

FAST LANE

BUYER SYSTEMS



Implementation CD Included

\$419

Walter S. Sanford

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Product Contents by Folder

- Root Folder – Must-Read-FLB in both DOCX and PDF formats
- Data CD – 16 chapters consisting of 651 pages in Microsoft Word format

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

Walter Sanford
Author
Sanford Systems and Strategies

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Introduction

Congratulations on your purchase of the finest buyer system known to top producers today! The goal is to have you represent fewer and better buyers. Refer the rest. Work with those buyers of higher quality (we will determine what makes a quality buyer later in this book) while providing them a higher quality of service. During this process, you will also be producing more leads. You will help these buyers make a life-changing decision more quickly, then recruit them to be your ambassadors of good will.

We will be discussing your commitment to buyers and how to set up systems for the acquisition of the best buyers. We will then help you turn the buyer aspect of your business into a larger profit center and show you how to provide 110% customer service in less time.

It has always been my opinion that buyers of the future will be able to cut out their agents easier than the sellers will. Many websites cater to buyers with tours, availability, cheap mortgages, salaried real estate agents, and commission rebates. Proponents of these sites believe the only thing missing is a warm body with a lock box key to act as a tour guide, allowing surfers to experience a minimum of service in exchange for a piece of the commission. As agents, we know there is more than that to the successful acquisition of a home, but unfortunately, the buyer's perception is reality.

Surviving real estate agents will compete with last bastion of service that he/she can supply a buyer: intimate local knowledge. The local agents who cut their teeth on listings and sales in one geographical area will be the best source for buyers looking for that specific neighborhood with the right mix of children, school district, and geography, along with a home that matches the dream. The surviving real estate agent will know how to find additional units of housing inventory from non-traditional sources, and some of these sources will be at wholesale prices. The survivor will build relationships with owners and "do not wanters," so the supply side of the equation can be delivered to the buyer at a lower cost and meet all of their needs.

Now that you are the owner of all my secrets, please join me in learning how to build relationships, gain more clients, and service these clients better in less time with a higher net proceed to you. It is our goal to become indispensable to the buyer, rely upon technology and be noticed by sellers.

Creating a higher perception of value to the buyer is the underlying goal of the chapters in this system. Some real estate agents depend on buyers for most of their income, and some top producers depend on buyers for less than 10% of their income. No matter what percentage a buyer plays in your business plan, serving them effectively is paramount to your profitability, future database success, and the solicitation of listings.

Many bought this book hoping for a training manual for a buyer's assistant. Those buyers will be elated, because we have proven that a buyer's assistant using these systems can be one of the most profitable aspects of your real estate business; however, we do not endorse the hiring of a buyer's assistant until you have a thorough understanding of our "hoop system." We understand that the quality of life is a main attribute of any system, and we believe that our efficient pre-qualification of buyers will have you working with the most effective and motivated buyers in your town. You just might want to work with buyers now!

Do not hesitate to call our office if you need any of the companion systems that are mentioned in this book. Real estate is like a jigsaw puzzle and the whole system works better when all the parts are pulled together.

Good luck on this new journey to happier, more efficient clients, and more net profit! For 35 years, I have studied this profession, excelled at it, and changed many real estate agents' lives with my systems. I look forward to serving you as a mentor. Remember, buyers are best when they love to work with you!

Sincerely,

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

Walter Sanford
Sanford Systems and Strategies