you were worth the 7% when I had others offering 6%. I selected you to sell my house because clearly stated you knew my market.

Are you willing to lower your commission by 1% to help sell the house?"

What do I do with a seller like him?

Scott

**A.** Here is what I would say Scott...

Name:

First, I want to thank you for your confidence in the achievement of your goal of \_\_\_\_\_. As I have mentioned, there is a perfect storm of market conditions that are affecting our market. I would be remiss, if I did not keep you informed of market conditions. Many agents would keep their mouths closed because often their commissions are reduced to compensate for market adjustments; however, I want to accomplish your goal and I know that my conclusions do not make you happy. I am still going to keep you updated as to what is going on -- no matter how unsavory the news may be.

1. The REO and short sale market continues to grow from people who should have not bought homes because of their inability to weather any storms. Those homes are now worth less than the mortgages or the homes are going into foreclosure. Banks do not like to own property, and they will lower their prices to avoid doing so. These actions create comparable sales and lower prices as more sales close.

2. One of the greatest motivators for buyers to buy in the past was the promise of massive appreciation. That promise does not hold true based upon the headlines that the buyers are reading. They want to increase their chances of not losing money by making lower offers. This is exasperated by the fact that it is harder to come up with the larger down payment requirements. It is also enhanced by the large number of choices on the market today.

As you can see, there are some serious items affecting your equity, and I need to make certain that you understand these items clearly. Your reaction of getting mad at the messenger is normal. Please heed my advice so that we can get you closer to achieving your goal of \_\_\_\_\_.

Just to be sure that you still believe I am earning my commission, know that I do not receive any remuneration until closing. I have already spent many hours and dollars in planning your marketing campaign. Please know that if you will heed my advice and lower your price, then I achieve the sale that we both want -- I have to navigate the following potential problems to deliver you a closing check. This is an early preview of the document that I will be sending you when we go into the closing process:

The wise client prepares for problems before they happen! I also believe in this concept for my business. For this reason I would like to share my problem checklist that keeps me busy every day. Since a closing is not closed until it is closed, the following items are our potential roadblocks.

Thirty years of experience and over 6,117 successful closings have armed me with the tools to overcome each and every problem encountered here; however, it would be unfair for me to say that every problem can be solved. I have placed a delay of closing estimate next to each problem and the ones with asterisks (\*) are potential deal-killers. Here we go...

**CLICK [HERE](#) TO READ WALTER'S PROBLEM CHECKLIST.**

*Want to read more of Walter's "Ask Wally" column?*

Click **here** for endless questions and answers that Walter posts to his website monthly.

*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).*