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Sanford System & Strategies E-NEWSLETTER July 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

Be Better Than the Big Internet Consolidators

Our online leads are becoming scarce and costing more. The bill is higher. The consolidators are sharing the leads with your competitors. Their client base keeps growing, and you end up with less. Take back your online destiny. Don't depend on others or on things you can't control.

Here are the steps to running a better service than the "big boys" at a lower cost.

1. **Choose a neighborhood.** It should be high turnover in a price range that is above your average. It doesn't matter if you live there. Keep the drive time to get there small. Go after the whole neighborhood.

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 \$50 plus shipping.

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2. **Buy up the URLs:** For example, llovehiddenhills.com, hiddenhillshomes.com, buyhiddenhills.com, hiddenhillsmontana.com. URLs are cheap so buy them all up, thus taking away the competition's ability to get them. Have each of them point to the home page of your main website. Insert a big Hidden Hills button on your home page.

3. **Add value to this page:** (examples below)

- Free Hidden Hills babysitting service
- The free 48-hour phone value analysis
- The dream home search
- Tell me what my neighbor's home sold for
- Pictures of Hidden Hills in each of the seasons along with highlights like seasonal festivals, functions, etc.
- Any CC&Rs and bylaws, budget, etc.
- Copies of original builder's materials
- Sales in Hidden Hills
- Coupons from local businesses
- Start your own "make an offer" service

4. Have a **neighborhood shredding party** where you hire a paper shredding truck and/or sponsor a local school sports team.

5. **Send a postcard to each occupant in the area** about every 3 weeks regarding your new listing(s), a new sale, your representation of a buyer or another broker's sale (obtain from the tax records), etc. Mention your ILOVEHIDDENHILLS website and a featured service on the site.

6. **Call behind each mailing** and offer value, mention the community website, and get email addresses.

30% market shares in a year are achievable. It will cost less than the "big guys" are charging you, and you will have control forever. Micro-analytical services will never be beaten by a national

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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visiting the property to make a price adjustment will always beat an online estimate that is often known for its inaccuracy.

Walter's coaching clients dominate their respective markets. They are always ahead of the curve, ahead of the market trends, and ahead of the competition. Walter has dominated the up and down markets, and he will customize solutions for you to dominate your area while still having a life. Call us at **800.792.5837** for an informative email or a no-obligation phone appointment to learn more.



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Walter Sanford to speak at your next event.

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