

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

November 2011

Issue 106

Author: Walter Sanford

Tune up on systems for 2012! **Join us at the National Association of REALTORS® Convention and Expo November 11th through the 13th.** Stop by booth #1621 to see us.

Sanford Systems is the only training company directed by a mega-producing real estate broker who has been cataloging his systems for over thirty years. As new technology arrives, it allows the systems to run more efficiently and less expensively.

Our coaching clients are currently reporting large profits and market domination with the use of the following systems. We have hundreds that you can take home with you and implement in your own style and time.

1. **The assisted living lead generation system** – obtain listings from the assisted living complex and the homes that must be sold so the buyers can get into the assisted living complex
2. **Wealthier clients are often more profitable clients for the agent.** They will lead you to larger priced listings, bring in wealthier buyers, and fill your database with "moneyed" repeaters.
3. **"Sell the Sizzle Before the Steak" Program** – Tie up a listing that will not commit to an MLS listing but almost guarantees both ends of the sale for you.
4. **Direct mail is back!** Send old fashioned letters to the best demographics who cannot be reached by email and are poorly reached by social media.
5. **The 15 minute, lender assisted open house tour** will deliver over 10 new buyer and seller leads every time you do it.
6. **The cooperative agent control system** will allow for less time to be spent with people who don't buy or sell through you.
7. **The double-ended listing system** will show you how to truly impress the sellers, sell both ends of your new listing, and create the best database blog you could ever imagine!
8. The **under-promise, over-deliver system** will let you spend less on marketing but get better results.
9. The **green light, red light system for short sales** will stop you from working those which have a low chance of closing
10. The **buyer hoop system** will only let you work with buyers who buy.

That's why our name is Sanford Systems and Strategies -- the only training company with the business plan of winners. Don't spend decades finally settling on the most profitable activities in real estate.

Attend Walter's sessions on Saturday, November 12th from 1:30PM to 3PM on "Really Want that Listing?" and Sunday, November 13th from 1:30PM to 3PM on "New Business Now – Double Your Income." Also, be sure to stop by both 1621 and see what you need for 2012 implementation.

- Download this printer-friendly version of our newsletter in PDF format
- 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

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 November, 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!

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: Which is your current favorite in seller lead generation?

Steve



A: I have many, but in an effort to not overwhelm you...let's time block a once-a-quarter letter and phone call to the largest operations in your town. The hospitals, universities, industries, and large businesses in your area need help with their incoming and outgoing personnel.

First, go to the local Chamber of Commerce and get all your big players. Start with the top twenty largest organizations within your market area. Check their website or research online to find the head of the human resource department. Send them the following letter. Follow-up with a phone call referring to the services mentioned in the letter and mention your desire to meet and determine their needs of a local top real estate agent.

Date

Name

Company Name

Address

City, ST ZIP

Name:

My name is (name), and I have been helping clients with their real estate decisions for many years. Many of my clients in the past have been a part of (company name) and have experienced some of the services that I offer in relocating individuals.

I'm aware that you might already have a relationship with a relocation firm and I am happy to cooperate with them. I have found when an agent has the "account" all tied up with a firm such as yours that they may not feel it necessary to go above and beyond what is expected.

For your associates or employees moving away, I can offer the following:

1. The free 24-phone value analysis, allowing a seller to determine what their homes value is in this market.
2. A pre-listing analysis where the goal will be to make inexpensive changes to the property, prior to marketing, so a maximum sales price can be obtained.
3. A no-obligation, counseling session at the home or even a presentation to a group of transferring employees as to....
 - A. What can be expected in this market?
 - B. What to disclose as to condition?
 - C. What repairs to make?
 - D. What will an appraiser be looking for?
 - E. How much time will it take from listing to close?
4. A written and guaranteed marketing plan
5. A written and guaranteed net proceeds analysis

This only scratches the surface of what I offer a seller! For associates and employees coming in to your company, I will –

1. Consult with them regarding the differences in neighborhoods and help them in determining which meet their goals after an exhaustive tour highlighting all that we have to be proud of here in (city name).
2. A complete team approach to lenders, inspectors, and title and closing companies.
3. A secret inventory list where I will not only highlight MLS properties that meet the incoming employees' needs but also show them properties that no other agent will ever show such as:
 - A. Old expired listings after I call to determine there is still a desire to sell
 - B. Current for sale by owner offerings
 - C. Direct mail sent to unlisted owners in the neighborhood of your employees' choice looking for property not yet on the market but possibly for sale.
 - D. Guaranteed first look at any new listings that meet the employees' criteria.

These are just a few of the services that I offer, making the transferring employees' experience satisfying and profitable. It is my goal to meet you in person and determine if there are needs that are not currently being met. I look forward to speaking with you soon.

Sincerely,

Name

Company Name

Enclosure: Personal (or Company) Brochure

It's that simple. Find those who help their employees moving in or out of town. Write them a letter. Call them. Meet with them to discuss what might be lacking in their current situation. Time block this system for 4 times a year and add the HR department head to your database.

This is just one of nearly 40 quick and easy proactive seller lead generation activities that my coaching clients do every year. C'mon – get started now!

As we're quickly approaching 2012, the popular question among brokers and owners is "How do I get my agents to do more production in 2012?" Below is my best advice on how to handle this challenge.

Question:

Hello, Walter! Thank you for the great day in Iowa at the IAR Convention. We have received our box of books and CDs.

I urgently am trying to get some things in place to share with my agents, and one thing I am not coming across is a useful business plan to share and get them going for 2012. I have a meeting Thursday morning that I had planned to roll out a new planning idea.

I have gone through everything I purchased and would appreciate you getting me what you think would be great for my office.

With Warm Regards,
Wendy Votroubek
Skogman Realty

Answer:

You would be in the top 1% of brokers and have the most productive office, if you did one thing -- have everyone choose one new pro-active seller lead generation system and **you** hold them accountable to it every week.

Everything in real estate starts with a listing. They will have to learn how to make a better presentation, price better, market better, handle incoming buyers better, etc. Once they have the listing, they will be motivated to learn the rest of the business. When you only have one item for everyone to concentrate on and it makes the most money in real estate, you have done everything you can for your people.

When they choose a new pro-active seller lead generation system, help them with it. Have them time-block it. Make it consistent. Hold them accountable. If they don't end up following through, get them excited about another way. You can do that dance 3 or 4 times. If they still are not profitable agents, clear them out because they will affect those who are productive. Free up the room for the producers!

This is why long business plans do not work. They concentrate on the parts they like and leave the hard stuff (see above) alone. Have them do the hard stuff first...and only. Keep me posted on the progress!

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.