

SANFORD

SYSTEMS & STRATEGIES



Newsletter

Industry News for the High Achieving Real Estate Professional

November 2012

Issue 118

Author: Walter Sanford

Well, it is NAR time again. I am speaking on Sunday, November 11th from 11AM to 12:30PM in Room W312A and again on Monday, November 12th from 9AM to 10:30AM in Room W312A. The titles are *Pull Some Time-Blocks Out of Your Hat* and *The Wizardry in Top Agent Profitability* respectively.

This is new material and ready to get the attendees to "up their game" in 2013. Everyone knows that a slump can be cured by additional lead generation. The trick is to find something that you will do, will enjoy, will continue, and will follow up. These seminars will provide the plan to cure business slumps and money problems.

Stop by booth #1346 to see the detailed systems on these plans. Let us know if there might be an upcoming event where we could be put into consideration, and I'll give you a copy of our new buyer manual, *Fast Lane Buyer System*. Save room in your suitcase for this hefty book and CD!

- Download this printer-friendly version of our newsletter in PDF format
- View Archived Newsletters by clicking [here](#).
- Are you thinking about hiring Walter for your next event? Click [here](#).

If you are receiving this issue as a forward and would like to get your own free subscription, click [here](#) to sign up.

Check out Walter's Monthly Butt-Kicking Video!

Let's face it -- sometimes we all need a kick in the butt! Here's Walter giving you just that with his no-nonsense style. (Click on the video to view in a separate window.)



SIGN UP!



**WALTER'S
BLOG**

Click [here](#) to sign up for your FREE dose of Walter Sanford! Complete the quick sign up to receive a direct link to new thoughts directly from Walter's blog.

BE AN INTERNET STAR

We hear many times how our seminars or systems have changed career paths, and we'd like to share your positive experience with others.

Please email a video testimonial to: cyndi@waltersanford.com.

If the file is really big, feel free to use www.sendthisfile.com to send the file to Cyndi, and they'll email a download notification link.

When we post your video to our website, we'd like to thank you for your time by sending you a copy of "Beating the Competition Every Time" so be sure to include your name and full contact information!

OUR COACHING PROGRAM

The very best athletes, entertainers, and 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 me, Cyndi, at **1.800.792.5837** so that I can arrange a phone appointment with Walter for you to see if this may be the year that you take your business to the next level.

Here is a common question about getting potential sellers to respond. They may check you out online first so make sure you look good! Don't leave out any steps in the process.

Question:

Hi, Walter. (Name Removed) wanted to reconnect with you. Also, she and I wanted to touch base with you regarding some clever promotional ideas that she remembered you mentioned in soliciting high-end property owners.

How do you get them to not immediately toss away a listing letter announcing that we have a buyer for their property and would they consider selling?

Robin

Answer:

Make it look special and specialized. Personalize the letter with the inside date, inside address, and salutation line of "Dear Mr./Mrs." State in the letter if they are considering a sale in the next 6 months that you have a buyer who has been pre-approved by (name the bank). Tell them the features of the area that the clients like. Then send a similar letter to the whole neighborhood. Hand-sign each letter. Use window envelopes with a regular stamp. This will appear as a professional package that will not be thrown away, unless they don't want to sell.

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, by calling 815-929-9258, or emailing Walter at walter@waltersanford.com.