



Sanford System & Strategies E-NEWSLETTER September 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

What to Say to an Annoyed Client

One of my coaching clients recently had a listing client who was annoyed with her regular listing emails. Below is the exchange, including the message we used in easing his frustrations and assuring him that work was being done to sell his house.

Email from Annoyed Listing Client:

Looks like you're getting plenty of listings! In fact, it's getting rather annoying. Stop sending these and let me know what you are doing to sell my property!
Oliver

Email to Annoyed Listing Client:

Hi, Oliver. I have immediately taken you off the listing feed; however, I don't want you to worry. We send these listing updates to find buyers! Anyone who contacts us is evaluated as to their needs first and then their ability to pay. If your property fits into their criteria, then your property is shown.

Furthermore, all sellers become buyers. I hope that you chose me as your agent because of the activity we create. It's like having a store on a busy street -- lots of exposure!

On an individual basis, I have some suggestions on how to increase activity for your home to get sold:

1. Price reduction
2. Value enhancement
3. Etc. (my coaching client listed a few other applicable items)

Please let me know your ability to complete my suggestions. Also, I would be happy to review the market with you again, based upon new listings, closings, and expireds.

It is always my top priority to achieve my clients' goals including your goal of moving to a new location for your new career.

Clients can be full of emotion. It's the REALTOR's® job to think about systems to create activity. Always let the client know you are the coach of a well-planned game to achieve the client's goal. Also, since the discussion is on the table, ask them for some help, too!

If you like to move your career to the next level, check out our systems at www.waltersanford.com/shop. If you don't have some basic systems in place, you're leaving money on the table. Call our office at **800.792.5837** and ask for the "start with Walter package," which includes our top 4 best sellers **for just \$200 plus shipping**.

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

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 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 Sanford to speak at your next event.