



Sanford System & Strategies E-NEWSLETTER December 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 the Race

Through the years, I have had the pleasure of helping some of the top agents in North America. Customizing programs based upon my client's abilities, resources, and time has worked wonderfully. Setting and reaching goals that enable my clients to pay off debt and buying that second home or investment property have been very rewarding for me.

This year, I have customized programs for many top agents. The customization of various systems had commonalities including some of the following:

- Implementing unique, pro-active seller lead generation systems
- Initiating buyer programs that quickly eliminated the unmotivated
- Utilizing "off market" listing leads increased double-sided transactions
- Creating manuals for routine systems so they can be delegated to an assistant
- Determining which third-party lead sellers are profitable
- Creating forms for websites to increase interaction
- Raising commission percentages
- Raising the average price point by directing the lead generation machine at higher priced properties.
- Making faster, more effective listing presentations
- Offering less expensive services with higher perceived value
- Overcoming objections that stop communication
- Working systems that have multiple sources of income.
- Increasing double-sided commissions on listings.

These are just a few of the systems that I have successfully implemented into my coaching client's business plans. If you improved your efficiency and obtained your goals all without using up every bit of energy, would that be worth a call for more details?

Call us at 800.792.5837 to schedule a no obligation call with Walter to see if our coaching program would be a good fit for you.

You can also view some more information about our coaching program at <http://www.waltersanford.com/pro-real-estate-agent-tools/products/one-on-one-coaching/>.

2017 is waiting to tell the stories of your success!

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:8007925837) 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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