

GROW YOUR LEADS:

Just add

WATER

*Implementation
Data CD
Included*

**Retail
\$519**



WALTER S. SANFORD

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Product Contents by Folder

- Root Folder – Must-Read-GYL files in both DOCX and PDF formats
- Data CD – 26 chapters consisting of 559 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

Introduction

You have purchased this information to fully accomplish and implement several different seller lead generation methods. You are going to get big systems that take some time and infrastructure to implement, as well as smaller systems that you can put immediately into place.

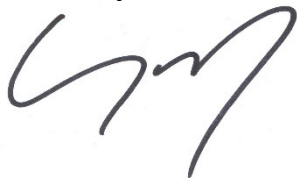
Upon using these systems, you will begin to separate yourself from the competition, and a few months after that – you will bury ‘em! As always, you can make changes to my systems to fit your personality and temperament, but there is a reason for everything I do.

Many agents may not understand the importance of getting a listing. After a few years in the business, you will begin to appreciate the “genius” involved. The more leverage you can create in anything you do, the easier the task becomes. Having a listing creates the majority of leverage available in our real estate brokerage business. When you effectively generate more leads (having more opportunities to make more listing presentations and get more signatures), you start a cycle of business that brings on a life of its own.

First of all, in this book we are going to talk about the leverage of double-end transactions, which will obviously increase the more listings you obtain. Secondly, we will set in motion the resources of every agent who belongs to your Multiple Listing Service. These cooperative agents will participate to take advantage of your well-counseled seller and your well-priced property as a serious inquiry for (we hope) well-counseled buyers. Third, we will detail how you can you garner the interest of all owners/investors in the area of your listing. Fourth, we start generating buyers who find you or your listing from a low-tech sign and brochure box to high-tech search engine strategy. Finally, we will discover the opportunities for you to begin purchasing properties for your own estate!

Listings are the least expensive method of generating a buyer lead. The majority of top agents in the world who utilize my systems do not spend any money or time generating buyer leads; they spend all of their money and time following the systems within this book to generate seller leads. When you grasp the concept of leverage through listings, you will have the singleness of purpose with a specific “to do” list which will be necessary to make a fortune in this business. Now all that is required is the logistics of generating those seller leads. Good luck and congratulations on owning the best system in inventory acquisition.

Sincerely,

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

Walter Sanford
Sanford Systems and Strategies

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