

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

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Author: Walter Sanford

Are you where you want to be? Have you been able to purchase more property to or pay off some debt?

Too many agents have continued some bad habits. Too many are connected to the outside world constantly and don't have the discipline to turn off the power button for a moment.

Have you ever found yourself at 5:30PM with nothing accomplished? Do me a favor. Record this message on your voice mail and put a similar version of this message on an auto-responder for texts and emails.

"It's a great day at (Company or Team Name). I return calls between 11AM and noon then again between 4PM and 5PM. Please leave a detailed message and a phone number where I can reach you during these times. My goal is to meet your needs by the time I return your call."

Now, you can get some real work done! Calling the people who are on the cusp of listing, getting those files closed, getting those price reductions, generating some more seller leads, and getting the presentations made plus other more profitable endeavors will take place of tackling those "little problems" that often will cure themselves.

It takes some self-confidence and a willingness not to listen to trainers who have never made any money in this business. Triple the amount of listings you are currently holding by clearing your schedule for some of my systems!

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

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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: How do you handle the "I'm using my cousin/nephew/sister" remark? Got a hold of an expired today and they had no motivation. Decided to wait for 18 months and they are using their nephew. Should I call them back in 9 months?

A: Remember two important points – they need to have some motivation, and you need to ask more questions.

Ask them — "If property did sell, what would be good about that?"

Once you know they have a reason to sell, say to them "If I could tell you with certainty that your property would sell, approximately how long it would take, net you more money in your pocket than the competition, and also pay your sister a large percentage of what she would earn without having to do anything — would that earn me a 30 minute appointment

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 October, 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!



with you and your spouse?

You know the average days on market for the market, your office, and your personal efforts. You can demonstrate how you net them more money with your exclusive services. If you have forgotten your exclusive services, I've included a list below to refresh your memory!

1. The Days on Market Reducer
2. The List-to-Sales Price Ratio Increaser
3. The 40-Point Customized Marketing Plan
4. The Post-Listing Inspection System
5. The Get More Money for the REALTOR® Service
6. The Sell the Sizzle before the Steak System
7. The Litigation Reduction Service
8. The Buyer VIP Service
9. The Cooperative Agent Education Program
10. The Guaranteed Feedback System

Among the other services and plans we have discussed.

"Sis" doesn't have all of these. Plus, if we have to, we can pay "sis" a 20% referral fee if the owners need to save face with her when they list with you.

Bottom line — you do a better job in a faster period of time and net the sellers more money. Sis ends up getting about what she would net after all her expenses. The seller will know you are telling the truth when you offer new ideas each week, when you have time-blocked their feedback every Thursday, and when you offer them the opportunity to express dissatisfaction (something that is hard to do with a relative). They know that they can't be fierce with "sis."

Send them an email with all of this information. Let them know they would be making a strategic mistake not to meet with you and at least hear about your programs. They could teach them to "sis," and if they have any motivation at all, put them in your listing leads A program, add them to the newsletter list, and send them all the new competing listings that show up in their market area.

ARTICLE OF THE MONTH: Making Up For Lost Time

During the past few years, I would talk with agents across North America, and I could tell there were going to be some bumps in the road. I would ask the agents to be just a little bit more careful. I would ask them not to get the 95% interest only loan. I would ask them to save a little money and not buy so many toys. I would ask them to watch their overhead and initiate new lead generation systems that would supply a fuller pipeline.

Some listened and are doing just fine right now in the midst of our challenging market. Others are scratching their head and wondering what their new plan should look like. In fact, they want to make up for lost time. These are the agents who are reading the articles about how the government used the social security trust fund for general spending. These are the agents who forgot to put money in their 5-2-9 for their kid's education, and they haven't been funding their SEP IRA. On top of that, some of their real estate nest egg has "cracked," and it is now time for them to start getting serious about real estate again.

There is a plan that works just fine in this market. I worked the plan through two tough markets, and it's the same plan my coaching clients and thousands of others follow today. It's time for a reality break. The market isn't changing soon...so you'd better change!

There are many success stories in this market. If you are not one of them, you are not doing hard core prospecting for at least four hours a day. You also need to overcome today's client objections, make a listing presentation that wins, and quit wasting time on stupid business.

If you aren't a "success" story (yet!), it's time to get to work! What kind of work? Prospecting. I know – that's the second time I have talked about it. You need to talk to ten "warm" seller leads before you get *one* listing presentation. Stop your feng shui class. Quit your staging instruction.

Announce to your Facebook, ActiveRain, and Twitter followers that you are going to back to work, and you'll keep them updated on the value you are providing your new demographically proper sellers! Don't spend a lot of time announcing it to your Facebook friends, if they don't really care; in fact, if they don't care, are they really your friends?

Time block your prospecting, your listing leads, your current listings, your buyers, your pendings, your communication (email and phone), your database follow up, and your goal planning.

Wait, goal planning? Yes! Do you have a plan for every day, week, month, and year? What about five year and ten year plans? At Sanford Systems, we work the plans, work them again, and then compare results against what we want.

Some of you already do what I have explained. If you are in trouble for the future, then do THE PLAN. Some of you cannot. I can, I have, and I teach others how to do it. One-on-one coaching is expensive but attending a seminar isn't. I'm sure there is someone in your area who hires real estate speakers. The next time you hear about the continuing education class on something that makes you no money – you might speak up to say, "Hey, get someone here who can help me make more money! I need to make up for lost time!"

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.

