



Sanford System & Strategies E-NEWSLETTER June 2015

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 updated 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

Payback Never Pays

Leviticus 19:18a: "Do not seek revenge or bear a grudge against one of your people, but love your neighbor as yourself."

The real estate business gives a lot of opportunities for pain from other people: sellers who waste your resources with unrealistic expectations, buyers who cannot pull the trigger, cooperative agents who don't do their job, and peers who usurp your clients.

Many times, you cannot foresee the pain from a client, and it becomes a necessary part of our business that comes from us working for free until

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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.

closing. Coping strategies become necessary.

Ephesians 4:26a: "Do not let the sun go down while you are still angry...."

Get over it as soon as possible. Don't seek revenge or hold a grudge. Personally, I must tell you it has been the hardest lesson I have ever learned and still fight with it! When I follow God's Word to love my neighbor who I perceived has wronged me, the pain goes away and God provides other opportunities.

"But Walter, you are a business man. What if we are talking some real money that you are entitled to under contract?"

Paul gives instruction to that question also (I Cor. 6:7-8): "The very fact that you have lawsuits among you means you have been completely defeated already. Why not rather be wronged? Why not rather be cheated? Instead, you yourselves cheat and do wrong, and you do this to your brothers and sisters."

Your options are settle out of court demonstrating "love for your neighbor" or do your best to stay out of trouble in the first place.

Here are some rules to implement, ensuring better quality clients and quality transactions:

1. Don't take overpriced listings. When I did take an overpriced listing, it was because there might be a "chance," but I would not become attached to the outcome. Isn't taking an overpriced listing without disclosure of it being overpriced a lie anyway?
2. Get the inspection done after taking the listings. It makes sense to get the repairs done before a buyer has input. Not being in rush to close will allow you/the seller to obtain numerous bids and conduct contractor

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, and your life? We have a few spaces left in Walter's

negotiations to benefit the sale. After the inspection, you will find out if the property can be sold at the marketed price and whether or not the seller will take care of the problems.

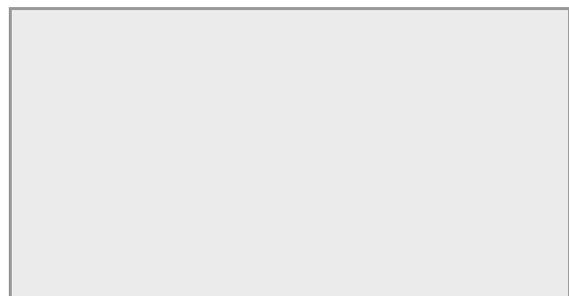
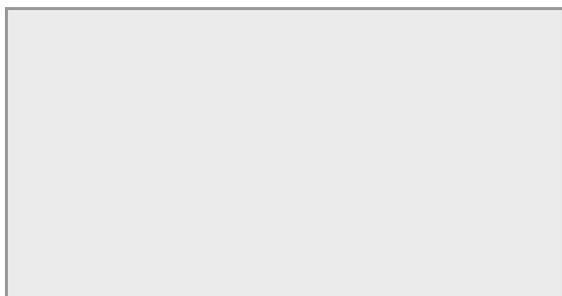
3. Take large deposits from credit-worthy and pre-approved buyers who have verified down payments and jobs.
4. Work with buyers who answer probing questions, get pre-approved, and sign a loyalty agreement, in that order and prior to going to see property. Of course, you need to provide a value proposition for each of these requested steps or the buyer will balk.
5. Shorten pending times as much as possible and keep the client involved in weekly follow-up. If the coop isn't getting the job done, ask for help. If none arrives, go to his/her broker.

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.

The Scriptures are wise in how to avoid and (when needed) how to handle conflict. Paired with good systems, you're on your way to avoiding "payback."

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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