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Q2 2012

February, 2012

Vol 11 Issue 2

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.

Probate Real Estate Is More Than Just Residential

With the focus on probate-related real estate growing each and every day, real estate investors are learning that the market for probate properties is open to more than just residential homes. If you are looking for unlimited ways to make profit, probates are it!

There is literally every single type of property in the probate market that you can imagine - everything from personal

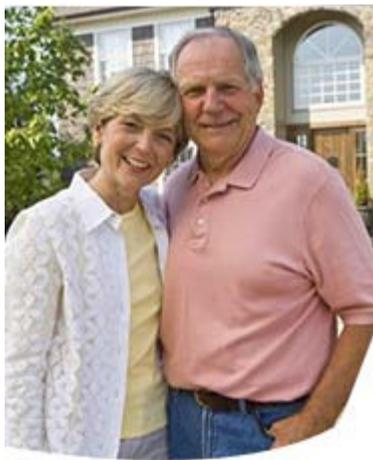
property (think boats and cars) to commercial office buildings, businesses, apartment buildings and even valuable personal items such as antiques.

Knowing that there are so many profit streams will help you to evaluate opportunities in the probate market. Probates have a lot more to offer than just the obvious. Don't limit yourself or your business to only residential homes - there are just too many good options out there.



PROBATE WATCH

Are you tired of going to the courthouse and struggling to find the information that you need in order to make contact with families who have an estate in probate? Tired of getting information that isn't correct or isn't complete? If so, then you need a simpler approach. US Probate Leads' automatic lead service offers you the opportunity to get the information you need delivered right to your Inbox with no hassle, no waiting and no searching. US Probates Leads' service gives you the time to do what you do best - make deals with Executors on great homes.



The Most Important Question: "What's In It For Me?"

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

They want to know how what you have to offer will benefit them, and they want to know that you are on their side, no matter what.

Why is knowing the answer to "What's in it for me?" so critical to your probate business? If you don't know how what you do benefits others, you will have a difficult, if not impossible time, making deals. You must know why people would want to work with you, and more importantly, how what you do can help them.

This should be the first theme of any message that you

provide to potential clients. Benefits of working with you may include:

- Quick closing
- Take properties in any condition
- Professional and courteous.
- Sensitive to your needs.

When you are explaining to potential clients why they should work with you, remember to focus on the question that is on their mind from the minute they meet you or open a letter from you. Answer "What's in it for me?" and make sure to address how you can help them.

You might think that the question of "What's in it for me" is one that you should be asking as a probate real estate investor – and you should. But, the same question is asked by every person that you have contacted about probate-related real estate purchases.

"What's in it for me?" is the first question that an Executor, attorney or other family representative will ask when they open your letter.

ACCURATE PROBATE LEADS HAVE A LONG SHELF LIFE

While you may think that only the newest leads are the best ones, that's just not true. There are many timing issues that can effect when a family chooses to sell a home. They may include:

- ✓ Bills to be paid
- ✓ Family communication
- ✓ Where the heirs live
- ✓ Arguments
- ✓ Concerns about selling

Believe it or not, most homes are not listed within 90 days of the decedent's death. There are literally twice as many on the market eighteen months later! Old data in the traditional market is new in probate.

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.

Marketing Your Probate Business On The Internet

While many probate-related real estate investors are interested in the real estate side of the business, there are many opportunities that may go unanswered without a comprehensive marketing plan. Developing a website for your probate real estate business can not only give you credibility, but can position you to hear about more opportunities and more deals that you could imagine is possible.

There are so many avenues to getting the word out about what you do. The first place to start is by developing a website. With the advent of intuitive technology, creating a website for even the most technologically - challenged

can take just a few hours. Most web hosts offer templates that you can use to simply type in your information, giving you an instant homepage, about us, and contact page.

Your website doesn't have to be complicated, but you do need one. These days, more and more people are using websites

as a way to verify that someone is who they say they are. While your site doesn't have to be complex, having an Internet presence does give you options.

Once your site is up and running, you can take advantage of social media outlets (such as LinkedIn and Facebook) to get your message out, you can post pictures of your properties that are for sale or for rent and you can even post articles about being a probate-related real estate investor or buyer. All of these options give you credibility and help potential clients to see you as a serious player in probates.



**SMARTER INVESTING:
Now Is The Time!**



Today's probate market has never been better for investors. With so many families aware of the challenges that the real estate market has been seeing over the last few years, Executors are looking for ways to sell their properties. With a real benefit to probate-related real estate investors, the challenges of the market have created opportunity for profit!

Opportunities In Commercial Property And Probates

When most investors start thinking about entering into probate-related real estate, they don't consider that there are many commercial properties that can be found as part of an estate. Commercial properties offer a new area of investment for probate-related real estate investors.

What types of commercial property might be found in an estate? They could range from multi-family housing, to apartment buildings, to strip centers to office and medical buildings and even undeveloped land. With such a huge variety of options, commercial property may be a good option for you.

Commercial real estate offers many benefits.

Here are some of the greatest benefits to commercial real estate:

- Commercial investors generally have the passive income stream of receiving rent every month, giving you additional income that can dramatically change your life.
- There is the opportunity to develop raw land into something new or sell it. If you live in a developing area, you can either build a new building or complete a land lease where you lease out the land to a company, and any improvements they make belong to you at the end of lease.

- For strip centers, office and medical space, you can have the option to renovate the space to attract new business and even sell the property to another investor once the rehab is complete, making a profit in the meantime.

As you can see, there are many ways that you can make a profit in commercial real estate. Though many probate-related real estate investors are only focused on residential real estate, the opportunities for profit and income in commercial real estate should not be ignored. While commercial real estate may cost more, the rewards can be enormous and can provide passive income that can be life changing.

CONNECTING WITH EXECUTORS

Just as everyone has a different personality, every Executor is different. While you may discover that some of the people you contact aren't interested, have already made plans to deal with their home or aren't ready, you will find some people who are immediately interested in what you have to offer.

The up and down ride with Executors can be frustrating, but know that it is just part of any business. What is the best way to maximize your chances of making a deal? Instead of just sending out one solitary letter or making one phone call, come up with an entire campaign that includes contact with your potential customer once a month for about six months. That way, when the Executor is ready, they will have your information close at hand.

With any Executor, being consistent in your communications is critical. Your professionalism as well as your follow up will tell the potential client much about your business and your integrity.

Probate Isn't A Just Residential Game

Being a probate-related real estate investor is a job that requires hard work and great people skills. Even with this focus on old-fashioned effort, there are many ways that technology can help probate-related real estate investors to streamline their business and make the most of the time they have.

Technology has seriously improved the ability of a probate-related real estate investor to not only communicate with potential buyers, but to manage their operations. Here are some examples of the ways that technology can help your business move forward:

Going mobile. Having access to a smartphone can not only give you the ability to check your emails on-the-go, but to find local stores and contractors that might have supplies or services to help you get your property on the market. Geolocator and search functions give you the access you need no matter where you are.

Manage your marketing. All serious real estate investors spend a lot of time working on mailings. There are now software programs that can not only create personalized letters and print envelopes, but can do so at scheduled times without your assistance. These programs, like the one offered by US Probate Leads, virtually automate your contacts and give you the option to enter information as to how your potential clients have responded.

Internet savvy gets attention and leads. Having a website with a contact page and email form not only gives web visitors a way to contact you, but positions you as a credible, serious business. You don't need anything too complicated, but having a website does help you to show potential sellers that you are a pro. If you are really serious about

your web presence, having a SEO (search engine optimized) website will help your site to be one of the top websites found when someone does a search for probate-related real estate. Just these organic searches can give you leads that you didn't have before.

Get Social. Social media is all the rage for businesses now, but is it a real help for probate-related real estate investors? It can be in terms of raising awareness of your business and finding leads. Having a LinkedIn account or a Facebook page can give you a place to share videos of your newest purchases, and provide information on what you are looking for. You never know, someone who knows you might also know someone who has a home to sell.

With a little knowledge, technology can be a real help to investors.

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.

By now, we hope that you have taken steps to get your probate-related real estate business started. 2012 promises to be a great year for those who work diligently on their probate properties.

In this issue, we have covered several ways that technology can be a help to your probate-related real estate business. Whether you develop a website or use a smartphone to stay in touch while you are on the road, technology can be a tremendous way of keeping in touch with potential buyers and sellers of

your properties. If you still need a bit more help in the technology area and want a way to automate your communications or get leads delivered right to your Inbox while you are on the go, contact us today. We have technologically-based tools that will help you in saving time and keeping in contact.

Probate investing encompasses more than just residential real estate. In upcoming issues we will be covering all of the different areas that benefit from probate sales. So, whether you are interested in antiques, boats,

cars, businesses or homes, we will have information for you. Keep watch for upcoming issues with more information that will help you to build your own probate-related real estate business.

We encourage you to learn more by visiting our Website 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

PROBATE NOTES



Next Issue - March, 2012 Topics

Spring Selling Tips

Top Trends For Probate In 2012

5 Ways To Get Your Property Sold



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