

BEATING THE COMPETITION EVERY TIME

WALTER SANFORD'S COMPLETE LISTING PRESENTATION

**BOOK, DVDs,
AUDIO CD and
DATA CD INCLUDED**

RETAIL: \$475

© 2008 Sanford Systems all rights reserved

Reproduction, in whole or in part, without permission from Sanford Systems is strictly prohibited.

Beating the Competition Every Time
Walter Sanford's Complete Listing Presentation
is a production of:
Sanford Systems and Strategies

Edited by: Deborah Stidham and Stephen Bull

Distributed with permission by:
<https://www.walterslegacy.store>
help@walterslegacy.store

Thumb drive notes: The files that make up this product are those distributed in the original media with these exceptions. The RTF files are omitted; only Microsoft Word files are included. The Legal Advice, Copyright Permission, Table of Contents, and Introduction are incorporated into this document. *Beating the Competition Every Time* is divided into 17 chapters (chapter 17 – an appendix promoting Walter's other services that are no longer offered is omitted). Each chapter has its own folder. There is no composite book since the original media did not include one. The three original DVD files are included in VOB (original format) as well as MP4 and MP3 files. The original audio CD was in CDA format suitable for CD players. It is not included having been converted to an MP3 file.

Product Contents by Folder with Thumb Drive Product

- Root Folder – Must-Read-BTC files in both DOCX and PDF formats
- Complete Disks – Both MP3 and MP4 files for all three DVDs
- Data CD – 16 chapters consisting of 481 pages in Microsoft Word format
- MP3 – Original CDA (not included) and MP4 files converted to MP3 files
- MP4 – Original DVD files converted to MP4
- Original Video Media – files in DVD format (VOB)

I am excited to continue the legacy of Walter Sanford. Walter is retired and no longer available for speaking engagements and no longer offers his products for sale. He has authorized me to continue his legacy and distribute his products. **For help, please direct all inquiries to help@walterslegacy.store or 813-610-4348.** Visit our website at www.walterslegacy.store.

Thanks,

Mark Collins

Authorized Reseller of Sanford Systems and Strategies

Beating the Competition Every Time

Legal Advice

All systems, letters, scripts, forms, advice, and recommendations in any book, DVD, audio CD, data CD, or other media should be approved through your real estate broker and legal counsel prior to any implementation. No legal advice is given by Sanford Systems or its authorized reseller and none should be assumed from the attached documents.

Copyright Permission

As purchaser of *Beating the Competition Every Time*, you are hereby authorized to use all systems contained in this work subject to broker and legal counsel for the purchaser's real estate brokerage and investing business. You are to use the concepts in this system for the purpose for which they are intended and to reproduce the forms for such purpose. Such reproduction requires no further permission from the author, publisher, or reseller and does not require the payment of any permission fee.

The reproduction of any form for sale, for incorporation in any publication intended for sale, for use in training programs, or for the insertion in any publication (whether print or digital) is *prohibited* without the permission of and credit to the author and publisher: Walter Sanford, Sanford Systems and Strategies, C/O Walters Legacy, 27246 Hawks Nest Circle, Wesley Chapel, FL 33544.

A handwritten signature in black ink, appearing to be 'W.S.', written in a cursive style.

Walter Sanford
Author
Sanford Systems and Strategies

Table of Contents

Legal Advice	2
Copyright Permission	3
Table of Contents	4
Introduction	9
Chapter One: Counseling the Lead	11
Questions to Ask Seller Prospects	16
Counseling the Lead, Part Two	21
Questions to Ask Seller Prospects – Soft Pre-Interview	29
Counseling the Lead, Part Three	32
Modular Listing Forms	33
Counseling the Lead, Part Four	34
Lead Card	35
Counseling the Lead, Part Five	36
Referral Management Checklist	37
Final Thoughts and Getting Started	39
Chapter Two: Got Equity?	47
Miscellaneous Clauses	54
Got Equity? Part Two	56
Short Sale Letter/Introduction to Your Client	58
Got Equity? Part Three	65
Internal Short Sale Form	66
Got Equity? Part Four	69
Distress Property Listing Addendum	71
Chapter Three: Pre-Selling Yourself and Your Team...	76
Pre-Confirmation E-Mail from Your Lender	80
Pre-Selling Yourself and Your Team, Part Two	82
Pre-Confirmation Cover Letter or E-mail	83
Pre-Confirmation Package Checklist	85
Pre-Selling Yourself and Your Team, Part Three	86
Past Client Reference Sheet	95
Track Record	96
IF You Were the Buyer...	99
The Ten Items I Will Miss Most about My Home	100
The Five Factors That Sell Your Home	101
“Words of Wisdom” Advice for Sellers	103
“What Are Your Concerns?”	106
Note Regarding State Forms	108

Table of Contents
Page 2

Agent's Résumé/Biography or Your Personal Brochure	109
Tips for Testimonial Page	111
Testimonials from Happy Clients	112
Pre-Confirmation Personalized Interactive Activities	113
Pricing Like a Pro	114
Pricing Primer by Walter	117
Property Information Sheet	118
Pre-Listing Seller's Guide to Interviewing an Agent	121
The Pre-Listing Relocation Package	126
Parting Thoughts	128
Chapter Four: Showing Up	132
Coming with Completed Paperwork to the Presentation	145
Three Questions to a Close	150
Chapter Five: Gimme More: The Struggle...	159
Exhibit A: The Sanford Team	164
Exhibit B: Seller's Plan of Action	173
Chapter Six: Showing Even More Value	180
Exhibit A: Seller's Authorization for Offers	186
Exhibit B: Showing Tent Card	187
Exhibit C: The Proof Is in the Performance with Sanford Systems	188
Exhibit D: Website Home Page Image	189
Exhibit E: Home Book Information Samples	190
Exhibit F: Buyer's Covenant of Performance	202
Exhibit G: Fourteen Reasons to Call Walter Sanford to Buy This Home	205
Exhibit H: The 15-Minute Open House Tour	206
Showing Even More Value	210
Chapter Seven: All of the Expensive, Time-Consuming...	213
Exhibit A: Example of Your Advertising	216
Exhibit B: Agent Feedback	217
Exhibit C: Selling Timetable #1	218
Exhibit D: Performance Campaign Promise	224
Exhibit E: 398 More Services	227
Chapter Eight: "Walter, We Need to Think About It."	252
Exhibit A: Customer Service of 110% to 90% Sure Buyers	264
Exhibit B: Moving Closed Clients to "VIP" Status	281
"Walter, We Need to Think About It." Part Two	286
Exhibit C: Argument for Higher Commissions Document	287

Table of Contents
Page 3

“Walter, We Need to Think About It.” Part Three	288
Exhibit D-1: Amendment of Listing Agreement Price Reduction	290
Exhibit D-2: Listing Activity Bar Chart	292
“Walter, We Need to Think About It.” Part Four	293
Exhibit E: The Seamless Sell/Buy Service	295
“Walter, We Need to Think About It.” Part Five	296
Exhibit F: Easy Exit Guarantee	297
Exhibit G: Performance Guarantee	298
“Walter, We Need to Think About It.” Part Six	299
Exhibit H-1: (Your Company) Market Share	300
Exhibit H-2: Why Should I Use Walter Sanford’s Home Marketing...	301
Exhibit H-3: Why Should I Use a (insert company name here) Agent...	302
“Walter, We Need to Think About It.” Part Seven	303
Exhibit I: Facts from the National Association of REALTORS®	304
“Walter, We Need to Think About It.” Part Eight	305
Chapter Nine: Four More Super Sanford Systems’ Strategies	308
Exhibit A: Cover Letter for Mail-In Listing Package	312
Four More Super Sanford Systems’ Strategies, Part Two	314
Exhibit B: Unsuccessful Listing Survey	317
Four More Super Sanford Systems’ Strategies, Part Three	319
Exhibit C: Letter/E-mail Sent to Competing Agent	320
Chapter Ten: The Leverage of a Listing	323
Chapter Eleven: Servicing the Listing	328
Exhibit A: Post-Listing Activities Client Survey	330
Servicing the Listing, Part Two	332
Exhibit B: Servicing the Listing Marketing Checklist	333
Servicing the Listing, Part Three	340
Exhibit C: Existing Loan Questionnaire to Current Lender...	341
Servicing the Listing, Part Four	344
Exhibit D: Conversation Log	345
Servicing the Listing, Part Five	346
Exhibit E: Fax Sheet to Order Yard Signs	347
Servicing the Listing, Part Six	348
Exhibit F-1: “Thank You for Listing” Letter	349
Exhibit F-2: Here Is Your MLS Copy	351
Servicing the Listing, Part Seven	352
Exhibit G: Showing Appointment Instructions to the Seller	353

Table of Contents
Page 4

Servicing the Listing, Part Eight	355
Exhibit H-1: Marketing Update Letter	356
Exhibit H-2: Help Me, Help You Letter to the Seller	357
Exhibit H-3: Team Update	358
Exhibit H-4: REALTOR® or Office Caravan	361
Servicing the Listing, Part Nine	362
Exhibit I-1: Arranging the Pre-Sale or Post-Listing Inspection	363
Exhibit I-2: Inspection Notification	364
Servicing the Listing, Part Ten	365
Exhibit J: Brochure Box	366
Servicing the Listing, Part Eleven	367
Exhibit K: 45-Day Critique Letter	368
Servicing the Listing, Part Twelve	369
Exhibit L: Another Thank You for Listing Letter	370
Servicing the Listing, Part Thirteen	371
Exhibit M: Referral List of Repair People	372
Servicing the Listing, Part Fourteen	373
Exhibit N-1: Cooperative Agent Cards	374
Exhibit N-2: Getting Feedback from Showing Agents	375
Servicing the Listing, Part Fifteen	377
Exhibit O: Feedback Decoding	378
Servicing the Listing, Part Sixteen	380
Exhibit P: Help me Find a Buyer	381
Servicing the Listing, Part Seventeen	384
Chapter Twelve: Only One More Thing, The Price Is Too High!	387
Exhibit A: Beat ‘Em Up Card	391
Only One More Thing, The Price Is Too High! Part Two	392
Exhibit B: Price Reduction Request	393
Only One More Thing, The Price Is Too High! Part Three	394
Exhibit C: Price Change Checklist	398
Chapter Thirteen: Setting the Bait	402
Chapter Fourteen: Coordinating the Close	409
Exhibit A: Closing Checklist	411
Coordinating the Close, Part Two	423
Exhibit B: Internal Appraisal Appointment Sheet	425
Coordinating the Close, Part Three	426
Exhibit C: Countdown to Close to Coop Agent	427

Table of Contents
Page 5

Coordinating the Close, Part Four	430
Exhibit D: The Closing Process Letter	431
Coordinating the Close, Part Five	438
Exhibit E: Sanford’s Closing Tracker	439
Exhibit F: Escrow Is Open	440
Exhibit G: Contingency Release	441
Exhibit H: Steps for a Seller Closing	443
Exhibit I: Appraisal is Scheduled	445
Exhibit J: Termite Inspection Is Schedule	446
Exhibit K: The Closing Process	447
Exhibit L: The Sanford Systems Testimonial and Commentary Form	448
Exhibit M: Asking for a Referral Seller under Contract and Almost Closed	449
Chapter Fifteen: Unique Follow up after the Close	452
Exhibit A: Thank You Letter	456
Exhibit B: Other Real Estate Services	457
Exhibit C: Moving Closed Clients to “VIP” Status	458
Exhibit D: The Cooperative Agent’s Client Letter	463
Exhibit E: Another Feedback Request	464
Exhibit F: Thank You for the Opportunity to Serve You	468
Exhibit G: Closing – Thank You VIP First Service	469
Exhibit H: Pre-Done Closing Statement Letter	471
Exhibit I: Join Walter’s Referral Program	472
Chapter Sixteen: Fun Lead Generation	475
Exhibit A: Advertisement: I Could Have Your Home SOLD	476
Exhibit B: Advertisement: Does It Match My Buyers?	477
Exhibit C: Advertisement: 12 Reasons to List during the Holidays	478
Exhibit D: Assistant Thanks for Speaking with Me about Real Estate	479
Chapter Seventeen: Appendix	482
Personal Coaching Invitation	483
Sanford Systems Order Form	490
Firecracker Mailing Tubes Information	492
FREE Sanford Systems	494

Introduction

Thank you purchasing Sanford Systems and Strategies' *Beating the Competition Every Time*. We believe that this is the best method for pre-conditioning the seller to make the smart decision. What is the smart decision? Hiring you at the right commission, at the right selling price, and for the correct terms.

Every great listing presentation starts with the many leads you are developing from our seller-lead generation systems. By having numerous leads, you can refer the ones that have low closing percentages. With this system, I am assuming that you have actually found a seller-lead worthy of a great listing presentation.

You will find that the DVD and the audio CD that accompanied the purchase of this manual will be instrumental in forming the attitudes and style needed to approach the seller. This book is meant to supplement the DVD and audio CD to provide you with the forms mentioned in each plus more you may need for your personality/style and market.

In all likelihood, you will never need all the documents at one time. Since every agent is unique and has a different level of comfort and confidence in various methods, you can pick and choose which documents and approaches will be effective and comfortable for your personality, style, market, and situation. For instance, you might not want to grant someone an "easy exit guarantee"!

This book is set up in the order of how the process should be used, and it follows like this:

1. The initial incoming phone call and counseling
2. Preparation of the pre-confirmation package
3. The listing presentation in four steps (#3 optional)
4. Post-listing activities

It is an honor being the impetus of improvement to your listing presentation because this is where the rubber really meets the road. Increasing your success ratio in a listing is one of the major influencers of a profitable, top real estate agent. You can be great at raising your price point and producing more leads, but if you are not closing a high percentage of listings at the correct price at the correct commission, you are leaving a large amount of cash on the table. The average real estate agent closes approximately seventy to eighty percent of all listing presentations that he or she goes on. Armed with the materials in this system, I believe that you can move your closing

ratio all the way to the point of actually taking everyone that you want. I believe this number to be in the high 95th percentile. Remember, there are just some listings that are too expensive in time, energy, or overhead to undertake, and this presentation will smoke out the cement-head, under-motivated sellers who do not appreciate the time and money you spend on their investments.

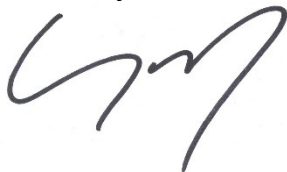
Showing instructions, a meeting of the minds on marketing, terms, and commission rates are all important to the profitability of a listing. I address these items in the pre-confirmation package and early in the listing presentation. However, the most important factor to the profitability of the listing (motivation to sell) is addressed numerous times in the initial questionnaire as you are meeting the potential seller for the first time in person or on the phone. If you know the sellers, you can make their dreams come true.

Rearranging the order or eliminating any steps in this listing presentation can open you up to taking a listing that may be full of pain or worse – losing a great one to a less-deserving agent! As you well know, taking an un-salable listing that runs its term can not only create an extremely unsatisfying real estate experience, but it can also be massively expensive.

The complimentary data CD will allow you to take all of these Microsoft Word formatted documents and make them your own. And that is just what I want you to do -- please make them your own!

Thank you for becoming involved with us!

Sincerely,

A handwritten signature in black ink, appearing to read 'Walter Sanford', written in a cursive style.

Walter Sanford
Sanford Systems and Strategies