



Sanford System & Strategies E-NEWSLETTER March 2016

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 ten 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

Faking It Until You Are Making It

Many times, my clients are asked about items in which they have very little experience. Since my clients are experts in the foundational activities of obtaining a client's goals, then what they have to do is pull the client away from the narrow view and show the big picture.

Let me give you an example of a coaching client's request this week:

from coaching client:

Hi, Walter. How do I answer this woman's question? I have not sold condos in Soggy Bottom!

from potential client to coaching client:

Thanks for your newsletter. How recently have you sold a condo in the Soggy Bottom area? Please email or send me your card with your contact information. I want to give my brother your contact information without all the other information you have in your newsletter. You may want to include any information you have on selling condos in Soggy Bottom area. Thanks.

from me to coaching client:

This is my suggestion on what to send to your potential client --

Here is every condo we have sold in Soggy Bottom. (Go back 5 years in the office sales then get off the subject.)

This is my marketing plan that works well in obtaining quick offers on fairly priced condos. (Insert your plan.)

Most important today is pricing by using the same comparables that an appraiser would use. I have included all the comparable sales from the last 6 months. These are the sales that an appraiser will use to determine whether the bank can make a loan for your buyer that I will find.

I am looking forward to meeting your brother so that we can go through the sales and determine which ones to highlight for the appraiser once I sell the condo.

Also, I am a hard working salesperson but a great sales effort involves every real estate agent in Soggy Bottom. I am looking forward to presenting that information as well.

Here are some thoughts that you can think about until we set up our meeting:

1. I have a flyer service that will deliver to every in box in Soggy Bottom a complete information flyer including 5 ways in which the condo can be sold therefore giving many options to the buyer and their agent.
2. I will hold an open house, catered by one of my team members so that we can maximize the agent participation. I will also send invitations to the neighbors so they can talk up their wonderful building to their family, friends, and co-workers.
3. Put the features and benefits of your condo on over 157 real estate websites.
4. Send weekly reminders of the property to every agent who has ever had a sale or listing in the building for the last 3 years. If they know the building, they love the building.
5. Attack social media with pictures and benefits of living in your building.
6. Put the property on every REALTOR® tour, once again catered.
7. Notify all tenants in the neighborhood that buying can actually be less expensive than renting.

These are just seven points of a very successful 35-point plan. This plan added to my communication skills will keep you and your brother in the loop, and the plan has wowed many past clients. In closing, I have included some testimonials from my condo buyers and sellers.

I'm looking forward to hearing from you soon.

Sincerely,
(Name)
(Company Name)

It is too soon to see if my client got the listing presentation, but, for all of you, get around the question you cannot answer with loads of value for the client.

Many people have a coach who has not been through the ups and downs as Walter Sanford. Many coaches do not have the same achievements as Walter. He has millions in cash flow equity that came from his real estate business, and he developed systems that can be implemented without any special abilities.

We currently have a few availabilities in our coaching program, and this year's schedule has some availabilities for seminars as well.

Visit us at www.waltersanford.com or call us at 800.792.5837 for more details on coaching, speaking, or training materials.

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.

Broker Agent Advisor

Do you remember that great Newsletter 'Broker★Agent Professional'?

Well, they have a new platform and approach that you'll want to check out at '[Broker★Agent Advisor](#)'. Here you'll find cutting edge ideas brought to you by some of the greatest minds in real estate, including yours truly.

I'd consider it a [personal favor](#) if you could take a few moments to review and leave some feedback or a comment on my posts, in particular --

- [Overcoming 4 of the Most Common Seller Objections](#)
- [How to Control Expires in Your Market](#)
- [Payback Time](#)

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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