

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

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A 2011 seminar that makes a difference!

The training in our industry is ineffective. There is too much non-proactive lead generation being taught (is it even lead generation?) and the emphasis on low-profit activities brings about frustrated and broke agents. Show your attendees the items that work now!

Many seminar attendees want the easy way out -- the system where they don't have to make a phone call. Agents try to attract clients like bugs to a light bulb. The bulb just isn't bright enough because the energy is diverted to many other resources. Let's define groups of potential sellers and define the value they need and want. Then plan the least expensive methods of reaching them.

Many of today's trainers were pretty good agents at the top of the market. As the market got tough, they became trainers who had tools for a different market. Truth be told, agents didn't really have to "do" a lot in the market of 2006. The business came to them.

I've heard many say that we need to go back to the basics; however, most "basics" have been substantially improved, putting many trainers behind the curve. Farms, phone calls, door knocking, and ineffective technology have always been time-consuming and less effective without complete systems.

What agents need are the fundamentals -- and someone who can convey these fundamentals in a positive, exciting, entertaining way. A trainer who can provide the attendees with inexpensive tools that will actually work in today's market.

Implementing systems where the practitioner is getting multiple returns for a single exertion of energy is what my top clients are demanding! These are also the same systems that average agents demand and will implement upon learning of them.

Direction is what your attendees, members, and clients need when you do a seminar in 2011. Let's give your attendees the best potential client groups to pursue, show them what to offer these groups, and remove the fear of going one-on-one with these clients. Let's give them a business plan they can implement after your event with Sanford Systems.

Here are some of the items that our half-day seminars might cover:

1. Learning to choose the seller side of the market creating the best source of buyers.
2. Pursuing the seller demographic that most excites your attendee.
3. Making a list of value items for that demographic of interest and showing them how to use technology in delivering these value items.
4. Time-blocking for consistent implementation.
5. Choosing the method or methods of introduction: internet, telephone, direct mail, advertising, social media, your site, in person, etc. -- *caution: the better the demographic the more methods we will use*

SIGN UP!



**WALTER'S
BLOG**

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

PRODUCT OF THE MONTH

Buy the SYSTEMS that the top producers of North America use! [Click here!](#)

BE AN INTERNET STAR

We hear many times how our seminars or systems have changed career paths, and we'd like to share your positive experience with others.

Please email a video testimonial to: cyndi@waltersanford.com.

If the file is really big, feel free to use www.sendthisfile.com to send the file to Cyndi, and they'll email a download notification link.

When we post your video to our website, we'd like to thank you for your time by sending you a copy of "Beating the Competition Every Time" so be sure to include your name and full contact information!

OUR COACHING PROGRAM

The very best athletes, entertainers, and business leaders all have someone in their corner whom they can go to for advice, leadership, and teaching. Unfortunately, the average person has no coach and too often allows himself to be influenced by those who have never achieved high levels of success.

With nearly thirty years of real estate experience including record levels of high real estate production and creative business systems, Walter Sanford offers personal coaching to a select group of clients each year. Why not make 2011 the year you start enjoying your career, your family, and your life? **Call Sanford Systems at 1.800.792.5837** for more information about our one-on-one coaching program. Learn from the best, be the best.

6. Implementing time-blocked follow up systems.
7. Utilizing listing presentation tools which are highly successful and require a low-time commitment.
8. Knowing how to get client's motivation to determine the value of the client.
9. Minimizing marketing costs and time.
10. Discovering how to eliminate the low-profit buyers generated by your marketing.
11. Learning how to keep the systems functioning no matter how busy you get.
12. Concentrating on only the most profitable business systems.

This twelve step system, meticulously and completely presented to your attendees in 2011, will cure another 2010 from happening!

If you are hiring trainers who have never "made it" themselves and they are using the tools which are only part of a complete system -- then you are not doing what is necessary to help your people survive for the next few years. Make 2011 brighter (and more profitable) with a Sanford Systems' half day seminar, which can be easily customized to meet the needs of your attendees. This "twelve step program" reviewed above and much more will be presented in a high energy, fun, easy-to-understand, and affordable seminar. Remember, higher production agents cure most problems in real estate and they will thank you for providing the seminar for them.

It's easy to get started. Just call 800.792.5837 and talk with Cyndi or me about planning your seminar. We have a long list of helpful planning tips for choosing a location, including a sponsor, creating flyers, and more! Make 2011 the year where you presented a seminar that made a difference for your attendees!

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ASK WALLY

Question:

Q: Hi! After receiving over 50 calls yesterday for status on my short sale listings, I set up the 800 system to provide "showing information." Could you please listen to some samples and give me your feedback and thoughts. Any suggestions are always appreciated.

Call: 1-800-XXX-XXXX. Ext. 24251, 711, 2211, and 401. These are samples of many.

Thanks and have a great weekend.

Best,
Valerie



A: Add an extension to the "what we look for in a short sale offer" section. Refer to this section in the individual listing recordings.

1. We will only accept offers that use the following affiliates.
 - A. XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 - B. XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 - C. XXXXXXXXXXXXXXXXXXXXXXXXXXXX
2. The earnest money deposit must be for 4% of the sales price and held at (Name of Escrow Co.)
3. The buyer must clear inspection contingency and order. Buyer must pay for appraisal in the first week of acceptance. The buyer will be expected to pay for appraisal and inspection (if required) prior to short sale lender approval.
4. Updates on short sale progress will be emailed at 4PM every Thursday.
5. Buyer agrees to wait four months for short sale approval.

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.

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