



Sanford System & Strategies E-NEWSLETTER July 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

Leveraging Mundane Activities

When I coach, we set up consistent, inexpensive lead generation activities for sellers. Some require a complete overhaul, and some require only small tweaks.

Do you look for the small tweaks? You know, tweaks like those easy-to-include, natural moves taken within a mundane (but necessary) real estate activity. I have devised hundreds of these "tweaks" over the years. Proven and tested, each produces a new client when implemented.

You have to be smart in this business while trying to get it done well - all within 50 hours a week. This is why efficiency is so important.

Here are a few of the hundreds of small tweaks that don't add much to time or overhead but will produce big results:

1. On a counseling call with a potential seller, **ask if there are any other real estate needs** to be marketed along with the home. Add to your listing checklist.
2. On a new listing, **send a notice to your database** prior to it hitting the MLS. The recipient can easily forward to their friends, family, and/or co-workers. This can easily provide more double-ended transactions while also providing necessary interaction with your database. Add to listing checklist.
3. **Send a letter to 2-year and newer expiries** around your new listing touting that your marketing can produce more than one buyer. Add to your listing checklist.
4. **Have an "Ask (YOUR NAME)" feature on your website** where the question and answer can be

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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.

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.

distributed through social media.

5. **Send a letter to small demographic owners** like owners of a duplex, tri-plex, or four-plex. Explain that you have buyers taking advantage of the preferential government financing offered for small investment properties and investors looking for these small investment properties to fund their self-directed IRAs.
6. **Call closing clients.** Let them know that the hardest thing you have to do is to replace great clients like them. Ask who from their family, friends and co-workers are thinking of buying or selling. Add to listing checklist.
7. **Solicit the co-op agent to come over to your office,** if you are with an office that has a plan where you benefit from recruitment. Add to closing checklist.

I could go on forever. After 40 coaching sessions with me, I promise that we will have efficient systems that make you one of the top agents in your region or franchise.

For more details or coaching testimonials, email me - walter@waltersanford.com or call the office at 800.792.5837.

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.

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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Walter to speak for your next event.

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