



## Sanford System & Strategies E-NEWSLETTER January 2017

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](mailto:walter@waltersanford.com)

### Are You Doing All You Can Do?

My goal in real estate was to leverage my time so that I was getting the maximum amount of income out of every exertion of energy. I never liked showing property much, but I really wanted the listing. In fact, I did whatever was ethical to become the most recognized REALTOR® in my area.

This system is a little aggressive, not for the faint of heart. I never considered it solicitation of a seller, just feedback; however, the results were many sellers ended up knowing me and paying more attention to my expired solicitation.

I risk showing you this in that you may think all of my ideas are “grey area” but not so! I have thousands of systems in my training materials that will make you a fortune, but I have to tell you -- I just loved that call from the REALTOR® who had more time on their hands than business and who would complain that I should have emailed him/her my feedback on their listing.

Most times, I was giving better feedback than the listing agent. The top agents loved it, so that is why I have so many different systems. I had to keep inventing new ones, because the competition kept stealing my ideas.

Just leave this card at the property you have shown. Make sure all of your information and picture are on the card. Mine had me next to my Rolls Royce on the back.

(your logo/name/address/website/email/phone)

Thank you very much for making it possible to see your home today!

\_\_\_\_\_ Showing Qualified Client

\_\_\_\_\_ Previewing Home

My comments:

My client’s comments:

If my client wants to purchase or if I have any questions, I will immediately contact your real estate agent! Thanks again.

(your signature)

Number of times shown: \_\_\_\_\_

Have a bunch printed up and leave them every time you see a home: FSBO, open house, showing, etc. Have fun!

To begin adapting some of Sanford’s innovative systems, check out the full line of training materials at [www.waltersanford.com/shop](http://www.waltersanford.com/shop) at LOW 2017 prices.

#### 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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#### Hire

Walter Sanford to speak at your next event.