



▶ 2013 GREAT YEAR FOR PROBATES 1



▶ USING TECHNOLOGY TO YOUR BEST ADVANTAGE 2



▶ WHAT TO LOOK FOR WHEN EVALUATING A PROPERTY 3

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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.

2013 Will be a Great Year for Probate Real Estate Investors

2013 shows promise to be a great year for those investors who are interested in building a vibrant probate real estate business. The time to get involved is now! With fewer foreclosures on the market and more families wanting to quickly sell their probate properties to pay bills and to lessen their financial responsibilities, deals in the market will abound.

Unlike foreclosures, the probate real estate market is primed to move

quickly. You can anticipate quick responses to your offers and quick closings, which will help your business to move forward. Families, unlike foreclosure banks, have a need for cash to pay taxes, funeral bills, medical costs and to close out the estate.

With quick closings and a great selection of homes on the market, 2013 is primed to be a good year for probate investors.



PROBATE WATCH

With the probate real estate market, there are always new homes coming available. Why is this? Literally every day, probates are filed in every county in the United States. This means that there are always homes, commercial properties, businesses and other assets available to purchase at a discounted rate. Families need to get their property sold in order to decrease their maintenance costs, pay taxes, deal with medical bills and legal fees. The service you offer is critical to helping these families move forward financially and relationally.



Using Technology to Your Advantage

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

improvements in connectivity can allow you to get more done in the same amount of time. Here are some key pieces of technology that can improve your business:

- A laptop computer can be taken to a potential home and used for initial pictures and estimates as well as being used during the construction phase to keep track of costs and profits.
- A smartphone can allow you to take pictures, email them to contractors for

pricing and quickly communicate with your team while you are on the move.

- A mobile printer will offer you the option to print off contracts right on site, saving you time and closing deals faster.

As you can see, technology can make your probate business work more efficiently. A laptop, smartphone and a mobile printer can save you time and money.

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.

With advances in technology, growing and maintaining a probate related real estate business isn't nearly as difficult as it used to be. Today's technology can effectively streamline your business, which will allow you to spend more time on your core business functions.

How can technology help? Changes in the mobility of hardware and

CREATING A BASIC COMMUNICATION STRATEGY

In any business, communicating effectively is a critical part of success. Creating a basic communication strategy for a probate real estate business can be a simple process.

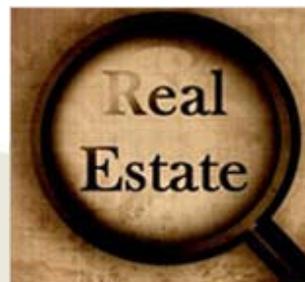
The place to start is with an introductory letter sent to the home. Regular follow-up letters highlighting the opportunity to sell, quick closings and the desire to purchase "as-is" are all important items to remember to include in your letter. Send these gentle reminders monthly for a period of at least six months.

One of the best reasons to consider starting a probate real estate business is that it has the unique ability to not only meet your financial needs, but your lifestyle needs as well. You can make probate investing work for you and your life.

There are distinct advantages to being your own boss. No longer will anyone tell you what time to show up for work or how many hours to put in. You'll have the ability to take the projects that appeal to you and that make the most sense given your own personal and career goals. With the ability to set your own hours

comes the option to attend important family events - those events that your children and family members will remember in the future.

Though there are distinct advantages, there are also some realities to remember. In order for your business to work, you



SMARTER INVESTING: Caring for Clients



One of the realities for those working in the probate related real estate business is that they are encountering families who are hurting. Though financial decisions need to be made to finalize the probate case, these families have just suffered a significant loss. Remembering this will help you to achieve a win-win agreement that you can feel good about

Make Probate Investing Work for You and Your Life

must work your business. Spending time making phone calls, visiting potential probate homes to purchase and completing projects are all parts of the daily life of a probate investor. Dealing with challenges that emerge and remembering to complete marketing activities are also part of the work life of a probate investor.

Making probate investing work for you is easy. It simply requires a little bit of balance, periods of hard work and knowing that you can achieve your dreams.

Don't Get Duped! What to Look for When Evaluating a Property

When you are starting out in the probate real estate business, it may seem like each and every property is a possibility for investment. As you become a more savvy investor, you will develop criteria that will help you to determine if a property really is a good deal.

There are some guidelines you can employ to make sure that you don't get drawn in by the excitement of a property and later regret your investment. The first criterion to consider is the old adage, "location, location, location." You could find a fantastic single family home that is priced right, but if it is in a less than

desirable location, you will have trouble selling it. In order to determine the quality of the location, you can look at tax rates, ratings of the local school districts and the average amount of time that a home stays on the market in that city. Another criterion to consider is the overall condition of the home. Homes may look fine cosmetically, but they may have problems under the surface. If the roof needs to be replaced, there are issues with the foundation or major problems with drainage or septic systems, then that home is one to walk away from unless the owners are

practically giving it away. It will cost you more to bring it up to code in order to sell it than you will make in profit on the property. Finally, take into consideration the amount of work that needs to be done to the property. Too many investors believe a property may just need a quick coat of paint and new carpet to sell. While that does happen, it doesn't happen often. Take a critical, realistic look at the home and what it would need to be attractive to buyers. Having a contractor or real estate agent walk the property with you can be a help.

Don't be duped by homes in a bad location or in bad condition. Choose wisely and profit.

TIME IS YOUR ALLY IN PROBATE REAL ESTATE TRANSACTIONS

You may not think so, but as time goes on, you have a better chance of getting a family to respond to your communications and being interested in making a deal. Why is this? As the days progress, families have an opportunity to work through their grief and begin to learn to live again without their loved one. This passage of time, along with their financial needs and the requirement to get the probate closed may encourage an Executor to take action on their real estate.

What this implies is that contacting a family regularly for several months – six to twelve – after the loss of their loved one makes good business sense. That way, you will have the opportunity to be available as soon as they are ready to begin to negotiate a deal for their property.

Writing Effective Marketing Pieces that Get You Calls

Writing marketing pieces is an important weapon in the arsenal of every probate investor. Keeping in contact with Executors who may be interested in selling a loved one's home over a period of time can lead to a variety of business opportunities.

All of this hinges on the ability to write marketing pieces that encourage people to take action. There are critical items to think about when you sit down to write these pieces – characteristics that make all the difference between someone picking up the phone and throwing your letter in the trash. Here are some things to consider:

- A professional tone. Remember to always take a professional tone in your writing. You are running a business, not trying to attract friends. Your professional tone will

help you to establish that you are a credible option for families.

- Employ proper grammar and usage. Nothing can derail your communications more quickly than spelling, grammar and usage issues. Read through what you write out loud. You will find any issues more easily that way.
- Be respectful. While you are attempting to profit in the real estate market, the people receiving your letters have just lost a loved One. Be respectful of their needs.
- Address pain factors. Think about what is a hassle for your prospective sellers. Do they need money?

Need to decrease their stress? These are all options that can help you communicate the WHY your service is helpful.

- Provide a call to action. What do you want them to do? Be explicit and ask for a call or email.

These are a few keys to making your letters successful.

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.

Entering into the probate related real estate business can be a profitable and flexible way to live the life that you want and achieve your dreams. With the option to set your own work schedule, create your own plan for financial success and help families who need cash to move forward after a loved one's death, investing in probate real estate can help you and others.

At USPL, our goal is to help you to achieve your dreams by offering you timely tools and information that will help you to build your

business in a way that makes sense. With our custom lead delivery service, you can spend more time investigating properties and managing projects, rather than trying to cull through mountains of records at the local courthouse. Our communications software allows you to schedule and automatically print off timely letters and notes to potential sellers, keeping your name in front of them the minute they are ready to make a deal. Each of these tools are designed to help you streamline your business and make more of each day!

If you are just getting started in probate real estate, then take the time to visit our website for more information on our training, lead service and tools

You can find us 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, 2013 Topics

A Day in the Life of a Probate Investor

Taking Advantage of the Spring Season

Projects that Lead to Profits



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