

# SANFORD

SYSTEMS & STRATEGIES



## Newsletter

Industry News for the High Achieving Real Estate Professional

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When you get that appointment to list a home and don't ask enough questions, you will be doing more two-step listing presentations where you have to come back. You will be wasting your time with under-motivated sellers, and you will be losing the listing to better prepared agents.

Instead, have a list of questions for a potential listing on your laptop/tablet/phone and ask the questions. If they don't want to answer questions right now, make another phone appointment for the Q&A session. You have to give before you can get so make sure they understand that the more you know about them, the better job you will be able to do in achieving their goals.

In this month's newsletter, I've shared the list of questions that my coaching clients use in their first "meeting" (call) with a seller.

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### You Are Going to Listing Presentations Unprepared

Below is the definitive list of questions for a seller, prior to your listing presentation. You will know more about their needs, thus be in a better position to achieve their goals. The best prepared agent, the one who knows the sellers best, will almost always win.

I call this list of questions the "\$100 At Close Magic Questions" because I want to motivate my assistant to do more than just get a name, number, or email address. I want a real conversation. If the file closes and the assistant has this completed questionnaire in the file, then \$100 is due to that assistant after the closing.

My assistant would say something like, "If I could ask you some questions prior to Walter getting back into the office, he could really hit the ground running toward the acquisition of your goals with the help of these answers."

Here is the anticipated question list. Be cautious in modifying. This list

### 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,

was thirty years in development!

1. Property:
2. Date:
3. Operator:
4. Seller's Name:
5. Mailing Address:
6. Home Phone:
7. Work Phone:
8. Cell:
9. Fax:
10. Email:
11. Best times available:
12. How did you hear of Walter Sanford?
13. Why do you want to sell?
14. Referred by:
  - a. Name or Corporate Relocation Company:
  - b. Address:
  - c. Phone:
  - d. Fax:
  - e. E-mail:
  - f. Referral fee:

Send personal thank you note and mark database.

Send package to relocation source.
15. Who else are you interviewing?
  - a. Agent Office Appointment Date/Time:

Author's note: Remember, it is best to be the last appointment with whom the seller meets. You can say, "Meeting with all the other brokers first will guarantee a maximum number of questions and a solidification of your needs. I can better serve you if you have the maximum number of questions and all your needs available for your meeting. If you cannot provide me with the last appointment, make whatever you can and we will reschedule later." (Also, remember to ask the client to promise to wait for your presentation.)
16. If Walter answers all of your questions to your satisfaction, will you list your property when you meet Walter?
17. Would it be possible for all decision makers to be present and meet with Walter on (Date) (Time)? Is it possible to meet at Walter's office? If not, then where? Who will be present?
18. When Walter meets with you, will you want to start the marketing plan?
19. Do you own any other properties in the area? If yes, where?
20. Are you thinking of listing them also?
21. Where are you moving?
22. Do you know a real estate professional there?
23. May I have one of my lender team members call you?
24. When do you need to sell?

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.

25. What price do you want to list at?
26. How much are your underlying loans?
27. Do you need a 1031 Tax Deferred Exchange?
28. What criteria are you going to use in hiring your new representative?
29. We can mail you a pre-meeting information packet or Email you a link to our website information packet. Which method would you prefer? Can we ask you to review it prior to your meeting with Walter?
30. \_\_\_ This is an emergency; please hand-deliver package!
31. May we ask that you wait to make a decision on your agent until you meet with Walter?
32. Can we arrange some FREE time for you to consult with a CPA?
33. Tell me about your property.  
a. Type Sq. Ft. Bed/Bath Income Length of Lease
34. Any other amenities of property?
35. Assistant to prepare CMA and presentation:  
\_\_\_ Today \_\_\_ Today/Tomorrow \_\_\_ Tomorrow \_\_\_ Later Date
36. Criteria for CMA:  
Parameters: \_\_\_ SFR \_\_\_ Condo Bldg. Only  
Area(s): \_\_\_\_\_ Type: \_\_\_\_\_  
Size: \_\_\_\_\_ Area(s): \_\_\_\_\_  
Type: \_\_\_\_\_ Size: \_\_\_\_\_  
Geographical Criteria:  
N/ \_\_\_ S/ \_\_\_ E/ \_\_\_ W/ \_\_\_  
Price Range Search:  
Number of Presentation Copies:
37. Follow up Instructions:
- A. \_\_\_ Run an expired check of the presentation property.
- B. \_\_\_ Check to see if sellers own any other property in areas close to (your city) and inform Walter of addresses
- C. \_\_\_ Run a list of needs for listing presentation.
- D. \_\_\_ Deliver confirmation (pre-listing) package to them.
- E. \_\_\_ Add to database.
- F. \_\_\_ Input haves/wants in computer.
- G. \_\_\_ Order Super/Regular Property Profile.
- H. \_\_\_ Order preliminary title report.
- I. \_\_\_ Is CMA complete/accurate?
- J. \_\_\_ Load mock listing on Internet.
- K. \_\_\_ Record information on 800 service.
- L. \_\_\_ Prepare mock brochure.
- M. \_\_\_ Confirm that presentation is complete.
- N. \_\_\_ Please confirm that all decision makers will be present at meeting and that Walter is still the last appointment.
- O. \_\_\_ Get extra keys made by the seller.
- P. \_\_\_ Make sure Walter has sign, rider, brochure box, map to property, and digital camera in his car.

38. Extra notes to operator