



Sanford System & Strategies E-NEWSLETTER August 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

Winning Buyers from Agents Without Contracts

When an interested buyer drove by a property then followed the directions for more information (easy-to-remember URL, QR code, text back system, or IVR system), I always made sure they had reasons beyond a great listing to contact me personally.

The buyers are out looking at listings without their agent so maybe their real estate agent is inefficient! Why not attract them to the most professional representation in the area? I would provide a list of reasons for them to call me directly via an attachment to the listing flyer in the brochure box, on my website in the buyer's section, and even on the fax/text/call back systems. This list worked like a charm!

Sixteen Reasons to Call Walter Sanford to Make Buying This Home Simple

1. He has the key – you need it to get into the home!
2. He will show you the five best ways to finance your purchase of this home – the “right” financing package will save you thousands of \$\$ in interest payments.
3. He knows all the listing and sales information in the area and he will provide it for you – a knowledgeable buyer is better prepared to negotiate and purchase this home. Have the same facts that an appraiser does!
4. He is a community expert and will provide any community information that you need including school information – you will not have to guess and hope that information that you have is correct!
5. He has a two-hour callback guarantee during business hours – you will not have to wonder if the agent is going to call you back.
6. He has a team of professionals to look after your needs. From the first time you call through the entire buying process, the best experts will be on your team to make sure your purchase is as smooth as possible. Walter's experts want his business and therefore, we take care of your business!
7. He has a full-time transaction coordinator to make sure your purchase is as smooth as possible. He also has a full-time customer service representative dedicated to making your home-buying experience a positive one. This frees up Walter's time to take a personal interest in giving you the best home for the money.
8. He has unique insight into the specific needs of this seller.
9. He has a full-time buyer representative to make sure your special buyer needs are fulfilled at every step along the way.
10. He is a nice guy. You will enjoy working with him and his entire team of professionals.
11. He has a list of satisfied clients that you are free to call.
12. If you have a home to sell, no one gets more buyers through your doors than Walter. If you have a rental agreement or lease agreement, he can call your landlord and negotiate your moving out. If you have problems that are challenging for others, do not worry – Walter has seen it before.
13. Walter has heard horror stories about home problems that were not disclosed. Walter already has a full disclosure statement about the home's condition, signed by the seller. If you like, Walter will have an inspector evaluate your home and create a 20-30-page detailed report on this home.
14. Ever wonder if you are seeing every home that is possible for your budget? Ask to be involved in Walter's Exclusive Buyer's Club – free of charge with over 20 special buyer services.
15. Are you currently working with a real estate agent that you like? Call us and we will send you a productivity report on that agent so you can see their ranking at the (city) Board of REALTORS®.
16. Call Walter now and arrange your first interview to discuss your needs at 815.929.9258.

You'll love using this list as your name becomes synonymous with the area's greatest buyer's rep. Between you and me, we know that you don't really want to work with buyers but that's the impression that we have to provide out there so let's run with it.

This month, we have our **\$419 buyer system product, *Fast Lane Buyer Systems***, with the data CD that we use to teach some of the top buyer's agents in the country for the **special newsletter price of \$50**. That's more than **80% off the retail price** to introduce you to some of the world's greatest products in real estate! Agents who use our systems understand that it's about working smarter, not harder. Call the office at **800.792.5837** and mention the newsletter special to get this special newsletter price.

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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Hire

Walter Sanford to speak at your next event.