

SANFORD

SYSTEMS & STRATEGIES



Newsletter

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Two-Step Listing Presentations Are for Losers.

I bet you're smiling now! Seriously though, you can save the extra hour and get better results with one-stop at the house.

The incoming lead is asked the "\$100 at Close Magic Questions." The answers have been checked by you to see if you really want to go on the listing. Their core motivation for sale is learned, and the appointment is made. When you called to make the appointment, there was no discussion of commission or price. Use pages 16-20 in *Beating the Competition Every Time*. This will put your pre-confirmation package together.

Include your pre-confirmation package on your website (link and/or passcode can be emailed) or email the package to the client within hours of your initial conversation. Use pages 83, 84, 95-99, 103-107, 112, and 114-116 in *Beating the Competition Every Time*.

Confirm the appointment by phone, email, and/or text on morning of the appointment. If you have not received the pre-confirmation package back, then also ask for the questions to be answered ASAP and sent to the rainmaker directly. Have your staff prepare the listing presentation. Review in the 10 minutes before you leave. The two most important documents to receive back are the "IF" sheet and the "concerns" sheet given in the above listing.

Show up at the appointment 5 minutes early. Take outside pictures, if it's nice weather. If you have the completed pre-confirmation package, go on a tour with the owners. If you have not received the pre-confirmation package, pull out the most important pages and have them complete while you go on a private tour.

Close on what you know from the answers of the pre-confirmation package and the initial phone conversation. How do you get the information to obtain a signature?

- By answering questions from the documents that list concerns
- By adding to the document that asks what the seller loves most about their home
- By showing how your marketing will achieve their core motivation, and
- By having the answer to the initial phone question, "What criteria are you going to use when you hire your next agent?"

If you do not have the huge book of forms used to master the one-step listing presentation at top commission, top fees, and top length at market prices, then you are losing thousands every month!

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,

As a test to see how many people are reading our helpful newsletter, you can call Cyndi now at 800.792.5837 and get our listing system with implementation CD; audio CD about your pre-listing, pre-confirmation package; a DVD of Walter on a listing presentation; and a 500 page forms book all housed in a hard-shell case that will fit on your book shelf for 50% off retail! She can also provide 50% off retail of our packages, too! Go to <http://www.waltersanford.com/shop/> to see what powers the top producers of North America.

Walter Sanford has been designing and implementing real estate systems for 30 years. One of the most successful REALTORS® and now wealthy from his systems, Sanford teaches his systems and strategies through his products, seminars, and personal coaching producing the best results in the industry. Do what works, do what is proven. Hire Walter Sanford. Call our office at 800.792.5837, email walter@waltersanford.com, or chat with us online at www.waltersanford.com.

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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.