



Sanford System & Strategies E-NEWSLETTER November 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

Why Spend Big Money on Leads?

For many, it's simply call reluctance. You just never seem to get around to making those phone calls. I run up against this challenge with even some of the best agents in the country. Call reluctance can freeze you in your tracks, and that's why coaching can be so important – the prodding needed to get it done and the wording to get it right.

There are hundreds of ways to get the job done. In this month's newsletter, you'll see one of the methods a coaching client utilized and it's led to 3 listing presentations so far.

You can have an unlicensed individual take a survey. There are no laws against taking surveys. It's done every day. It's easy to do and very effective. You could have your unlicensed assistant or even your spouse make phone calls for half an hour each day; that would produce more than a \$2000 bill to the third-party consolidator.

Hello, may I speak to Mr./Mrs. _____. My name is _____ and I work for one of the top agents here in town, Walter Sanford. I am calling to let you know that Walter asked me to call you to inform you about something you are probably already aware of and that is, your listing expired.

He asked me to call because if we can find out why your home expired, maybe we can help some of the people that we are trying to sell homes for in this market. Also, if we find a trend, we'd be happy to call you back and let you know what is going on in the marketplace. Would you be willing to answer about one minute of questions? Thank you very much.

QUESTIONS:

1. How did you determine the price when you listed your property?
2. How many showings did you have and how many of those showings resulted in offers?
3. What did you hear was the reason that nobody made an acceptable offer?
4. What do you think could have been done differently to market your home?
5. How soon does your house have to sell?
6. Are you going to try this again?
7. If you were the real estate agent selling your home, what would you have done to sell it?
8. Were you aware of all the past sales in your neighborhood?

Mr. or Mrs. _____, I would like to thank you for your time. After I get through with my phone calls, if I see any trends or if Walter has some ideas - I will certainly email you to let you know what I found. What is your email address?

Once again, thank you.

There is now no excuse for having a consistent expired program. People need help. People need to know what went wrong. People need suggestions on how to make it right. Your phone call and email can take care of that for them!

*There are currently a few open slots in our coaching program. [Visit here for more details](#) or call us at **800.792.5837** to arrange a free consultation appointment.*

[Take advantage of our new lower prices on individual books and packages](#) and find the scripts, letters, and checklists that work for your business.

Newsletter Special

INSIDER TRADING FOR REAL ESTATE AGENTS

Learn how Walter personally invests in real estate. 30 years of secrets in an easy-to-use format (data CD). Included are management forms, checklists, and lists and even negotiation strategies. Audio CDs for your investor clients and for yourself as an investor are included as well.

Call [800.792.5837](tel:800.792.5837) and ask for the NEWSLETTER SPECIAL – just \$30 plus shipping.

Our Coaching Program

The very best 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 our office at **1.800.792.5837** to arrange a free phone consultation 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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Walter Sanford to speak at your next event.