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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.

Plan Now to Create Probate Profits in the New Year!

There is no doubt about it – working in the probate industry can provide a level of profits that are simply not seen anywhere else in any other industry. With a nearly steady stream of homes, apartments, businesses and personal property coming available daily and Executors wanting to sell for heavy discounts, there are many opportunities to profit.

Are you ready to join those who have already found success in probates? If you are, then start now making a plan to create

profits in the New Year. One of the best ways to start is by a search on the Internet. There are tons of great articles available on probate investing. You can visit our website at www.usprobateleads.com to learn more about our custom lead service, which saves investors time and money, as well as seminars, webinars and even individual mentoring services.

Don't wait another year to take advantage of what probates have to offer. Contact us today to learn how you can succeed and make a plan to profit in 2015.



PROBATE WATCH

Many investors have asked how many probates come available each and every month. Experts estimate that more than 100,000 probates are submitted to courthouses across the United States each and every month. What does that mean to you as an investor? It means that there is a tremendous amount of opportunity in the probate market. No matter where you live, there are properties, businesses, antiques and art that you can buy and sell for a profit.





Alternate Streams of Income in Probate

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

ways to invest. Here are some of the other streams of income to consider:

Commercial property. Commercial property, from office buildings to vacant land to strip centers can all be purchased at a discount through a probate. While they may be more expensive than purchasing a single home, the returns can also be much higher with longer leases

Businesses. While you may want to buy and sell businesses, you can also invest as well. Small specialty stores to

restaurants and gift stores may all come available as part of a probate. You can either run the business yourself or sell it off.

Estate sales. If you are organized and have a love of antiques and personal history, then an estate sale service may be for you. You can enjoy working directly with families while helping them to sell off personal and household goods at a profit.

It is time to think beyond homes. Spend time thinking about how to expand your streams of income this year.

When most investors think about probate they only think about residential homes that aren't being passed down to the family. While there is certainly a large number of those homes available to investors, probate investing is so much more than just homes!

To the seasoned probate investor, every interaction is an opportunity. These opportunities include a myriad of different

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.

CREATE COMMUNITY OPPORTUNITIES FOR YOUR PROBATE BUSINESS

If you are looking for simply the best opportunities in probate, then you need to build contacts that can support your business. One of the best ways to do that is to simply get out in your own community. Take the time to join the local Rotary or Chamber of Commerce and get to know the other business owners in the area. You can also join a group like Real Estate Investors of America and share your probate investing tactics with them and get access to properties that way. Make contact and watch your business grow!

Surviving for the Holiday Season in Probate

The holidays are upon us, and with that there is a natural slowdown in the amount of work that is happening at this time of year. While the break may be welcome, it can also be challenging for those investors who appreciate their schedules and have a busy workload.

There are some things that you can do to survive the holiday season. First, you can look at the holidays as a break from all of the work that you have done during the year. Probate offers a lot of opportunities and taking advantage of those opportunities means effort. The holidays can be a nice time off with

family and friends.

Secondly, the holidays provide a great opportunity to evaluate where your business has been and where it is going. Many business owners get so busy on the tasks of the day that they forget to look at the big picture. Taking the time to evaluate



your goals for the past year and whether they have been accomplished is critical for future success.

Finally, you can keep working. You can still visit properties and chat with Executors to keep your business moving forward. 2015 will be here before you know it!

Enjoy the holidays and keep an eye on your business, taking time to plan for next year. The work will resume before you know it and the holidays will be over.



Should You Have Your Own Probate Website?

In today's technologically-focused culture, having access to information on the Internet is a virtual must. But is it necessary for individuals working in the probate industry?

Having a website that showcases your business will help you to establish your reputation in the area. Today's consumers, whether they are buying clothes, cars or looking for someone to purchase their assets after the death of a loved one, are looking for those individuals who have a measurable reputation. The best way for people to learn about your services today is for you to host a website.

Hosting a website doesn't have to be complicated, nor does it have to be geared toward gaining customers. While some businesses in today's competitive environment need to attract buyers through SEO practices in order to increase their profits, that is not the point of having a website for your probate business.

Building a website for your probate business is simply so that potential buyers and sellers will see that you are an established company. Executors may pull up your information on the Internet simply in order to find your phone number or email address. In any case, having a

basic site is a way to establish your company as one that can be trusted.

That said, what should be included in a probate website? A simple website that includes a homepage that describes what you do, an about page that talks a bit about you and a contact page is a great place to start. Over time, you could add a blog or a page of testimonials from Executors that have used and benefitted from your services.

Building a website of your own can help to establish who you are in the world of probate. Take the time to invest in a small site today and promote your business.

WHAT TYPES OF COMMUNICATIONS WORK THE BEST FOR PROBATE?

Do you feel like you are sending your mailings into a deep hole and just aren't getting the responses that you'd like to be getting? With the cost of postage, making the most of your mailings really matters.

Postcards can solve both of these problems. People still get tons of junk mail each day and your letter may be mistakenly added to that pile if it is in an envelope. Using a postcard, on the other hand, gives people immediate information about your proposal without an envelope.

There are many services that can now print postcards for a minimal amount of money. They can include pictures of homes as well as your picture. Use these postcards and see your response rate increase!

Focus On: Tricks of the Trade

Probate investors who have been working in the field for a long period of time have figured out that there are easy things that can be done in order to propel their business forward. These tricks of the trade are what differentiate successful probate investors from those who simply aren't as successful in the market. There are three things that can propel your business forward – relationships with others, ongoing training and using a lead service.

The first trick of the trade is to build great relationships within the business. Cultivating relationships with contractors that can quickly take care of plumbing, electrical and carpentry needs can save you time and dollars over the long run. Finding a favorite painter or carpet store that carries just the right quality and color of carpet can make your job easier. By building these relationships

you will benefit from quicker service and discounts. In order to build these relationships, focus on maintaining a professional, friendly demeanor and make sure to pay bills as soon as they come in. Paying your bills right away will build trust between you and the contractor.

Secondly, take the time to invest in ongoing training. The real estate market is certainly in constant flux and knowing what is going on can help you to make great decisions on properties. Ongoing training can include everything from participating in a local real estate club to watching videos, reading articles, viewing webinars or participating in seminars. There are even options for

you to participate in mentoring programs or follow other investors as they do their work, learning more about their process and improving your own skills.

Finally, take the time to invest in a lead service. While it may seem like a time and money saver to go to the courthouse yourself, in fact you are taking time away from your business by spending it at the courthouse. When you have leads delivered to you, you can simply vet them and then view the properties, saving time and effort.

Use these tricks of the trade to move your business forward during 2015 and see your profits increase.

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.

Get ready! The New Year is just about here, and that means that the real estate market will heat up in a short amount of time. Are you ready? Have you made your 2015 plans? If you aren't, there is still time.

Getting ready for 2015 means taking some time to evaluate your 2014 goals, set new goals for 2015 and learn some new skills that can help you to build a bigger business. With the help from the team at US Probate Leads, you can be sure that you will easily meet all of your New Year's goals. Whether you want to learn

about expanding your services to include estate sales, are considering branching out into commercial real estate or are thinking about buying and selling vintage cars, we can help. Our team of professional probate experts can help you to not only define your goals, but achieve them.

US Probate Leads offers training and tools that can make an enormous difference in the way that you run your business on a day to day basis. From webinars and seminars that can

help you keep up to date with all of the latest real estate trends to our individualized lead service that will save you time at the courthouse, you can be sure your business will thrive in 2015. Call us today!

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!



US Probate Leads

Plano, Texas 75023
Off: (469) 361-6281
Toll Free: (877) 470-9751
www.usprobateleads.com

PROBATE NOTES



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Setting Goals for 2015

Getting Ready for the New
Real Estate Season

Is it Worth It? How to Evaluate
a Property Before Buying It

