

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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Goal Planning is old hat. Everyone knows that a day without a plan is a plan to fail on that day yet many continue to follow this path.

Too many agents know what they are supposed to do, but those *important* interruptions keep coming up. Mrs. Brown's overpriced home isn't selling, and she is on the phone...again. You have 19 "friends" waiting to be friended by you on Facebook. There's another short sale seminar this afternoon by the local short sale "expert" and a super valuable CE seminar tomorrow. Where does the day go? If you look into an agent's production, too much isn't going into *productive* work.

Without being political, it is time for a change, and yes, you can do it! Walter Sanford's real estate business plan has been emulated by scores of the top agents in North America. He can show your attendees how to determine what they really want in the next 10 years, 5 years, one year. Then have them create a successful plan of action for each month and daily to achieve those goals.

This plan would lead to activities that were congruent with your agent's goals. Each attendee would walk out with their customized plan at the end of the seminar. The seminar you sponsor will change lives, change some of the time-wasting activities they are doing, and change the way they are doing business for the better.

A Sanford Systems' business plan will add new activities to a business plan; however, it will the attendee a new empowerment and a new excitement. Fear for 2012 would disappear. Step boldly in 2012 with a plan...a plan of action. Call our office at 800.792.5837 for more details on how to plan your event and available dates.

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- View Archived Newsletters by clicking [here](#).
- Are you thinking about hiring Walter for your next event? Click [here](#).

If you are receiving this issue as a forward and would like to get your own free subscription, click [here](#) to sign up.

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.

ASK WALLY

Q: I just moved to a new town and got my real estate license after being in the mortgage business for the last 10 years. If you were starting today and didn't know anyone in your town, how would you prospect?

A: No money?

Calling expireds, FSBOs, out-of-state owners, people renting homes and condos in your area, tenant occupied listings, and my sphere of influence.

Little bit of money?

Do the above with direct mail and website destinations describing the value you can offer the above demographics. You

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

To get the items you want to complete by the end of the year, you need my proven systems. Do you have our newest systems? I know -- you have vacations to pay for!

For the month of August only, take a look at **our products**. Choose your favorites then call Cyndi at **800.792.5837**. She will take your order then give you **35% off the total**.

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!



More money?

A customized website that specializes in developing leads.

Lots of money?

Direct response advertising, a radio show, and hiring me as a coach.

Hope that helps!

ARTICLE OF THE MONTH: I'm in Love with Divorce Attorneys

I recently received an inquiry about working with divorce attorneys, a practice that I did regularly as an agent in "no-fault" California! I thought the exchange of information might be helpful to you in your lead generation systems, too.

Question:

I purchased 5 of your books last year at an educational seminar held in Washington, and I have used them extensively. I am just now working on attorney referrals, and in your *Super Emails, Letters, and Web Content* book, you have a letter entitled "Divorce Attorneys -- I Want to Get Your Client's Home SOLD." At the end of that letter, you refer to an outline of 20 services you have for divorcing couples. Can you please tell me where I find that outline?

Answer:

Hi, Kathleen. I solicited attorneys of the divorce sort for years. They are easy to find. They almost always need to sell real estate to settle a case and get paid. I would send them a letter about the services that we could offer then follow up with a phone call after making it past the gate keeper.

The letter would detail how we were specialists in real estate sales for divorcing couples. I would include testimonials from attorneys that we had helped in the past. I would also include items that we include as value-added services:

1. Free analysis of guaranteed sales value within 48 hours.
2. Free marketing plans, customized to the owner's needs and including a time analysis so both parties can plan their moves.
3. Complete discretion. There will be no disclosure to the agents who work at my company or to the buyers who make offers on the subject property regarding the litigation status of the property owners.
4. Appointments will be made with the resident, prior to any showings.
5. Future living arrangements can be made should the need be rentals or a new purchase.
6. If a new purchase, submittals for consideration will be sent regularly during the marketing of the jointly-owned home.
7. Pre-approval with a local "power" lender will provide as much leverage as possible on any new purchase.
8. A credit repair facility will be offered, should that be necessary to achieve the best rates on any new loan.
9. Should either party require a purchase in any city in the world, we can suggest one of the top agents of that area.
10. Should either party require a new home, inventory not regularly shown to customers will be generated. I show the normal MLS submittals in addition to currently off-market properties in the area of their choice, old expirations, FSBOs, and other potential sellers which are not normally shown. These options would be considered as "secret properties."
11. All information will be presented individually or together to the divorcing couple, based on their desire. No information will be shared about the other's business, unless permission is obtained.
12. Weekly updates will be provided to both parties, together or separately.
13. Updated comparable sales, current comparable listings, and current comparable expired listings will be provided weekly.
14. All marketing, value updates, offers, and negotiations can be submitted to the clients, their attorneys, or both.
15. Repair suggestions will be submitted to maximize value. All repairs are guaranteed to be worth 125% of cost towards ultimate sales price.
16. Feedback from every showing will be submitted to the designated interested parties.
17. Re-pricing matrixes will be submitted every 30 days to make sure the property keeps pace with the market.
18. Any contracts submitted will be explained to all interested parties. A net proceeds analysis will be submitted. A suggested counter offer will be tendered with the reasons for the changes and how they will help achieve the client's goals.
19. I will be available for phone calls and online consultation with a guaranteed same day answer.
20. I will monitor the closing while having the goal of a seamless move into new properties.

The letter would go on to ask if they have ever heard of an agent who would take on this much trouble to help clients who are going through turmoil. Explain how a referral from them would reflect well on me.

These letters are sent regularly with new marketing concepts and success stories to the attorneys. Follow-up calls will need to be made. When I followed this plan, I dominated my area.

This is just one more demographic for a seller lead generation system that you can dominate as my clients continue to do. It is time you got started on the road to dominance in one of the greatest businesses ever and get on the road to becoming rich.

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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