



Sanford System & Strategies E-NEWSLETTER January 2015 - Happy New Year!

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

Start Helping Expired Listings Sell Their Homes

Many of you are looking for unique ways to solicit expireds. My coaching clients use multi-media solicitations to this hot demographic group. They solicit expired listing owners by adding the line "Helping Expired Listings Sell Their Homes" to their postcards, letters, voice mail messages, emails, blogs, website, social media, and any place else an expired seller may see the offer. The website link could be www.yourwebsite.com/expired. At this link, the expired might be required to fill out some questions to get a free, 48-hour value analysis and the ability to sign up for a pre-listing consultation plus also receive answers and demonstrations to the following list:

1. **You missed marketing opportunities** that sell property in the (your market) area. We will show you marketing procedures that have worked in the last 12 months.
2. **The marketing was not customized to your personal needs and desired outcomes.** We ask many questions to determine your exact needs and then draw from a large quiver of tools to customize your experience.
3. **Your agent was not a buyer magnet.** We will show you the unusual services that we have for buyers which drives them to interact with us -- most times under contract.
4. **Your features and benefits of the property were not adequately delineated and distributed** to the world through an aggressive search engine optimization procedure. We will demonstrate and guarantee results.
5. **Your price needs to be adjusted.** There is a delicate balance of pricing at the next level to take advantage of a better market with lower interest rates, but not too high as to be rejected by appraisers. How many times was your price adjusted up or down to make allowance for the market?

Sign Up!

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

6. Your agent needed a better grasp of the comparable sales. Smaller homes have a greater price per square foot. Some improvements greatly increase prices, some reduce. Decorating causes emotion, emotion causes sales. We have personal knowledge of the sold comps and the staff to help you make changes to your home, if you desire.

7. Your agent lacked creativity. In the past, we have purchased a buyer's home to allow them to close on a new property. We have loaned buyers their down payment from our commission so they could qualify for a loan. We have a lender team member who has come up with innovative financing plans to squeeze that buyer into a home. Through experience, we are innovative and that innovation gets homes sold.

8. Showings on your home were not seamless. One phone call to our office gets agents into your home for showings. The owner gets previous notice of the showing and then after the showing, they receive feedback so they are aware of what the market is saying.

9. You did not evolve with the market. Every 10 working days, we have a meeting with you to look at the changes we can make based on the competition, the sales, and the feedback. We have a fluid marketing plan to provide what the market calls for in obtaining offers.

10. Interest did not result into contracts. We follow up on interest and make suggestions on how contracts can be formulated to achieve buyer's goals while keeping your needs in mind. Newer agents representing buyers may not have the tools to move a buyer across the finish line. We will help with a little push!

Implement some new ways for the expireds to interact with you. Some of my clients are controlling 15% of the listed expireds in their area by offering more value to get the expired listing to call or email you.

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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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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