

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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WHAT ARE SOME HABITS OF LOW-PRODUCING AGENTS?

- **Signing up for expensive lead generation when they are not effective in following up on the leads**
There are many sources of purchased leads, and a lack of good systems for turning those leads into business means little closed business.
- **"Pop-Tart" activities in handling business**
This is an activity of jumping up to handle urgent business rather than finishing profitable business. A lack of time-blocking will cause an agent to put out fires rather than working on a proven plan.
- **Taking stupid business**
What is stupid business? Under-motivated sellers and buyers are two sources. Low producers disregard the warning signs on these two groups, because they do not have the systems to produce leads and need to prove they are busy. The problem is agents actually lose money working with transactions that probably won't close while *hoping* for success.
- **Buyer house calls**
Low producers jump at the chance to work with a buyer. Top producers ask them buyers questions, get them pre-approved, have a meeting with them, and have them sign a buyer-brokerage agreement while making the buyer feel they are receiving the best service available.
- **Not being able to walk from sellers who have no reason to participate in this market**
- **Working with buyers who have both minimal credit and minimal down payments**
- **Working short sale clients who have second mortgages that are not with the same party as the first and also where there is not enough money to pay the first**
- **Going into a short sale where the buyer will not pay for an appraisal and inspection, prior to approval**
- **Taking too long to start lead generation**
Just go out and knock on some expired doors...this morning.
- **Dealing with inexpensive properties.**
Start generating leads of more expensive listings today.

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,

- **Having REALTORS® as the major component of your sphere**
It's time to get out in the real world.
- **Have an assistant that only gives assistance**
My past assistants and those of my coaching clients generate leads.
- **Setting up elaborate systems to stay in touch with class "B" buyers and sellers**
There are enough "A's" to keep you busy.
- **Spending too much time on social media**
Social media is one of the most overrated activities in real estate.
- **Having a website that specializes in buyers rather than sellers**
- **Waiting for market changes**
Forget the market and get seller leads. You make the change today.
- **Keep staging in your pocket until it is asked for by a client**
- **Waiting for the buyer to do an inspection after they write a contract**
Get the seller to do an inspection right after they list the property.
- **Having so little business that they cannot walk away from a bad deal, bad situation, or an unreasonable client in a nice way**
- **Writing loose counter offers**
- **Not keeping the pipeline full**
- **Not handling the big problems early in the morning**
- **Not working enough**
- **Not spending enough time talking with or seeing clients**
- **Having a mentor who did not sell a lot of real estate.**

There are many more, but let's start considering these first. We have systems that help with these and out right replace most of these habits. We would be honored if you became involved with us by obtaining our training systems, attending our seminars in your area, or considering personal coaching.

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Walter Sanford has been designing and implementing real estate systems for 30 years. One of the most successful REALTORS® and now wealthy from his systems, Sanford teaches his systems and strategies through his products, seminars, and personal coaching producing the best results in the industry. Do what works, do what is proven. Hire

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.

Walter Sanford. Call our office at 800.792.5837, email walter@waltersanford.com, or chat with us online at www.waltersanford.com.

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