

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

June 2012

Issue 113

Author: Walter Sanford

The agents that I coach and the agents I know are, for the most part, fine. They have money in the bank, they are making down payments on cash-flow keeper properties, and they are maintaining large listing inventories. These are survivors who would have made it no matter how bad the market became.

There are many more agents that I would like to help so they will be happy in their careers; unfortunately, they are being fed bad information, which limits their opportunities in the greatest career of all time.

I love real estate, and I always have. I became wealthy selling it, and I'm building my estate in buying it. Let's see if we can help some other real estate professionals reap the rewards of a profitable career. Here is where we all can help –

- Stop discussing the market conditions as a main topic at office meetings, trainings, seminars, etc. There are always people who need to buy and sell just be better than the office down the street or the agent across town in finding the sellers and buyers. Many agents are gone, many are shell-shocked, and the rest are on Facebook so the competition is lessened! There are many opportunities out there so teach your down-and-out agent this mantra – "There is plenty of opportunity in any market. You can't change the current market, but you can change yourself."
- The second item is to only teach and talk about dollar-productive activities. 70% of the training out there is on implementing social media. It's a loser. Chit-chat brought to your screen is the same as chit-chat on the phone, over the water cooler, or with your office partner. It is another bad real estate idea like exclusive buyer brokerage, time-consuming staging, websites as your first lead prospecting mode, variable pricing, or....
- Having trainers teach your agents stuff that never worked for themselves. There are trainers who have never sold real estate, trainers who were never successful in real estate, and trainers who became coaches because they could not make it in this "new environment." Find someone who is wealthy from the activities that they teach.
- Help the agent get listings. Teach them to go to people who are more likely to list. Reach sellers by direct mail, email, phone, social media, advertising, and/or door knocking. Offer them value! The better the lead, the more of the previous methods that he or she can afford to do. Do it regularly, time-block the activity, and become the best in your area in that demographic. Create a manual for each of the created systems for the demographic and keep refining your manual. Someday you will make so much money at that one activity that you will be able to delegate it and move on.
- Show the agent follow-up systems in their database, people who are going to list in the next 6 months, plus their current buyers and sellers. These are each separate follow-up groups that need to be personally handled with value on a time-blocked, regular basis.
- Show the agent how to stop playing at work and working when the day is over. If an agent doesn't have "off time" with fun family, faith, friends, fitness, and personal finances to look after on a time-blocked basis, it is hard to give 110% during the working hours. Protect your off hours from current and potential clients by preventing their anxiety in telling them exactly when their call or email will be returned by policy.
- Provide the agent many seller lead generation systems from which to choose. Everyone is different and will appreciate different groups to go after with different approaches. There are hundreds of proven systems out there. Give the agent a list and have him or her choose. My training system *Grow Your Leads* has over a hundred profitable, seller lead generation options. Give the agent the knowledge on how to research a

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.

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!

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.

group of potential sellers, the value they can offer them, the lowest cost method of approaching them, and the necessary follow-up and contact sequences.

- Show the agent how to make a modern listing presentation. Show him or her how to pre-counsel the seller, prior to the appointment, to determine the seller's needs. Have systems to confirm appointments and to prevent no-shows. Present quickly and get to the point using what you have learned from the pre-counseling. Ask for the opportunity to achieve their goals within 15 minutes. Be able to help overcome every objection that a seller could ever come up with. I have been honing my listing presentation for the past thirty years. It can be magic!
- Keep the agent away from the "dark side." There are a million hucksters selling a solution that requires no work. If it is easy and works without much effort or human contact, please be wary. This business takes 30-plus hours a week of concentrated hard work and most of it involves human interaction. You are going to have to sell, talk to people, and learn to get over disappointment fast. Better yet, the agent of today needs to better choose their clients in the first place. Here is one of my golden rules -- *listings are the most effective and least expensive method of getting buyers*. Therefore, the next time you are sold something to get buyers, please review the above.
- Have the agent limit his or her time and work with only the buyers who are going to buy. There are many ways to get a buyer to jump through some hoops and prove their motivation. Show them how to ask for business, provide great service, and if no result, have them move on...fast.
- Get him or her a real or written coach. I have authored and updated 10 manuals that teach an agent on how to be a superstar with exact systems. I personally coach a few superstars, and I speak at some of the best real estate events in the world. Please have the agent start research on how I can help them not have to re-invent the wheel.
- Methods of helping your agents might be: counseling them using our materials that you already own; loaning them our CDs or materials; encouraging them to go see me speak when I am in town; having them go to our website at www.waltersanford.com then read our archives and sign up for our blog and newsletter; and/or sponsoring me to come up for a personalized event of your own.

This is a great business. It would be a *better business* if everyone was making a great living at it!

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.

- **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.