

SANFORD

SYSTEMS & STRATEGIES

Newsletter

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Many of you are at the age where you need to be serious about the future. Many have had "lean" years over the last five, and many have gone through their savings.

2013 starts a new market. While the government keeps interest rates low for a while, the market hitting rock bottom and inflation are both around the corner.

Volume will be your friend so learn how to squeeze more transactions in 365 days.

Checklisting, time-blocking, eliminating not-so-profitable stuff, and implementing profitable systems should be your goals for 2013.

If you don't know where to start, you can...

- Inquire about getting a Sanford Systems' seminar in your town
- Review the **various archives** at www.waltersanford.com
- **Purchase our systems**, or
- Get involved with our **coaching program**.

We have it all and to fit every budget from FREE on up. You have no excuses to get the best systems for next year.

May I suggest you start with a new way to generate seller leads? We have talked about this for years and maybe you can get some ideas from videos on our **You Tube** or **Facebook** pages.

I am looking forward to helping you with your career. You may not have the luxury to wait much longer to learn how to do more business in less time.

- **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.

Check out Walter's Monthly Butt-Kicking Video!

Let's face it -- sometimes we all need a kick in the butt! Here's Walter giving you just that with his no-nonsense style. (Click on the video to view in a separate window.)



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 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.

So Many Business Plans, Which Do You Choose?

Do you ever get confused on what business aspect you should implement next? Just about ANYTHING is better than doing nothing at all while you wait for the business to come to you; however, is there one that is THE BEST?

Sure, there are guys out there who have a huge team, numerous page of advertising using direct response, and promises that if you implement his website, you just don't have to work anymore. Before you fall for this, you need to check this guy's take home pay! There are numerous speakers that tout around the clock referral generation. It is genius, but it usually works best when new leads are brought into play through other lead generation systems, increasing the referral base.

There are the fringe speakers who usually have something to sell – staging books, software, websites, et al. Their talks are normally centered around their product. It might be a good product, but usually, it is only a tool that should be used when appropriate as part of a total business plan. Some of the products are dangerous to implement in your business all of the time!

Truthfully, there is just nothing that beats a business plan that includes the following items:

1. Intelligent, inexpensive, and effective **seller lead generation systems**.
2. **Client-centric listing presentation** that explores the seller's needs while meeting their expressed goals.
3. **Consistent buyer program** weeding out the non-committed but offering better service to the survivors.
4. **Design checklists that can be followed** no matter how busy you are while still making sure that **net profit and customer perceived service** remain top priority.
5. **Referral generating program** leveraging existing business.
6. **Leveraging sellers to get buyers** and leveraging the search for inventory for your **buyers to get sellers**.
7. **Utilizing the opportunities available to you** and getting a dual-value from looking at all the inventory by buying a little for yourself.
8. Time-block consistent **dollar productive activities**.
9. **Delegate procedures** through systems, technology, family, clients, affiliates, and staff.
10. **Budget by increasing resources to the items that work** and improving or eliminating the systems that do not work.

Now that you have the general business plan, you will need to develop specifics on how to implement each step. We hope you come to us. If not us, please go to individuals who understand the big total picture of high production real estate and not just experts in very small parts that just happen to match the product they are selling.

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 web site for more details at www.waltersanford.com, by calling 815-929-9258, or emailing Walter at walter@waltersanford.com.