

## Sanford post seminar marketing:

### Email next day after event:

I wanted to again thank you for taking the time to disconnect from your real estate business for a few hours and attend my Walter Sanford event. I would not have asked you to come unless I believed it would be a part of your future success.

As you know, my goal is to become an indispensable member of your unpaid team and be a supplier of systems and ideas. What's good for you is good for me. I hope that you were able to get some ideas to implement next year to make the recovery as profitable as possible.

If I can be of any assistance to you or your clients we are here to help.

### Handwritten thank you (two days after)

Thank you for attending my recent event with Walter Sanford. I appreciate you taking the time. If I can be of any assistance to you or your clients in the future, feel free to contact me.

### Slydial Phone Call to Select Agents using Production Report (one week after)

I wanted to personally call and thank you again for attending my Walter Sanford seminar last week. I hope that we were able to get you ideas to grow your business. If I can be of any assistance to you or your clients feel free to contact me at anytime.

### Value add mailing REPS CD for those that attended (one week after)

As I mentioned at my Walter Sanford seminar I want to assist you in growing your production. One way I can do this is by supplying ideas that you can implement in your business.

Included is an audio interview with a top producing agent. I hope some of the ideas presented in the audio help accomplish this goal of growing your business.

What's good for you, is good for me. If I can be of any assistance with your clients feel free to contact me at anytime. (include business card)

### Value add mailing REPS CD for those that did NOT attend (one week after)

I'm sorry you were not able to attend my recent Walter Sanford seminar. As I'm sure you know, I made that event happen because there are other lenders out there that can also offer market rates and great service. I needed to add to that services that can make me indispensable and a go-to member of your unpaid team.

Rather than impress you with sticky pads, I want to be a supplier of systems and ideas. Even if you don't use all my ideas, go to all of my events or take all suggestions that I intend to offer over the months to come....I want to be the only lender trying. What's good for you is good for me. That helps my pipeline.

Although you couldn't make it, I still wanted to be able to provide some ideas to grow your business.

Included is an audio interview with a top producing agent. I hope some of the ideas presented in the CD help accomplish this goal of growing your business.

If I can be of any assistance to you or your clients feel free to contact me at anytime.

Add to Realtor-B

Call for Appointment (two weeks after event)