

# SANFORD

SYSTEMS & STRATEGIES

## Newsletter

Industry News for the High Achieving Real Estate Professional



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You have a pretty good idea what closings look like for the first quarter. Are they 20% more than the first quarter of 2012? Are you on track for your yearly goal? Or like 95% of other agents, have you not changed a thing while expecting different results? Maybe you are waiting for the market to get better, interest rates to stay low, and no new agents to come back in an improving market.

Plan your future before you wear out and get old. A few years of a concentrated, smart effort can make you a fortune:

- Design a listing-based business by implementing some consistent seller lead generation then make yours the best presentation in town.
- Be confident that more leads are coming in so you don't have to take overpriced, under motivated sellers.
- Spend less on marketing by being smarter.
- Have systems that generate more double ended sales.
- Know how to only take the best buyers that will be generated from your listings.
- Know what a full, perfect week looks like then implement it.
- Invest your profits in real estate that makes sense and let the tenants pay off the mortgage.

Someday, you will be fat and happy living off a net rental income, mostly sheltered from depreciation. Okay, leave off the fat. I'm working on it! The reason that this plan almost never occurs is because agents don't take the first step – generating more listing leads. I have over 60 methods that made me a fortune over the years. As you look through my systems or check the archives of my blog and newsletter, you'll find systems that answer the questions of who needs to list, what value can you give them, and how do you reach them.

If you'd like more income-producing systems for yourself, your office, or your colleagues, call **800.792.5837** and ask about our one-on-one coaching program, our easy to implement products, or how easy it is to host a seminar in your area.

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• 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.)

### SELLER LEAD GENERATION - DIVORCE

Winners generate more listing leads using my proven formulas of bringing more value to hot demographics. More leads means more presentations; more presentations means more listings; and more listings means more buyers, more commission, and a larger sphere of

### 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](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.

influence.



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