

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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If you want 2012 to be better than 2011, here is what you need to do as an agent:

1. **Determine a way to increase your listing inventory.** Social media is not going to cut it. You need to go to a hot demographic with a multi-media approach and ask for the business by providing value. This is a simple system, which is the foundation of my training. Check out my [article archives](#) for greater detail.
2. **Show your buyers what you do for them so they'll commit.** Prove you have a team, and show them properties outside the MLS. Tell them that for you to do a better job you will need to determine their goals by asking some questions. Get them pre-approved and ask for a meeting at your office. Ask them to sign a loyalty agreement. When the above steps are completed, you have a 90% closed buyer that you will like! Stop the other nonsense.
3. **Know what you are going to do for a portion of your day, every day.** Call your listings, call your listing leads, call your buyers, do pro-active seller lead generation, call pendings, and do all the other activities that you know will work but you get "too busy" to do.
4. Turn your listing presentation into a counseling session. Find out more about the seller's needs before you go to the property. How can you help them if you don't know what they need?
5. **Get back on the phone and get a little rejection.** Sure, you never get turned down on social media, but you never get better either. Scheduled database calls so you call them at least twice a year. Ask what their real estate future looks like and the real estate future of their family, friends and relatives. Check their email address and show them how to invest in real estate through their IRA, Roth, SEP, and 401K.

To obtain the fast track on these systems, purchase some of our [training manuals](#); [hire me](#) for an event with your board, association or company; or [hire me](#) as a coach.

Call our office at 800.792.5837 for more details on how to get started today! Happy New Year from all of us at Sanford Systems!

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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 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!

**Question:**

Hi, Walter. You often speak about marketing homes to find a buyer prior to putting the home in MLS, in an attempt to double-end more transactions. So many websites take their information from the MLS, even Postlets downloads from the MLS.



Could you please give me some ideas for marketing the home outside of the MLS so I can attract more buyers? Please keep in mind that some properties may not attract buyers from signs (high rises, interior locations, etc.). Thanks!

Valerie

**Answer:**

Hello, Valerie. That is a great question! Every agent should look for the easy ways to increase income. A few easy ways are raising the price point, raising your commission, eliminating clients who have not jumped through the motivation hoops, and my favorite — setting up systems for a double-end transaction.

The debate has been going on forever. Should we be allowed to handle both ends of a transaction? I believe that as long as you can be more efficient while achieving your client's goals then the answer is absolutely yes.

I loved being able to tweak my business based on the higher returns of handling both ends of the transaction. I gained twice as much commission to keep, spend, or help to make the transaction. I was able to have more control with less posturing.

A double-end transaction allows you to put two clients into your database. It also makes your business smarter. For instance, I wouldn't show short sales to my buyers unless they were my listings. I would not take one of my good buyers off the market unless I had control of the short sale listing. The same thing went for REO listings. Since both of these inventory classes are unreliable at best, I would not bother unless I had more control over the process.

Most people think of double-ended transactions as a means to produce a buyer with a new listing before it hits the market. This is tough because you don't want to hold the property off the market too long, because that is not in your client's best interest. When I listed a property, I would tell the seller: "One thing I would like to do at the start of this marketing plan is to create some buzz. Selling a secret property is always more exciting to a buyer than a retail MLS property. Could I please email my database about the availability and see if I can generate some showings because of its exclusivity?" In my long career, no one ever said no.

This is the process that my office would follow with all new listings:

1. I would take the listing with an MLS form that allows the property to be held off the market for 10 days. Everything needs to be legal with the MLS!
2. I would leave the listing presentation with an extra key that I requested in my pre-listing confirmation package. I would install a lock box and put up a stake sign from my trunk.
3. While still in my car in front of the house, I would go online and use a service to send my just listed cards to the entire neighborhood.
4. I would also update my social media sites with the new listing, notifying them of the "secret property."
5. I would email my database with this secret property opportunity
6. I would let my office in on the "secret."
7. I would personally call all of my "A" and "B" class buyers whose needs matched up with this new listing's amenities.
8. I would hold an open house on the next available Sunday.

This process increased my double-end transactions to about 18% of my sold listings. This is just one more way to get paid for doing a good job.

Good luck, Valerie.

*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).*

