

Time-Saving Checklists

for Profitable Systems



Implementation CD
Included

\$375

WALTER S. SANFORD

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Product Contents by Folder

- Root Folder – Must-Read-TSC files in both DOCX and PDF formats
- Data CD – Five chapters consisting of 422 pages by chapter in Microsoft Word format; a composite book is included as a complete resource in both Microsoft Word and PDF formats

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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 to the Use of Walter Sanford's Checklists

When I first became involved in the real estate business, I found myself with a manila folder and hundreds of bits of paper stuck every which way with no regard to purpose, chronology, or importance. The day then came when I received the phone call from my most important seller. I frustrated him because of my lack of ability to answer his questions. The answer was always there...somewhere under that mountain of paperwork; thus was born my need to become systemized under a checklist format. These front and back office systems are now in a digital format after nearly thirty years of generation and evolution.

Let me tell you about the excitement of having a checklist system mentality:

1. You do not have to store the information in your brain! Once you make an addition to a checklist or system, the step has been remembered forever!
2. Every time you go to a seminar and receive a brand new idea, is it difficult for you to implement it within your existing operating system? Well, add it to your checklist. The idea almost certainly fits under some category, and in that category, it is going to get done! In this book, you will find lists of the main business systems that you do. Enter it under the appropriate title and soon a complete manual for that system will emerge! Now, your brain does not have to remember it, and it automatically gets handled as long as you or your assistant has the discipline to complete your checklist.
3. Remember the times that you shook your head and wondered where all the money went? Well, let me tell you -- it went to overhead. It went to all those necessary, momentary, emotional expenses that you just had to write a check to save, increase, or improve your business. Over the years, I have found that many of those checks were costly or completely unnecessary. A checklist is a perfect form for going back to cut headings out of your Schedule C. Yes, that is right. You need to bring your overhead to less than 25% of your gross. You will have to go back and cut! You cut line by line out of your checklists. Go back and ask yourself the question, "What could have been eliminated that nobody would have missed?" It is a refreshing experience.
4. Another reason for checklists is providing the foundation and basis for delegation. The top agents that I counsel, train, and coach have had to do the actual business systems themselves, *then* generate checklists. This book shortcuts that process for you! You are able to delegate the task to a less expensive employee who followed the pro's steps in this book.

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5. It may even provide the basis for selling your individual real estate company by providing the business plan for your firm for the next owner.
6. Organization is the granddaddy of all time-management plans!
7. Your competition will be jealous of your speed and efficiency.
8. Your customers will appreciate your newfound consistency at service.

The next challenge is how to implement your checklist system. “Hard copy” or “digital” seem to be the watch words, and there are reasons for both kinds of formats. I have a simple rule: If you already operate with paperwork, it is probably easiest to maintain a hard copy checklist. As we move into the area of digitized documents being legal, I believe that everything should be digitized within your software to save money. At that time, digital checklists will be proper. Mixing the two sometimes add time and work to your systems. Once in a digital format, these checklists could then be shared by affiliates, and even clients, to monitor the process. If you are using some of the current software like *Top Producer* or *Agent 2000*, you can use these checklists to increase the viability and customize the provided checklists to your own operation. Hard copy seems to still be the use of most top agents since real estate is still a paperwork-heavy operation. The day will come when we will all realize the freedom of a paperless business; however, the checklists, hard copy or digital, will change very little.

You will find that when you provide consistency of service and consistency of lead generation through your new checklists...you will never be wanting of leads. Clients prize consistency as one of the greatest service gifts that you can provide. Checklists force you to give the most profitable services to your clients at all times, ensuring your activities will continue to generate new business even when you are busy!

This checklist book is one of your first and best steps for developing, growing, and maintaining raving clients. Put these checklists to use today for a profitable, efficient business!

Your Coach,
Walter Sanford