



## Sanford System & Strategies E-NEWSLETTER May 2014

Thank you for subscribing to our newsletter. Walter Sanford was one of the top real estate agents in North America for nearly thirty years, and now, he is one of the most requested speakers, trainers, and coaches. He has authored twelve systems and books on checklists, pro-active lead generation, affiliate lead generation, and much more which can be found throughout his website.

If you would like to contact Walter or have him speak at your event, please email: [walter@waltersanford.com](mailto:walter@waltersanford.com)

### New Starts and My Clients are Getting Their Part

As some trends die, others are born. Short sales and REOs are in their last days, and we need some inventory!

Builders have been hurt. They are being careful, and the banks are not backing them like the "old days." We are seeing the "stirrings" with small and medium-sized builders.

The builders will need contact (call, letter, email, or personal visit) to remind them that you are their friend and colleague in this business. It is always easier to talk to with a potential client when you are delivering value. You feel better, and they listen better.

The reason our clients are so successful is that they have the best value propositions to the best seller demographics. Builders are no different. Offer value that eliminates the competition and causes the builders to talk about you, their new agent, at the golf course, at business dinners, etc.

Begin putting together your local, small and medium builder list. I would recommend starting with a letter explaining the value that your builder services offer and your promise of future contacts.

Here are the value propositions that will separate you from other agents:

1. **Provide free evaluation** of elevations and floor plans. Because after the last 8 years, you know what sells.
2. **Offer daily MLS reports** of all newly-listed land, lots, and acreage listings. The builder will get the new listings at the same time as every agent in town to

#### Sign Up!

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#### 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.

- keep them ahead of the competition.
3. **Give guaranteed first notice** of any new land that you (or your office) lists, prior to it hitting the MLS.
  4. **Inclusion of builders** in your secret property search. If the builder is able to tell you their needs, you can do the following:
    - A. Contact owners who match their request from the tax records (call and write).
    - B. Check all old expireds for matching property and contact the old sellers to see if there is interest in selling.
    - C. Post their needs anonymously on your site looking for land owners with properties that match their needs.
    - D. Contact agents known to deal in the type of land you are looking for and "put in an order."
    - E. Research and contact any for sale by owner sellers who may hold what you are looking for.
    - F. Watch notice of defaults and foreclosures.
  5. **Provide a 20% stipend.** When you sell your listing from an individual(s) who is purchasing a property from the builder, you provide a 20% stipend back to the builder when you complete both sides of the transaction.
  6. **Take future limited partnerships.** When you list multiple properties from a builder, offer to take commissions earned in limited partnerships on future builds. This preserves the cash flow of our builder clients.
  7. **Feature the builder** and their projects on your website along with a link to request a quote on a new home.
  8. **Offer advance notice** to your buyers of any projects the builder may contemplate with the goal of having the builder's product sold prior to it being finished.

Get your list together, and send the builder(s) a letter with the above values included. Call to follow up on what they might like to receive. The relationship will be started, and you will discover their goals/needs that they want to accomplish over the next few months. Be the first to capture this evolving demographic!

*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](mailto:walter@waltersanford.com), or chat with us online at [www.waltersanford.com](http://www.waltersanford.com).*

If you are receiving this issue as a forward and would like to get your own free subscription, click [here](#) to sign up.

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.



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### Hire

Walter to speak for your next event.

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