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Focus on Probate

HELPING YOU UNDERSTAND YOUR ROLE IN THE PROBATE MARKET!

At any one point in time there is more than \$600B in Residential Real Estate properties on the market across the US. Executors of Estates frequently need money, so bargains are not hard to find.

Changes in Economy Create Lead Shortage for Investors!

Have you noticed changes in your area? Are there fewer homes on the market? Have you seen prices go up? If you have, then your area, like most in the United States, is falling victim to challenges with the economy that are resulting in a lead shortage.

One of the biggest changes in the economy is the slowdown in construction. With fewer homes being built, many homeowners are choosing to stay put since they cannot find a property that is more favorable than the one they currently live in. This means that there

are fewer homes going on the market as the new construction sector shrinks.

Another factor in slowing real estate is that banks are simply not putting their REOs on the market. In fact, investors who have tried to work with bank-owned properties have seen extremely slow response times, if they get any response at all.

What is the solution? Probates. There are many properties available at a discount that investors can quickly purchase. Find probates and find great profits!



PROBATE WATCH

Opportunities in probate are far reaching. While you may simply be interested in residential real estate, there are plenty more options. In fact, there are probate real estate investors who have focused on commercial real estate, such as office space, medical facilities, restaurants and warehouses and created success. Other options include looking for vacation properties, purchasing those and renting them out in addition to apartment buildings, which can provide a good, long-term income. Probate streams of income can also include purchasing personal property, such as artwork, antiques, appliances, vehicles, boats, RVs, and conducting estate sales. No matter your specialty, there is a place for you in probate.



Dealing with Difficult Family Members

The place to begin is at www.usprobateleads.com.

challenging can really help you to prepare for the eventuality that you will run across one in your business.

Why do people become difficult? Each and every person deals with grief in their own way. Some people may wish they had more time with a loved one, some may wish they had said what they needed to say or some may be angry about a past injustice with that person or even a sibling. Whatever the situation, they may take it out on you.

In order to work effectively in

the probate real estate arena, it is critical that you stay professional. If someone chooses to get nasty there is no reason to take their abuse, but there is also no reason to strike back. The old adage, "hurt people hurt people" applies here. Stay professional in all of your communications and focus on working with the Executor. Allow that individual to deal with challenging family members and work to create a win-win deal

Difficult family members are part of the business. Be professional and profit.

Every family has a story. As a professional real estate investor working in the probate arena, you can be sure that every individual that you talk to is struggling in some way with the loss of a loved one. While some of those individuals will be gracious and easy to work with, others will not.

Knowing that you will run across individuals who are

DIVORCE AND BANKRUPTCY LEADS

Are there other ways to find great leads outside of probate? Sure! Consider divorce and bankruptcy leads. These can offer you nearly the same level of discount as a probate lead and can have the same quick closing time.

With divorce and bankruptcy leads the buying and selling conditions may be a bit different than probate, so have your attorney look over the first couple transactions to ensure that you understand the requirements. Look for a clear way that you can escape the deal if it becomes untenable and be aware that the court system is involved in both of these types of sales.

Social Media and Real Estate: Is it for You?

Certainly social media has been at the forefront of innovations in technology over the last few years. If you are considering using social media to help you build your business, there are techniques that can really help you to get the word out about what you do.

Understanding the platforms is one of the first places to start. Facebook is filled with a lot of personal contacts, while LinkedIn is geared toward business leads. Instagram is a photo-based platform, while Twitter features short messages.

Which one you choose to use

depends on your goals. If you have a home for sale or rent, you can easily put that out on all of the platforms. If you are going to be speaking at a local event, getting that information out on Facebook and LinkedIn a few days ahead of time and then on Twitter the morning it is happening can be key.



SMARTER INVESTING: Consistent Communication



Many probate entrepreneurs approach the late fall and holiday season and simply stop their mailings. Knowing that a mailing can take months to show results means that can be a real mistake. Continue your consistent communications with potential sellers and be ready for a quick purchase or sale in January.

Probate Leads represent the last major market untapped real estate market segment in the US today! Now is your opportunity to step into this market.

Instagram can show off the latest round of remodels that are complete to people who might be interested in buying or renting.

Consistency is important with social media. If you are going to use it, then make sure you make time to post something every few days. This helps your feed to stay current so that people know you are working.

Can social media work for you? Sure! Be consistent and show off your work.



Preparing for the Fall Real Estate Season

No matter where you live, summer is drawing to a close. Kids will be going back to school and people will be more focused on their work and changes to their schedule.

The fall real estate season represents opportunities for probate investors. However, in order to take advantage of those opportunities, it is important to make sure that you are prepared for the changes by looking ahead.

The first thing to notice is that people will no longer be on as flexible of a schedule. Many people use their vacation time during the summer, so if you have an opportunity to meet

with someone now, it is a good idea. It is these summer appointments that can lead to fall purchases and sales.

Another thing to realize is that people look from the start of school right to the holidays. As most real estate industry professionals know, the holidays represent a very slow time in the market. That said, if you have homes that need to be sold, purchased or rented, now is the time. Once the calendar moves closer to the end of the fall and the holidays, it will be increasingly difficult to get your work completed.

Now is also the time to evaluate

where you are with your year-long goals. Over Labor Day weekend, take some time to sit down and pull out the goals that you had for your business in January. Have you met them? Do they need to be tweaked? Are you stalled out in some areas? Have you made progress? Knowing this can help you to develop a list of things that need to get done in the fall, which can really motivate you and propel you into the end of the year.

Take time now to prepare for the fall real estate season. You will be happy that you took the time now when you see great results in your business.

INCORPORATE NEW TECHNOLOGY NOW

Technology is one of the best ways to keep your probate investment business moving forward. Our industry is known for opportunities that arise very quickly. Being able to respond to those no matter where you are or what you are doing can be the difference between a profit and a loss.

Technology can help you to gain an edge. While many "old-school" investors don't have new technology, access to these tools can make a great difference. Two areas to put your focus include having a website and a smartphone.

A website can help you to get your message out and to promote your services. These can be constructed easily – in just a few minutes – and give you instant credibility. Having a smartphone means that you can check your emails, make phone calls, check on Internet pricing as well as receive texts from interested Executors. Technology is a friend to probate investors.

Purchase Your Dream Business Through Probate

Probate investors have always known that there are great opportunities throughout the industry for homes and commercial property. What you may not have realized is that it is easy to purchase your dream business through probate. Here are a few things to know if you decide to pursue a business purchase:

Where do you have experience?

If you are considering purchasing a business, think about focusing on one where you have a good deal of experience. Studies have shown that people who have no experience in an industry have a higher failure rate than those who have experience they can leverage.

Visit the business while it is

running. Before you consider exploring purchasing a business take the time to visit the organization during business

hours. What do you notice? Is the staff friendly? Do they look busy? Is it clean? Does the site need remodeling or maintenance? This "secret" visit can give you a lot of good information.

Request the books. While the Executor may tell you that the business is profitable, that may not be the case. A smart investor will take the time to request copies of the books in order to have them evaluated.

Hire an accountant. Professional accountants are experienced in doing a thorough fiscal evaluation to ensure that the monies that the business claims it is making are indeed happening. Any legitimate business owner or Executor should expect

this step prior to purchase. The results will help you to determine if the business is making money, where money is being wasted and where there may be opportunities.

Spend time onsite. With the permission of the business owner or Executor, spend time on the site. Shadow everyone that works in the business, ask them questions about what could be improved and keep notes on strengths and shortcomings. These can all play a part in helping you to make your decision.

Finding a business through probate can be a great way to buy a dream business. Follow these steps to success.



A Note from the Editor

Together, we can find those probate-related properties that will allow you to be a success in the probate area.

Unfortunately, summer is drawing to a close. By the time the next issue of our newsletter goes out Labor Day will be over and most of the kids will be back in school. This means it is a great time to refocus on your probate investment business.

Despite the fact that there is a lead shortage in the larger sectors of the real estate market, there are still plenty of opportunities in the probate, divorce and bankruptcy lead arena. You will be able to find exactly the kind of properties that you are looking for when

have plenty of leads to evaluate.

That is the focus of US Probate Leads. We provide professional probate, divorce and bankruptcy leads for investors who want to purchase homes, commercial properties, businesses, antiques, art and vehicles. We even have investors who use our leads to secure business for their estate sale services.

When you look at your leads you will quickly discover that there are more opportunities available than you can possibly

enjoy. That is exactly where we want you to be as an investor. Let our expert team assist you with leads, webinars, seminars and individualized mentoring. We will work with you to help you achieve your business goals.

For more information on our lead service and other products, visit our website today at:

www.usprobateleads.com

or feel free to give us a call at **(877) 470-9751**.

The sale of Probate Properties can bring you a major new source of income. Let US Probate leads show you how to participate in this exciting market!



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PROBATE NOTES



Next Issue – September, 2015 Topics

Building a Probate Website

Why is there a Lead Shortage?

Divorce and Bankruptcy Leads
Can Be Profitable

