

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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It's decision time. The only way to get through the slow months of December and January is to increase your listing inventory now. Listings create activity like no other activity. Systems are the glue that keep you on track. Here are the steps you need to take:

1. Obtain some new ways to find groups of people who will list and approach them in a cost-effective way with value.
2. Improve your ability to answer common objections so you have more opportunities to make listing presentations based on the client's needs.
3. Improve your listing presentation to make it faster, get a higher commission, get a transaction coordination fee, get a lower price, get a longer term, and sell it!
4. Spend less on marketing and pay more attention to seller's motivation and price.
5. Be more selective on the buyers created by your listings. Ask the buyers questions, pre-approve them, meet with them, and have them sign a contract. This should be easy if you are giving them services that no one else is providing.
6. Use checklists to build profit and lead generation into every move you make. Checklists are the systems that provide consistency at the least cost with the highest return for the time you spend.
7. Budgets and goals are secondary until you build the above "money machine."

Building a money machine in real estate has been my passion for 30 years! My systems are used by the best agents in North America. I am the only real estate speaker who has created systems and manuals which created and operated my own money machine business plan.

I worked this plan successfully for three decades. I would improve the portions that were not massively profitable, and now, I enjoy living off the net income of free and clear real estate investments.

I was not always like that and I am not smarter than any of my coaching clients or my seminar attendees. I implemented systems and worked them accordingly. That's the difference.

How are you going to get started with a plan that really works? We could do a seminar in your town. You could purchase my systems or maybe join our one-on-one coaching program.

Life is hard in the real estate business and it's almost impossible with the wrong plan. Don't reinvent the wheel! Beat the competition in your town by having more signs up, taking more contracts, and taking the profits to invest in cash flow real estate. I did it, and I'd love to share with you how I did it. Call our office for options today at 800.792.5837 or email Cyndi at [cyndi@waltersanford.com](mailto:cyndi@waltersanford.com).

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**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](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!

**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 this year the one when 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 this may be the year that you take your business to the next level.

**Q:** I was wondering if you have a job description for a buyer's agent. I am planning on bringing on two of them to my team. One will also double as an assistant. I'm wondering how to work the compensation, etc. for each as well. Any suggestions? Thank you.

*Peggi from Bend, OR*

**A:** Huge discussion. Do you have any of my buyer materials?

**Q:** I guess that would cover a lot! I have several books but haven't seen anything like that. What specific materials should I get?

**A:** Here is what my coaching clients implement –

- A business based on listings and listing generation, and
- A natural outcome from that activity results in buyers.

Incoming buyer leads are asked 25 questions to determine motivation, asked to obtain pre-approval, and will meet to sign a loyalty agreement before they see property. This eliminates 60% of low-end buyer leads.

We are able to do the above because we offer services that no one else offers. We show them inventory beyond MLS including pocket listings, advertise their needs on our site and in the media, mail to the area they want, contact old matching expireds and FSBOs, contact owners of matching property in our database, guarantee they will be first into any matching property that we list, etc. All this means they will see property through us that other brokers will not show them. This forces your BAs to generate listing leads by designing ads that sellers call on, talk to expireds and FSBO, do postcard mailings to target neighborhoods, etc.

So, if we can get a BA to handle buyers this way, they will eliminate the junk leads, have a higher closing ratio on the ones that do follow the above steps, and generate listing leads for you want.

They get paid 50/50 on buyers and a 20% referral fee on all listings that you take and sell.

I basically just boiled down 400 pages of forms and systems in the above. The products that most agents start with are *Super Emails, Letters, and Web Content, Grow Your Leads: Just Add Walter, Time-Saving Checklists, and Fast Lane Buyer Systems*. Call Cyndi at 800.792.5837 and she will take your order for the four above books and media for \$500 plus shipping. Good luck!

*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).*