

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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It's time to thaw out. Warm up to some proven strategies and capture more than your fair share this spring! Here are some easy ways to begin the spring market thaw in your area:

- Call all of your buyers. Let them know the benefits of a loyalty agreement (also called a buyer brokerage agreement). Explain that you can begin showing them FSBOs and old expireds; additionally, you will search for similar home parameters in your past client database and send postcards to their favorite neighborhood. You need this agreement because of the overhead this new "secret property" search will entail.
- Call all of your sellers who do not have obvious motivation and either get a price reduction or cancellation.
- Call all of the people who are going to list in the next six months and think of a reason to talk with them like interest rates or a new sale/listing in their area so you can get a little closer to an appointment.
- Call all of the expireds from the previous week and ask them what it would take to apply for the job of achieving their sales goals.
- Call all of the FSBOs in your market area and offer to help them with a team lender, contract copies, comps, etc. When asked why you are doing this for free, let them know that you would like to earn them as your buyer, that they will have extra buyers, and that they have family and friends to whom they could refer. Follow up once a week for 12 weeks. Add new FSBOs every week.
- Send postcards outlining the sales from the last six months (as shown in tax records) in the most expensive area neighborhood close to your office. Do this activity a couple times a month.
- Add Facebook to your blocked websites group for a couple of weeks. It is taking too much of your time and you are not making any money at it.
- Add some value to your website that someone would actually want like "Tell Me What My Neighbors' Home Sold For."
- Learn how to become proficient in self-directed real estate IRAs and contact your database about these great possibilities.
- Raise your commission one point and then copy my listing presentation to be worth it.
- Stop spending so much time with REALTORS® and calling it productive time. They don't buy or sell through you and they won't give you any secrets! Spend free time in the family, friends, faith, fitness, and/or finance mode.
- Listen only to trainers who have sold more real estate than you. How can he or she make you better if they've never personally achieved it?

We love to hear success stories with our systems and our training! Let us know which implemented system(s) made the change in your business plan. We'll do a random drawing each month and contact the winner for a free training manual from Sanford Systems.

Good luck out there and let's make some change happen this spring!

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.

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!

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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 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.

Article of the Month: Do You Know What You Did Wrong?

For years, I have taught real estate agents the merits of having their top priority be a pro-active, seller lead generation system. All roads lead to the acquisition of a seller appointment! We know that more sellers and "better" sellers means that you implement the least expensive and most effective way of developing buyer leads with your listings.

Many times, the disappointment of obtaining a lead and losing a listing presentation to the competition can knock the wind out of you for a few days so let me propose a semi-controversial method of determining how you can learn from your possible mistakes.

As a quick side note, please be aware that sometimes you simply lose the listing because you are not the last person presenting and/or the other agent "bought" the listing with a higher market price.

If it's returned, this survey below may give you an insight as to what happened; even if it isn't returned, it may be considered as outstanding follow up by the seller, which will look good for you when you implement my expired program should the property not sell!

Here is the survey that I would send to the few listings that I lost:

Email: A Survey to Determine Why We Did Not Receive the Listing

To: Name

RE: Thank You for Giving Me an Opportunity!

Congratulations on placing your home on the market! You have chosen a good real estate agent. I am disappointed that my company was not the one chosen to represent you, but I understand that it is your choice. I learned a lot of information that will help me when I find a buyer whose needs match your property. I also understand that my company can learn a great deal about our own strengths and weaknesses from our unsuccessful presentation.

We put a lot of time and effort into our presentation for you, and we would appreciate it if you could tell us where we excelled and where we fell short. Attached is a short survey. Please take a moment to help me improve my services to future sellers by answering the questions and hitting the reply. Thank you very much in advance!

1. What was Walter Sanford's biggest interest?
2. What two items impressed you about Walter Sanford's presentation?
3. What two items were not impressive?
4. How could Walter Sanford have earned this listing?
5. What most impressed you about the agent that you did choose?
6. Would you recommend Sanford Systems and Walter Sanford in the future?
7. If not, what would change your mind?

Thank you for helping our firm to become as strong as possible. Our goal is to become an asset and a resource and to keep clients for life. Your input will help us meet that goal! I will build some interest in your property at meetings with potential buyers.

Sincerely,

Walter Sanford
Sanford Systems

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.

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