

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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'Tis the season for reflecting on our blessings and looking ahead to the promises of a new year! As our way of saying "thank you," we'd like to give you a gift that will continue to "give" for years to come.

Book your first or second quarter event by January 31, 2012, and you'll receive a **FULL Sanford Systems' library**. We'll personally deliver your full library to the person or group of your choice at the event. This is an added value and thank you from Sanford Systems.

Also, we have a few available slots in Walter's coaching program. Call us at 800.792.5837 for a free consultation appointment with Walter to see if 2012 may be the year that you take your business to the next level!

We look forward to an exciting 2012 with great clients...like you! Merry Christmas and Happy New Year!

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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 2012 the year you start enjoying your career, your family, and your life? We have a few spaces left in Walter's personal coaching program. Please call me, Cyndi, at **1.800.792.5837** so that I can arrange a phone appointment with Walter for you to see if 2012 may be the year that you take your business to the next level.

### 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

For those of you who want to increase your systems for production, take an immediate discount of **35% off the cost of our books and software**.

Call Cyndi at 800.792.5837 and be sure to mention the discount offer. Also for those of you who book Walter during the same time period, Cyndi will reimburse you **15% of product sales at your event**.

### 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](mailto:cyndi@waltersanford.com).

If the file is really big, feel free to use [www.sendthisfile.com](http://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!

### ARTICLE OF THE MONTH: What Does the Big Picture Look Like and How Does a Buyer Fit In?

#### Question:

Walter,

A few years ago, I attended a convention where you were a featured speaker. While at the expo, I bought your books. That is a lot of information, which I am still digging through! But now I am searching for scripts.

Are there any in these books that would walk me through with a new buyer? I want to make more calls, but want to ask the right questions. Thank you again for your time and help.

*Marcia Holcomb*

**Answer:**

That is a huge question, Marcia! The information in my products is much easier to use if you understand the basic philosophy of high production real estate.

Start the lead generation for the sellers and everything falls in place. Get two or three pro-active methods that are consistently done to generate seller leads using the system entitled *Grow Your Leads: Just Add Wa(l)ter*.

Next, improve your listing presentation with *Beating the Competition Every Time* and simultaneously utilize the book *Phone Scripts and Moving Beyond Do Not Call* to answer objections, create price reductions, and supplement your lead generation activities.

Utilize the *Super Emails, Letters, and Web Content* book to design your automatic response systems, website, and general correspondence. You will then see a need for the *Teaming Up* system to get your affiliates involved and *Time-Saving Checklists* to organize your operation.

You will need our *Fast Lane Buyer Systems* product to handle the inquiries that your listings will generate and then our *Top Dog Marketing System* to help in making you a local real estate celebrity.

These systems will soon lead you to profit. If a portion is saved, it will take you to the next step in your career and that is real estate investing. The *Insider Trading for Real Estate Agents* product, which will show you how to exactly develop a rental business for your own property while you are still selling a ton of real estate.

Many people use the system *If I Could Start Over Again* as a guide for implementing the above as well.

Obviously, the buyer operation should be disregarded until you develop the listing side of the business. In *Fast Lane Buyer Systems* (which is still under production), you should develop a system for buyers that contains the following steps:

1. **Have a list of questions to ask buyers over the phone or at the first meeting.** I would skip the first meeting if the questions do not get handled, but then again some people think I am harsh! The questions will determine whether the buyer is realistic and motivated. You will need to give the buyer many value-filled reasons why answering so many questions early in the relationship will be valuable to them. You will have to be an expert at selling your system, your team, and most importantly how you will be able to find them secret property than no other agent will ever show them if they help you to understand their needs better (the questions).

2. **Direct the answered questions to your lender** who will give you a third-party endorsement to the buyer and pre-approve the buyer.

3. After pre-approval, **invite the buyer to your office for more value that you have produced** like your system of showing them old expirds and FSBOs or sending direct mail to the neighborhood of their choice to find them inventory that is outside the confines of the MLS.

4. **Re-check their motivation at the meeting, and create security.** With the value you give these people, ask for exclusive representation by way of a loyalty agreement.

5. **Advertise your buyer's needs** rather than your listings, because that is what sellers want to see!

Nothing is easy in this business, but I want my clients to be high-volume producers. The only way you can do that is work a preponderance of listings, eliminate many buyers through the above hoop system, and use the buyer system to create more listings and more double-ended transactions. That's putting your genius to work!

*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).*