

# SANFORD

SYSTEMS & STRATEGIES

## Newsletter

Industry News for the High Achieving Real Estate Professional

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### Profit: A Valuable Return

Isn't it time that we get back to a "valuable return" in our careers? I hear too many times the cries of agents around the world that real estate just isn't profitable any more. NOT TRUE! There are millions and millions to be made in real estate, but you need to have the systems in place to seize the opportunities when they arise. I know – SYSTEMS. I'm sorry but systems are what made me my millions in real estate, and they are what make other agents their millions as well.

I trust that this month's newsletter will be profitable in your quest to being number one!

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### Featured Product of the Month



#### EXPERT LEAD GENERATION TOOL KIT

Detailed and complete prospecting systems that have brought thousands of clients to Walter Sanford's

door. Just copy the systems! Great manual for an assistant!

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**Price: \$389**

[Add to cart](#)

### Our Coaching Program

What's the big difference among all the coaching programs? Well, our coaching clients would tell you that it's personal, and frankly, it is. Our coaching program is different than most coaching programs out there because we only have one real estate coach – the man whose reputation and name is at stake, Walter Sanford. With Walter's thirty years of personal, high-yield real estate production, each coaching client's course is custom-designed by Walter and the coaching client implementing six month, one year, and future goals into their planning. Call Cyndi today at 800.792.5837 for more details about the Sanford Systems Experience in Action One-on-One Coaching.

### THE BEST OF "ASK WALLY"



**Q.** Walter, I first would like to congratulate you on your success with real estate. Second, I wish I knew how you did it. I received my license at the end of October. I am working with a very small company...the only one of it's name. I am thinking of switching to Gold Star or Keller Williams. Anyways, I have always dreamed of being a real estate agent and then a broker since I was 12. I am now 24. I am seriously doubting if I am going to make it in this industry. What is your secret? I am clueless at lead generation. With everyone out there, how do I make them want to contact me when I am not even well known where I live? I would love it if you could give me some advice. I really don't want to be a failure at this. I have cost my husband and my parents so much money with all my real estate ambitions and have made not one penny back. Please pass on some words of wisdom. I will be forever grateful. Thank you, Candace

**A.** Hello, Candace. Thanks for writing. I want you to know that it is NOT THE AGENCY, IT IS THE AGENT! I was successful as an agent because no one was better at lead generation. I found sellers where the profit was and I designed over 60 systems to capture their imagination, achieve their goals, and presented a perceived service regiment that was very exciting to motivated sellers. Make your dream come true by controlling the inventory in your area and by developing lead generation activities directed toward the demographics most likely to list. Contact them in person and by mail then draw them to your service-heaping website and create raving clients who refer you. The secret is the development of the systems that you must implement. I am sorry to say that my systems cost money which will further exasperate your family; however, the payoff, if implemented, is massive.

*Want to read more of Walter's "Ask Wally" column?*

Click [here](#) for endless questions and answers that Walter posts to his website monthly.

## FEATURED ARTICLE OF THE MONTH

### You Mean You Can Be Profitable?

It's time to address something that's really a closet issue in our industry. It is so rarely mentioned in mixed circles and looked upon with such fearful consideration that you might not immediately recognize the word: profitability.

That's right -- profitability is still a major problem in North American real estate. It seems we have hundreds of superstars with big grosses and no nets. Everywhere I go, I see panelists talking about amazing systems that produce amazing results and amazing amounts of buyers and sellers. There's just one problem: they're taking piddly amounts of income home in their pockets!

The more I tour this country and train agents, the more I'm convinced that the work-to-reward ratio in the real estate industry is one of the highest in the industry. Why? We get too busy to pay attention to simple business strategies.

When I say "business strategies," I'm not even referring to the hundreds of lead-generation modes and prospecting systems that I teach which are exclusive to the real estate industry. I'm talking simple, Anyone's Business School, street-smart strategies.

The following list is compiled from my own operations and some of the smartest real estate practitioners in the industry. Please review this list on a daily basis for just 30 days. After your review each morning, work to abide by its simple laws. Before the month is over, you'll begin to see noticeable, profitable differences in your business.

- 1. Check all office supply acquisition lists before our purchase.** Believe it or not, office supplies are one of the largest cash drains in your organization. Even if you're a one-person office, ask yourself these questions honestly before making a purchase: How often will these supplies be used? Can someone provide a service outside my office that will prove less expensive than buying these supplies? Have I researched the purchase of this product with three other suppliers to assure myself that I've found the least expensive one?
- 2. Test all direct mail before you send substantial amounts of it out.**
- 3. Stop doing ALL lead generation activities, unless they are at least 4-1 ratio or cost versus gross income (which is rare).**
- 4. Eliminate credit cards and all other debts above 16%.**
- 5. Live on 90% of your income,** meaning that 10% is either saved (and not in a savings account with that automatic withdrawal mode) or invested in safe, long-term investments. Imagine that!
- 6. Write your own checks.** Never let anyone but pay your bills until you're worth more than \$10 million (an Andrew Carnegie truism).
- 7. Negotiate harder.** Too many of us are taking the first price from printers, sign makers, and advertising mediums. Come back with a counter offer, use someone cheaper, or get multiple bids. As an example, we just asked for bids on five products from six printers. Though we gave the very same detailed specs to all six, the bids ranged from \$11,000 to \$57,000! Take a couple of minutes to fax your specs to a handful of bidders.
- 8. Cut staff with technology or delegation to less expensive entities.**
- 9. Cut your expenses!** Usually the same response can be had with a less expensive presentation. If your ad copy is compelling, it can just as easily go on black-and-white rather than four-color. I know -- I've tested this extensively. Your listing presentation does not need to include a DVD of you nor do you need to provide a four-color brochure on yourself. Your one-page résumé and list of services that are of benefit to the seller will close the listing presentation even more forcefully.
- 10. Do things faster.** Remember, time is money! Cut the process down by using checklists or delegating certain tasks to other entities. In so doing, you will find that you have more time to make that extra hour of phone calls.

11. **Watch the “I’m-too-busy-to-eat-at-home” syndrome.**

12. **Contact your past clients more often and make your contacts more effective.** This is your gold database for many reasons beyond simple referrals.

13. **Advertise where your returns are the greatest and immediately stop advertising that is not bringing in a 4-1 ratio.** Focus your ad budget on the advertising venue that is pulling the greatest substantial results. This is where you waste most of your money. Change this practice immediately.

14. **Spend an equal amount of time improving your services to buyers and sellers as you do prospecting for them.** Schedule it in your day planner and make yourself pay attention to these service details. Unless you start developing a service regiment today, there will be no need to prospect in the future because you won't have a business.

15. Today, the difference in phone services is mind-boggling. **Make sure you're with the least expensive carrier in your area.** I review my phone service every nine months.

16. **Cut automobile costs.** Fancy cars are the worst investment you can ever make. This is spoken from loads of experience!

17. **Focus on what you're best at.** In every real estate agent's life, there's something that they enjoy doing, thus producing the most profit. Instead of believing you can do it all, go back to that one thing you're best at and really enjoy to double your efforts immediately.

18. **Carry your shoulders back, stand up straight, look good, drink lots of water, get decent amounts of sleep, and eat well.** Lastly, play when you're playing and work when you're working.

19. **Many top real estate agents average \$500 a month eating out at restaurants and subsequently gain an average of eight pounds a year. Not only is this an extra \$6,000 that can be substantially cut from your annual budget, but also every pound shaved makes you that much faster against the competition.**

I hope these reminders will keep you on the straight and narrow. Remember, a profitable real estate agent will always be the market-share winner in the end.

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 twelve systems and books on checklists, pro-active lead generation, affiliate lead generation, plus others mentioned in this article. You can hire Walter or buy his products by visiting his website for more details at [www.waltersanford.com](http://www.waltersanford.com), by calling 815-929-9258, or emailing Walter at [walter@waltersanford.com](mailto:walter@waltersanford.com).