

WALTER S. SANFORD

1-on-1
real estate coach

wisdom



implementation



results



Experience In Action



Join My Family

This is an **exclusive invitation** to become a member of my small family of coaching clients. You will receive forty weeks of **private consulting** with me plus you will receive my products valued at over \$3,800! That is a huge value of systems, products, and one-on-one consulting services for you and your business...all for about the cost of just a commission or two.

While I enjoy speaking for large audiences filled with attentive learners, I miss the old days of mastermind groups and one-on-one consulting. Working privately with promising top real estate agents is as much of a reward for me as it is for them. Some agents may be underperforming, but when they adopt a committed spirit to professionalism, partner themselves with proper leadership, and create developmental systems, their **business literally booms!** It is exciting to be a part of that!

Turning your real estate practice into a business that offers **financial freedom** and a worry-free retirement is my goal. That is why I am offering my personal coaching program with an assertive, well-organized, twelve-month personalized plan. Now, am I suggesting that your business is under-performing and failing? Not at all!

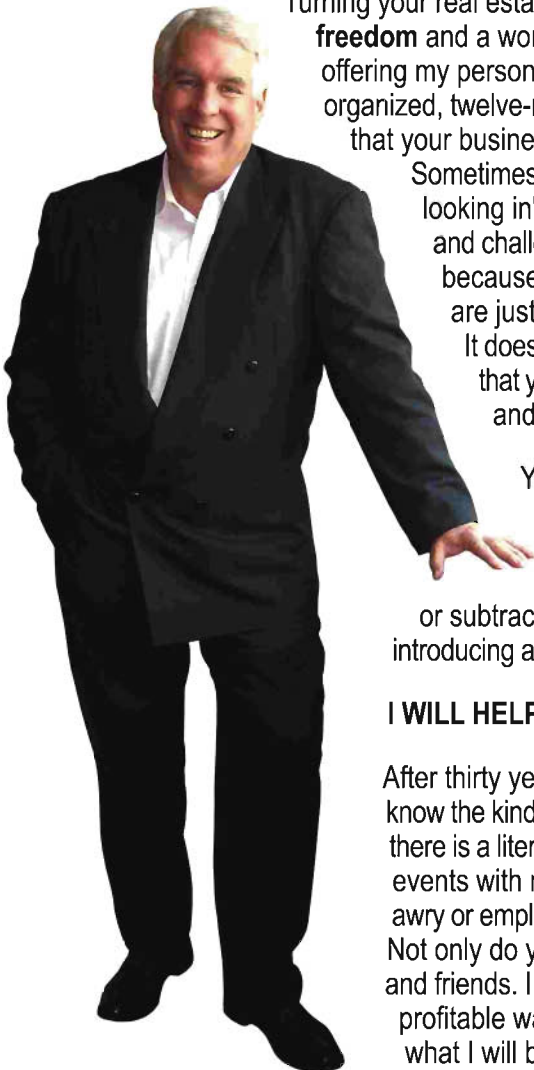
Sometimes, the greatest help that I can give is an "outsider looking in" approach. There may be systems to untangle and challenges to overcome, but you are not seeing them because you are buried alive in them daily. Maybe you are just doing activities that do not need to be done?

It does not mean that you are a failure; it simply means that you are a business owner with a lot of commitment and heart, who happens to be terribly busy.

You see, **adding \$200,000 or even \$500,000** to your bottom line is usually far easier than you expect. It often requires merely shifting the way you approach your prospects, adding or subtracting a few more steps to your procedures, or introducing administrative systems that allow you to delegate.

I WILL HELP YOU SLOW YOUR FRANTIC PACE.

After thirty years of living real estate, I can assure you—I know the kind of pain you can feel in this business. Sometimes there is a literal hurricane of demanding clients and necessary events with no time to attend to them. Schedules can go awry or employees can be underperforming and unmotivated. Not only do you fall victim to this storm, but also your family and friends. I found that I could steer into much calmer, more profitable waters by doing six things. These six things are what I will be helping you implement over the next year:



Next Level Of Profits

1. First, you will learn to implement workable, successful lead generation systems. These have already been researched and developed from both my own experiences and other agents' successful methods.
2. Second, you will learn how to stick to your goals! This habit starts by having someone, like me, who unrelentingly pushes, pulls, inspires, and helps you time-block long enough so your breakthrough ideas actually become living, breathing habits.
3. We will use "timed implementation" of all systems to consistently climb to the next level of net profit. I will not overwhelm you. If it is painful, we will change tracks.
4. Many times, agents are squeezed by paperwork and promises to clients. With my direction in perceived value systems—under-promising/over-delivering, delegation, checklists, and affiliate teaming—you will find that the details, even in volume, can be handled **without increasing your overhead!**
5. Have you ever thought to yourself, "If I had only said..." or "How am I going to put this together?" Every week, I will go over your biggest problems, nightmares, "fires," and reasons why you did not earn the signature. I will make you better every week!
6. You can then take your successes and repeat them in personal real estate investments.

YOU WILL HAVE THE TOP OF THE LINE COACH WHO IS COMPLETELY FOCUSED ON GROWING YOUR BUSINESS.

Initially, I will be devoting hours of my time to analyze what you are doing, then help you create **your own unique business plan**. I will review your current practices then we will discuss our plan of action. That is just the first of our sessions.

Then there is the follow-up! During every appointment, I will help you implement those plans that we agree are vital to your success. It is like the feeling you get on one of those perfect days when everything falls into place.

I have combined my extensive skills and "combat expertise" to provide **the most effective, hands-on, innovative, and alive year you will ever experience.**





Are You On Target?

YOU WILL RECEIVE EVERYTHING THAT I HAVE WRITTEN FOR THE LAST THREE DECADES —OR AT LEAST THE STUFF THAT WORKED!

First, you will be e-mailed the link and pass code for the specially-crafted Sanford Systems "Getting to Know You" information kit for you to work on prior to our first meeting. Then you will receive our products, specially chosen to supplement our discussions throughout the year. Every so often, we will re-determine our direction to make sure you are on goal. I am going to help **you achieve what you decide is important!**

I WILL DEVISE A COMPLETE OFFENSIVE ATTACK.

I will do whatever it takes to help you get the breakthrough in sales and profit strategies or gain the competitive advantage you deserve. Everything I cover will be something pivotal that benefits your business enormously. Our sessions will be **fast-paced, street-smart, and to the point with ethical, detailed, money-making strategies for you.** The sessions will be about an hour a week, forty weeks a year. In short, I will identify the best strategy for catapulting you past the competition with the least amount of time, risk, effort, or expense in weekly bite-sized pieces!

YOU WILL RECEIVE DISCOUNTS AND BENEFITS WITH SANFORD SYSTEMS FOR LIFE!

There are, of course, special benefits that you will receive once I coach you! **You will receive every product** I have ever created as part of your own coaching program. You will have my complete library —everything that I have done in books, CDs, and DVDs! Then your coaching program will allow you into my seminars, anywhere in North America. Plus you will receive a **50% discount on any new products** that I produce after your program ends (if ever!) for the rest of your life! The main point of this informative brochure is that **I will personally be your coach.** Not an assistant, partner, or affiliate —only me. I have personally broken records for thirty years and I am blessed with the ability to teach them.



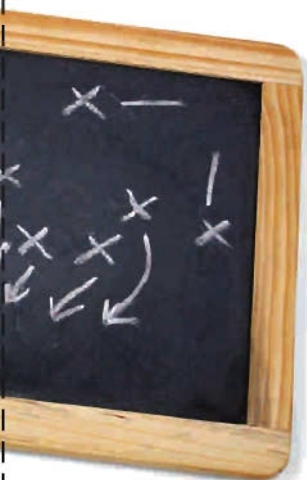
"DESTINY IS NOT A MATTE



This Is Real Money

We're not playing with Monopoly money. This time, it is your life. What do I ask from you in return? I simply ask for complete honesty, a willing spirit, and a serious attitude.

We will go into this partnership understanding that real estate is not a hobby of yours. You are looking at this industry to provide food on your table and college tuition for your kids. You are planning to retire with your earnings and real estate investments and to a financially-secure life.



I have studied coaching programs, and I have found that without personal dedication and focus the program just disintegrates. Most coaching programs have coaches who are not the actual trainers who do all the coaching. This one has my name, reputation, and time at stake, so I ask for an up-front commitment from you to prove to me that you really want a new real estate life!

I will ask you questions before you even commit. I want to know where you have been and what you are looking for in a coaching program. I want to make certain that I can help you in making great strides in achieving your goals this year. My reputation is on the line, and I want to make certain you are ready to excel! You need to jump in with both feet, too.

Dr. Seuss wrote a great book, *Oh! The Places You Will Go....*

"You have brains in your head.
You have feet in your shoes.
You can steer yourself any direction you choose.
You are on your own.
You know what you know.
And YOU are the guy who'll decide where to go."

So, are you ready? Only you can decide. **One complete payment and the entire program is just \$19,500.** The same as one side of a \$650,000 sale commission—yes, we will be raising your personal price-point! This commitment ensures that coaching clients will not be spinning their wheels. **Payment plans are also available.** Call 800.792.5837 today to reserve your place in our small family of coaching clients.

R OF CHANCE; IT IS A MATTE



Increase Your Income And Peace Of Mind

I can assure you that we'll go places because I have a trip in store for you! You will increase your level of production and experience peace of mind by:

- Adding my proven lead development methods to the approaches you are currently using.
- Using your own customer/client list intelligently.
- Getting more prospects calling you, thus earning higher bottom line profit out of every marketing, sales, or advertising dollar you spend.
- Consulting with us before you hire a key marketing or sales team member.
- Identifying and borrowing successful practices from other industries and funneling them to your business.
- Adding re-sell and cross-sell systems to your current selling approach. It is time you made more profit from each sales call.
- Exploring every marketing aspect of your business so that we can optimize your potential.
- Identifying the best joint ventures, strategic alliances, endorsers, and business partners with whom you can align.
- Buying real estate for your own portfolio with new wisdom and savvy, using the net profit that we have generated.
- Discovering new niches of hot demographics that are more likely to list or sell.
- Purchasing media without feeling that you are being taken advantage of.



That is only the beginning of the critical issues...

I will also ask you to seriously consider one more thing before calling me. If you are planning or foresee any major life changes in the next twelve months, I'd recommend that you NOT get involved with my coaching program. I only want to work with people who have a real burning desire to succeed, with people who want to escape the craziness and chaos, with people who want to build rich, satisfying lives for themselves and those closest to them. In order to do that, you need to be able to focus on the tasks at hand.

You cannot find a program like this anywhere else in the world. I guarantee you will not be able to find this much focus, direction, and benefit from any other real estate "coach" for any price. I am the only national speaker who gives my personal time! This is the only coaching program where you get, as your coach, someone who has actually been doing it longer and sold more than you! I will be your personal coach.

R OF CHOICE." — Anonymous



Special Membership Benefits For Life!

Enjoy membership benefits that not only last the duration of the coaching program, but are yours for life! Take advantage of having me personally guiding your activities so you achieve your goals!

This is not just another "this is what I have heard, so give it a try" kind of program. I have put \$4.8 million into the development of my day-to-day real estate systems (that figure surprised even me), but what I have invested is ALL YOURS for \$19,500.



Our goal with this program, over the next twelve months, is simple—I will help you figure out what you are doing right, what you should be doing more, what you are doing wrong and should immediately cease doing, what you are not doing that you should immediately begin initiating, and what your competition is doing better or worse than you are!

End result? A 20% increase in your profitability in one year is our worst outcome. We have success stories from agents who have **doubled their gross sales** in a year of personal coaching from me! Now, is that not worth the price of just one more big closing (which will be no problem after our coaching)? Call us today to be one of the few coaching clients who I take per year then get ready to rock and roll.

I am absolutely serious about **increasing your income by at least \$200,000 this year**. Let's see if **you** are ready! If you are still searching, call Cyndi at 800.792.5837. She can answer some of your questions and set up a free phone consultation with me. Cyndi can also share some names, phone numbers, and e-mail addresses of students from our coaching system who have already experienced the success. Call us today at 800.792.5837, and let us take the first step toward success together!

Sincerely,

Walter S. Sanford
Sanford Systems

What Walter Sanford Offers...

- North America's best one-on-one coaching each month
- Product and book packages so you are not re-inventing the wheel
- A complete offensive attack that is guaranteed to increase your income and peace of mind
- Special membership benefits that last the duration of the coaching program are yours for life!
- Personally guiding your activities so you achieve your goals
- Walter's experience and wisdom from his thirty years of buying, selling, and brokering real estate (over 72 million dollars in personal production!)

What Others Are Saying...

"As the #1 agent for Realty Executives of Nevada for 2002, 2003, 2004, and 2005 and the #1 agent internationally for Realty Executives in 2007, I attribute all of my success to Walter's coaching. He has taught me about real estate, investing, asset protection, and the generalities of life. He is more than a coach and friend but also true inspiration and mentor!"

THOMAS J. LOVE

Realty Executives

"Walter is the absolute best trainer on this planet! My first year, I went from 6 million to over 30 million. I have been the #1 RE/MAX agent in Idaho every year since 1999, and all based on my training. The low down is this—whatever he's going to charge you for training, it'll be the best money you ever spent in your life."

BLAKE MAYES

RE/MAX

"Walter wears many hats for us. He's first and foremost our friend, but in addition to that he has become a mentor, a teacher, a coach, a strategist, a visionary, and most importantly, the voice of sound judgment. The guidance he can bring to a real estate professional is second to none."

MIKE AND SHAYNA GOLDSTEIN

Coldwell Banker

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SYSTEMS & STRATEGIES

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