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- Data CD – 17 chapters and four appendixes consisting of 351 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

In every real estate agent's life, the day comes when they ask themselves, "How can I find time to insert more buyers and sellers into my selling system pipeline? How can I find more buyers and sellers when I'm already buried with work?" Most often the answer is -- "I'm simply too busy to make more money!"

This system contains the plans to find the fastest way to help the largest amount of people! In reading the chapters and studying its scripts, you will gain the confidence to allow you to discover the people who need your help the most and discover the effective methods in communicating with these people. Furthermore, it allows you to take the telemarketing experience one step further and actually "duplicate yourself" with people who are paid as employees or assistants. This system has been effectively accomplished and has been the backbone of many top real estate agents in North America. They *squeeze* business out of incoming phone calls and actively solicit demographic groups on outbound calls, which has been a long time, mainstay of additional clientele for their pipelines.

After nearly thirty years of actively pursuing the lowest cost solution in the smallest time commitment with the goal of the highest net profit and the most client satisfaction, I have found that proper handling of the phone on both incoming and outgoing telephone calls is paramount. One of the drawbacks is that many real estate agents have an insecurity or frustration factor with being on the spot with "live" clientele. Because of the "do not call" laws, most of the agents have jumped off the phones! They think that it is much easier to hide behind an ad or a direct response piece. Some agents prefer to wait for a buyer or seller to "drop by" a non-proactive approach like an open house.

The real money has been and will always be made by the motivated sales person. The motivated person will take the initiative, find the correct client who most needs their services, and then ask for the order in a helpful way via the lowest cost way -- the phone.

My suggestion, in starting with this system, is immediately get your feet wet! That's right -- pick a script for calling your past client database and pick up the phone. This group is currently exempt from "do not call." The fastest way to learn is by doing.

Remember, rejection doesn't mean "No," it always means "Not yet!" Just get a suggested re-contact date for your calendared calls.

Once you start feeling comfortable with research of the hottest of demographic groups and begin soliciting them over the phone, your next step is to make certain that you are properly supplied with other Sanford Systems products to properly handle the new influx. This may mean better and faster presentations, better systems through checklists, or just new approaches in client care!

After you have discovered that one of your least expensive methods for accumulating new clients is over the phone -- the most natural next step is to ask, "How can I do more of this at less cost?" The simple solution is to use the chapters of this system to solicit, train, and hold accountable a licensed or unlicensed, full or part-time, telemarketing assistant who will soon turn you into the doctor of real estate. The person with the white coat helping the people...not doing the billing!

Why the doctor of real estate? Because signatures on listing and buyer contracts are where the money is, not weighing the patients (telemarketing). For a top real estate agent, prospecting is not the highest dollar productive use of your time. What is the highest dollar productive use of your time is the actual face-to-face presentation to a foaming at the mouth, ready to buy or sell client. The eventual result of this is a contract, which then can be negotiated into a commission. It all starts from the initial contact. What separates the men from the boys (and the women from the girls) is the ability to turn that *contact* into a **contract**. Yes, contacts into contracts. The initial generation of contacts can best be handled by a staff member and the development of the contract should be handled by you.

This system has motivated many newcomers and professionals in this business, and it can be implemented at any stage in your business. There is always that initial stage of too much time and too little money. This is the time when I suggest that you get on the phone yourself. For many real estate agents just being exposed to the Sanford Systems, you have an established business plan and then you will have profitable clientele. After some profitable months and years, the acquisition of an unlicensed or licensed assistant/telemarketer will be a great addition to your business.



I'm excited for you to report back to me with your success from this system. The delegation of these ideas to other well trained staff will even bring more buyers and sellers to your pipeline! It's the delegating of prospecting duties that will allow your income to grow and build the pyramid to your success.

Good luck in implementing what maybe one of the most important systems in real estate!

Your Friend in the Business,

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

Walter S. Sanford  
Sanford Systems