

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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Clarity is exactly why the top agents are top agents. They have a plan and know what they need to accomplish each day. Many agents pay me for clarity. They would like a plan to follow as to what to do and when to do it.

There are about 70 major, profitable systems in real estate. Some of my clients want to dominate their market area, some want to generate enough commissions to pay the bills and buy rental property. A few of my clients want to work a few days, make the money of a good full-time agent, and then play the rest of the week. The funny thing is -- they use the same systems.

I try to give real systems that you can use when you read my newsletters. Below are a few of the over 70 most profitable systems that I have conceived. Why only about 70 systems? Well, we have never had the opportunity to go beyond that before my clients or I had all the net worth that we wanted. You need time to enjoy life a little more.

With about 45 systems operating in my little operation in Long Beach California, I had consistent listing inventories of over 100 properties. Groups began inviting me to speak. I began to offer my original manuals for sale while also buying rental property that could survive terrible markets. My goals were clear: learn how to do real estate in the most profitable manner; create manuals for each system in my business; use my knowledge to acquire rental properties.

Below is a sampling of the main systems that I used to develop my business and the primary systems used today by my clients across the country:

1. Implementing 19 pro-active seller lead generation systems using a multi-media approach. Based on the market status, we approach the most likely, high quality sellers who can be identified. Then we develop value for them by way of email, direct mail, social media, website, and telephone.
2. Handling poor quality clients and determining whether we will work with them, refer them, or prepare them for future business.
3. Obtaining commitments over the phone, making appointments, and getting signatures at most appointments.
4. Asking for and deserving extra fees and more commission.
5. Offering more services to buyers and using their search to create listing leads and double-ended transactions.
6. Marketing the listing presentation and initial marketing of any listing to increase double-ended transactions.
7. Determining where "the beef is" on new technology and how it can be used to increase seller leads.
8. Pre-counseling of sellers plus pre-confirmation listing packages, ½ hour listings, and post-listing time-blocks.
9. Utilizing time management with prioritization and time-blocks.
10. Leveraging lead generation into mundane transaction coordination checklists.

### 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](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,

11. Tweaking lead generation to increase price points.
12. Allowing for balance so that clarity can be obtained.

These are the top twelve that many agents pay for in our coaching program to obtain clarity to accomplish goals and dreams. We have the plans and many ways to share them with you.

Call the office today at 800.792.5837 to arrange a free consultation with me to see if our one-on-one coaching program is a good fit for you.

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### 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.)

### YOUR BUYER ASSISTANTS ARE SHOWING IN THE WRONG ORDER

One more idea to increase your velocity and profit with a buyer.



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.