



Sanford System & Strategies E-NEWSLETTER June 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, listing presentations, buyer systems, 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

Save Some Time with a Résumé Reading Checklist

Walter Sanford has championed checklist systems for over 30 years. He has a time-saving checklist for everything you probably will ever do in real estate.

One of his largest problems was finding great help in transaction coordinating and lead generating. He generated a lot of résumés and developed his own system for weeding through them.

Use this checklist and find the golden nugget in the bottom of the pan faster!

Résumé Reading Checklist

☐ *Consistent job flow* – you do not want a “job jumper” who has a job change every year or so. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Customer service background* – you want someone with good people skills and experience. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Real estate background* – someone already familiar with the industry brings with them a knowledge of the business and that can save you some training time. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Educational background* – this can give you an idea of the applicant’s motivation for self-advancement, although it should not be the only consideration. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Specific job skills and training* (computer, typing, dictation) – a variety of skills can indicate that an applicant is easy to cross-train and can pick up new skills readily. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Recommendation letter from previous employer* – this can be a big plus, since someone who hired the applicant is evaluating his or her work for you. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Professional presentation* – look for well-written sentences, no typos, and correct punctuation; General appearance of the résumé is very important, because it shows you what the applicant considers to be a final written product. Remember, your assistant will be preparing written materials for you that reflect on your professionalism, and if he or she already knows what is appropriate, you are on the same track from day one. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Something that makes you want to meet and personally interview the applicant* – this can be an overall impression or a specific item, but if you do not want to know more about the applicant after reading the résumé, do not waste your time on an interview. Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Did they follow the instructions in the ad?* Notes:

1 2 3 4 5 6 7 8 9 10

☐ *How was the first impression?* Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Did they review your website and have intelligent questions about your business?* Notes:

1 2 3 4 5 6 7 8 9 10

☐ *Would you be excited to talk with the person on the phone?* Notes:

1 2 3 4 5 6 7 8 9 10

This month, Walter is running a special on his system, *Walter Sanford’s Time-Saving Checklists*. It is 422 pages of the best systems and checklists known in the industry.

If there was one thing that made Walter a top agent, it was his organization in doing the most dollar-generating activities each day. His checklists provided for that and also added a consistency to his business that his clients loved.

Walter Sanford’s Time-Saving Checklists retails for \$375, but this month, call us at 800.792.5837 to get your copy for just \$50 plus shipping.

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 Expireds 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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Hire
Walter Sanford to speak at your next event.