

SANFORD

SYSTEMS & STRATEGIES

Newsletter

Industry News for the High Achieving Real Estate Professional

February 2009
Issue 73

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Want to See Your Transaction Numbers Increase?

Walter Sanford's rapid-fire seminars present agents with strategies that actually work in this market, allowing you to find "the bottom" of the market in your area. You read that right...**Sanford Systems' coaching clients and seminar attendees who implement some of Walter's inventory increasing ideas are seeing their transaction numbers go up.**

With large listing inventories and smart buyer interviewing, agents will be taking business that actually closes! Only talk with sellers who have a reason to sell. Show them what it takes to achieve the goal of sale. Sellers with reasons to sell are actually dropping their prices. Buyers who have reasons to buy are seeing fewer properties and signing buyer brokerage agreements after they are shown value. Walter shows your people how to effectively operate a business in this market.

We know it costs money to bring Walter in to do a seminar. If we can have your attendees then bring in more money from smart and new business practices, you will find the small investment in Walter's training will actually bring a return. The return is agents who are now actively generating the right kind of business with better systems, in a faster time frame, and with a higher net profit. The payoff to you is now your company is doing better. We have been finding that a company's investment is returned in multiples.

Give our event coordinators a call at 800.792.5837 so your agents can take advantage of the turn around before the competition does!

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SIGN UP!



WALTER'S BLOG

Click **here** to sign up for your FREE daily dose of Walter Sanford! Complete the quick sign up to receive a direct link to each day's new thoughts directly from Walter's blog.

PRODUCT OF THE MONTH



SANFORD'S STELLAR CHECKLISTS : Turn your business into auto-pilot real estate. Every checklist Walter used in his real estate business. Don't design your own, when

they've already been done for you. This is for every process in your business.

Click Here to Buy Now!

ASK WALLY



Q. Walter, I enjoy reading your blog. I am curious if you recommend any particular website(s) for an agent to use, or if you have a particular method you use to evaluate a website building company.

*Thanks,
Chris Thompson*

A. Great question, Chris! Most website gurus have never been in real estate sales. The few who were in real estate are not great webmasters/web designers. So, before you plan a site, you have to have a PLAN.

Great agents love this business because of the leverage it provides. When you have listings, you will find that they are the least expensive and most effective method of lead generation for buyers. You need to plan your personal site around generating listing leads. The buyer leads will come from your new site, but let the listing consolidation sites generate the buyer leads as a focus. When you take a listing, it is sucked into at least 5 major consolidation sites, probably many more.

Plan your personal site around generating seller leads. The best way to do that is to add value for sellers. The best way to do that is to have your site as an end destination to deliver seller services.

Here is how I plan or upgrade my coaching client's websites:

- Find a demographic of clients who have a higher incidence of wanting to sell. As an example, let's use mature people in large homes.
- Develop a list of all these types of owners in your market area by using list brokers and tax records. Come up with about ten items of value that you can deliver to that group. Let's say one is delivering lists of guard-gated, low maintenance, smaller townhouses.
- Develop a letter mentioning all the services that you supply this demographic group and how easy it is to obtain these free services.
- Decide how many letters will be mailed to them, when the follow-up calls will happen, and add ancillary mailings to the list like "just listed" cards. When the system is up and running, try delegating the task to a less expensive practitioner like a part-time assistant, but only if you have enough of these systems working.
- Then and only then, add a MATURE HOMEOWNER'S button to your website, where you will provide all of your services for them to sign up for, ask advice from you, provide or view testimonials, and, of course, an easy way for them to get anything that you have mentioned in your letter to them.

As you can see, instead of using your website as a front-end lead generator, I used it as a back-end service provider. Maybe that is why all of my coaching clients are doing better in the worst year of real estate than they did three years ago, in the best year.

Good luck on smart customization of your site. It should be custom, not cookie cutter. Remember add the services as you add the systems.

ARTICLE OF THE MONTH

There are POSITIVE things you can do in a NEGATIVE market!

Recently, I have been deluged with Emails and calls from concerned owners, managers, and brokers about huge inventories, cement-head sellers, and buyers still waiting for the bottom of the market. There is a business plan that I used in tough markets. This business plan worked unbelievably well, and now, my coaching clients across the nation are using it to move production to pre-2006 levels. Yes, it will take a leap of faith for some, but I promise, if you can make these adjustments to your current activities, you will see the pot of gold at the end.

Here is the plan:

1. There are fewer reasons for buyers to buy and for sellers to sell. We have to increase our sample size so we are meeting the needs for those who are truly motivated. Even though inventory is up, I want you to have MORE! By having more inventory, your chances of meeting motivated sellers increases. Motivated sellers are the only ones that will compete against short sales, REOs, and other "must sell" sellers. Spend about 25% of your time coming up with fun, pro-active ways to generate seller leads. These lead generation methods must be inexpensive and easy-to-implement. If these methods are effective, you will want to make them a permanent part of your schedule with time-blocking. Identify the groups most likely to list, develop a list of values that will excite that group, and then deliver those values by phone, mail, Email, and your website. You will find that when you give true value to a motivated demographic, and it is easier to talk to them.
2. "But Walter, we really need motivated buyers." Yes, you do. Have you really researched the least expensive way that produces buyers? Answer -- having you own listings! Not an IDX system that allows you to piggy back off everyone else's listings, but your **own** listings generated by the above methods. The leverage of real estate is the reason I have been passionate about this business for 32 years! It is also the reason why I could do more in less time than the other agents in town. I achieved multiple outcomes with one exertion of energy. The more seller leads that I received, the more listing

presentations I was able to give, then the more listings that I could produce. Between the signs and numerous websites showing my listing, I created buyer leads! At the same time, if I was good at the listing presentation and had a saleable listing, the cooperative agents would try to sell it for me while it was producing buyers. I would implement my systems to increase my chances for a double-ended system. Now, that is leverage!

3. Just showing up to take a listing is old school. You need to counsel the potential sellers before you leave your office. Ask them questions to make sure you are spending your time profitably with a *motivated* seller. You have two jobs in this market -- determine motivation and make the appointment. All other discussions get put off until the listing presentation. Since you know more about the seller because of the counseling questions, you will be able to focus on the seller's needs at the listing presentation. Your listing presentation will be shorter with a motivated seller.

In our seminars, we show the agents how to close on the objections that are stopping them dead in their tracks. "Think on it." "No equity and need to go 'FSBO.'" "Wait for better times." "Lower your commission." "We'll see it in the spring." You've probably heard almost all of the objections. If you are meeting more sellers and choosing the motivated ones, our seminars can show you how to close on the right listing, at the right price, for the correct period of time, with your full commission. As more of your signs go up, the buyer calls grow, the cooperative agent showings grow, the double-ended transactions grow, and all your activity gets kicked into high gear. What if there is other agent competition for your "plum" listing? Our seminars teach you how to beat them every time. Also, we can show you how to demonstrate to a seller that the market has changed, while still being positive and upbeat.

4. "But, what about the buyers, Walter?" Here is another promise -- my stuff above works so well that you will have too many buyers. I will show you how to eliminate 60% of all the buyers that call or Email you. "Eliminate" is probably too strong of a word. They will go to a referred agent, go into your database for follow up, or be qualified into your new "BUYER'S ASSISTANCE CLUB."

Under-motivated buyers will not perform the activities necessary to achieve their success. We ask them thirty questions to help us find their target property, get them a formal pre-approval letter, show them properties that no other agent will ever show them, and ask them to sign a loyalty agreement. The ones who fall out of the system go to a new agent in the office for a referral fee. You are then left with the buyers who are motivated and real. You like them because they showed enough motivation to participate in systems that would help them.

Remember the leverage that I spoke about earlier? In our seminars, I can show your attendees how to advertise buyers instead of sellers. Is that not what the public needs to see -- that you are the busiest in town and the most upbeat?

5. How deeply is the lender involved in your business? What about title rep, home warranty company, termite guy, or inspection company? Our seminars also show agents how to team up for more business for everyone. This market **requires** a team effort.

6. "Agents get out of the business faster than the business goes down." Sanford Systems seminars show attendees how to grow during difficult times. I will show you how to outlive the agents who do not support my systems. I will show you how to usurp their databases, and in some cases get their office phone numbers to add to your back lines. There will be less competition, and I know how to help you get the business they leave behind.

7. Is your personal promotion upbeat? Do you have the reasons for sellers to sell and for buyers to buy? Make sure everything that leaves your office shows your beliefs in real estate.

8. Let's talk about how to get leaner. What does not work as well as other activities? What are you going to cut from your checklists? What more profitable activities can be added? Can you delegate some activities to clients and affiliates? You can make small tweaks to cut expenses, allowing you to be more productive. My systems have always been about trying to get your week done in 40 hours and not to be disturbed by the "siren's song of the business" while family, faith, fun, fitness, and personal finances are to be the priority. How to get more done in less time in a tougher environment is what I have personally lived and now aggressively pursue with my coaching clients and those who attend my seminars.

9. I know that agents in "overwhelm" mode will get nothing done. My systems are to be done in a chronological order. There is a first thing to do and then a next. I don't train zombies, but I know that direction will increase effectiveness and provide the motivation every morning to get out of bed. There will be fewer complainers in your office, firm, or city after my seminars. Our seminars provide many more solutions and much more excitement about real estate brokerage in the face of difficult news.

10. The bright spots will be obvious, numerous, and exciting. If I show you how to increase your net, pay off some of the stupid debt, open a little savings account, and then teach the agents how to buy investment property that makes sense -- your attendees will be empowered by the increases in their net worth. Increase activity in a tough market for less money, save a little, and obtain some opportunities in the world's greatest investment opportunity at the bottom of the market (or close to the bottom of the market!).

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 <http://www.waltersanford.com/>, by calling 815-929-9258, or emailing Walter at walter@waltersanford.com.

