

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

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Going to bed late, waking up late -- the world is already at your doorstep so there's no time to exercise. Maybe you will take a look at Facebook. Oops! Where did that 40 minutes go?

An incoming call from a buyer comes next. You might really need a deal so you pop up and show the property. The buyer is a little late so you wait. The buyer sees you waiting at the door but stays on his phone until he finishes his business. When he sees the house, he asks you a ton of questions but does not do much answering. It was all wrong for him, but he says that he will get back to you.

You're back at the office now and see that you have nine leads from third party consolidators and your IDX. They have no phone numbers, but you have a great drip system that sometimes causes the leads to interact. Most of time, they do not.

You see a flyer on your desk about continuing education. It's another ethics class along with "Winning in the Social Media Game." You need the hours so you sign up even though you suspect it is the last thing you need to increase your sales.

Your few sellers are mad that there are not enough showings, but they are very firm that there should not be any price reductions.

After adding up your bills and looking at your probable closings, you've realized that there just isn't enough money to satisfy all.

Oh, another incoming call. This one is from a coop and the buyer didn't approve the inspection.

Look, real estate done without a plan will kill you. There are cures to every evil in real estate. There are better business plans. You can time-block a few, proven, profitable moves. You can decide where to put emphasis. You can eliminate the time killers that are suspect in net profit potential. A simple, perfect week could fix everything. I know since I get the top agents in the nation to implement more effective business plans.

Here are some of the areas they will be working on in 2014:

- Implementing at least **5 new ways** to aggressively **generate seller leads** from the best demographics.
- **Converting websites** from mostly buyer generating to **seller generating**.
- **Pointing all lead generation machines** to more expensive property.
- Making a **faster listing presentation at a higher commission** with fees.
- **Hiring an assistant** who takes care of administration and generates leads for at least 2 hours a day.

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,

- **Getting a better presentation** that offers value a buyer can't get on the internet.
- Knowing **what you have to do every day of the week** and having the systems to **stick to it**.
- **Cutting expenses, increasing gross**, and managing your personal assets.
- **Buying real estate for the long term** and having the tenants pay off the mortgage.
- **Walking away** from bad business and bad clients faster.
- Implementing systems for better and more **effective lead follow-up**.
- **Leveraging business** – i.e. build you buyer business into a seller lead generator or solicit old expireds around a new listing on your listing checklist
- **Overcoming objections effectively** and providing more value. Reducing interruptions
- Learning to **work at work** and be off otherwise.

Maybe, it is time for a tune-up. Our products, seminars, and coaching are designed to increase your net proceeds so you can buy income-producing real estate...and RETIRE. It's time to get started NOW so that 2014 looks better than 2013.

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 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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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.