



► WHY ARE PROBATE INVESTORS SO MOTIVATED TO SELL1



► FLAWLESS FOLLOW-UP FOR YOUR BUSINESS2



► PROBATE ISN'T JUST A RESIDENTIAL GAME 3

Q1 2012

Jan 2012

Vol 1/1 Issue 1

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.

Why Are Probate Sellers SO Motivated To Sell?

People who have probate-related real estate (or other assets) are some of the most motivated in the market, ready to make deals quickly. Why is this? Usually, when someone passes away, there are unpaid bills. The Executor, who oversees the probate, is in charge of making sure that each and every one of those bills is paid. Whether they are medical, tax, credit card, mortgage

or funeral expenses, they all have to be paid in order to settle the estate and to make any cash distributions to the heirs. On top of that, the Executor is responsible for taking care of all of the property in the estate. This can be very difficult if they Executor lives out of town. Why are probate sellers so motivated? They must make deals in order to settle the estate and move on with their lives. Knowing this should give you insight as to why Executors are so quick to make deals



PROBATE WATCH

Does investing in probate sound like a good deal, but you don't know where to start? Do you need probate leads? Instead of spending countless hours at the courthouse, digging through unorganized paperwork, uncertain of what you are coming home with, use our Leads service to help. We'll send active, current probate leads from your geographical area directly to your Inbox, saving you time, frustration and aggravation. Instead of going to the courthouse, spend your time out contacting sellers and making deals that will grow your probate business.



Flawless Follow-Up For Your Business

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

Have you been wondering why you can't seem to get a deal put together? One of the biggest pitfalls to probate-related real estate investing is not doing enough follow-up with prospective sellers.

Probate-related real estate investing is much like any other job in that flawless follow-up is many times the difference between getting the deal and watching someone else walk

QUICK REPAIRS THAT CAN MAKE YOU MONEY!

When you purchase a property, whether it is commercial or residential, there are repairs that you can make that will help you to rapidly sell it and profit. Here are a few things to consider:

Paint. A fresh coat of paint can not only give a dated home a new look, but it can remove odors and brighten a room.

Carpet. Ripping out musty carpet is a must!

Kitchen/Bath. Putting on a new counter top, adding new drawer pulls and painting cabinets can revitalize any kitchen or bath

away with the property that you want.

Follow-up is critical because not every family will be ready to sell the minute that you contact them. Make a point of following these suggestions to increase your odds of getting a deal done:

Put together a program. Having a program of communication that you go through with every potential seller is critical. You can send an initial letter and then follow up with postcards, calls or notes at regular intervals. Spacing contact out at least thirty days apart keeps you in

the sellers mind, but doesn't seem that you are nagging them.

Record it. Keep track of who you have sent information to and how they have responded. If they have asked you to call at a certain time, do!

No means "not yet." When a potential seller says no, many times they mean "not yet." Gently ask if you can contact them in a few months.

Follow up is the difference between making a deal and not! Follow-up and see your business grow!

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.

Taking Advantage of the Winter Months

Most people wait until the warmer spring months to start making great probate real estate deals. Luckily, there is no reason to wait! There are many ways to take advantage of the winter months and hit the ground running in the spring.

During the winter months in colder climates, most sellers huddle in their houses and don't try to sell until the spring weather breaks. What can be a true discouragement to someone trying to sell their home can mean additional profits for you. For Executors trying to maintain a home from long distance or who have two homes to manage with snow blowing and concerns about winter weather, there is nothing better than finding someone who is

willing to purchase their property. Many times, you can get additional money off of a home because the Executor no longer wants to deal with the stress of worrying about it during inclement weather.

You can take advantage of this by offering to remove the stress. Provide a bid on the property and offer a bit less



than you normally would. This strategy works especially well given the fact that you can't do a thorough inspection of the yard and landscaping – the condition of which may need to be addressed in the spring. Additionally, if the property you are considering has any weather related problems, such as a leaky roof, that too can be used to your benefit when approaching the Executor.

There's no need to wait until spring to make great probate-related property deals. Simply offer to take the stress of of the Executor and see where that takes you.



Technology can be a lifesaver when it comes to running any business. Probate-related real estate investing is no different.

At US Probate Leads, we have developed a series of tools to help you not only track your business, but to keep you in constant contact with your potential sellers. Visit our website at www.usprobateleads.com for more information

Which Repairs To Do?

Which Repairs Can Wait?

Repairs to a home or property that you have just purchased can be the most expensive part of getting a property ready to either rent out or sell. Knowing which repairs can wait and which have to be done immediately is the key to making sure that you have the best chance to profit from your purchase.

There are some repairs that do need to be taken care of in order to sell a property. If the city that you live in requires a sales inspection, then those repairs would need to be completed in order to resell the home. Electrical or plumbing problems are also ones that should be taken care of prior to selling a home. Knowing that the mechanicals are up to code is the way to ensure that the buyers will have a safe place to live. If there are major roof

leaks, those should be addressed as well.

While there are many repairs that are necessary, there are repairs that can be put off until the home is sold. If the home has an older roof that is still functioning properly, then there is no reason to replace it. Landscaping is another area where repairs and updating can wait. Simply cut back overgrown bushes, mow and fertilize the lawn and add mulch to landscaping beds to give the yard a fresh look. Upgrading an entire kitchen can wait as well. Most of the time it is enough to simply paint the existing cabinets, add new drawer pulls and a new counter top.

The same goes for bathrooms. Though buyers will look closely at them, as long as the bathroom is clean and not completely dated in color, new caulk, a good cleaning and a coat of paint can usually take care of any problems. Bedroom carpeting is another area that you may be able to save money. While you may want to replace living area flooring, if bedroom carpets are neutral in color and in good condition, a simple cleaning may do the trick.

It is very easy to go overboard with repairs to a home or property that you have purchased. Remember, in order to be profitable, you need to keep your costs to a minimum.

REALTORS ARE PROBATE INVESTING SUCCESS STORIES!

Realtors have an edge in probate-related real estate investing. With a plethora of contacts in the community, intimate knowledge of how the real estate market works, and a network of professionals to help with virtually every repair, Realtors are flocking to probate markets.

Whether a Realtor is looking for a home for themselves or for a client, more and more Realtors are taking advantage of probate-related real estate opportunities.

The benefit to Realtors is that there is additional flexibility in the probate market that can't be found elsewhere. With heavily discounted prices and motivated sellers, working in the probate market offers more options to complete deals than in traditional real estate markets.

Are you a Realtor who is new to probate-related real estate? Visit www.usprobateleads.com for more information on how to be profitable in the probate real estate market.

Probate Isn't A Just Residential Game

When you think of probate-related real estate investing, you probably think of residential property, right? As people lead complex lives with jobs, homes and hobbies, probate-related investing covers a gamut of types of investments and opportunities – much more than just residential real estate.

In addition to residential real estate, there are also options in several different areas, such as:

Business buying. If the decedent was a business owner, their business might be for sale. Opportunities include the chance to not only purchase a profitable business, but to purchase the equipment at a discounted price.

Commercial property. Over time, a person may have invested in commercial property, and the heirs may be seeking to liquidate it. Commercial property may include everything from

apartment buildings, to office space, as well as warehouses or storage units. In addition, commercial space may include medical offices or even strip centers. All of these may be available for sale by the Executor.

Undeveloped land. Whether it was for a dream home or commercial use, many times there are pieces of undeveloped land in a probate. Check on the location and the zoning before you purchase to make sure that it is appropriate for your use.

Antiques. If you love antiques, then probate offers some of the best opportunities available. Many people keep family heirlooms in their home and need to sell them to cover medical, tax and funeral expenses. Think of the things that might be stored in someone's attic or garage. The options are endless!

Boats, cars and other machinery. Keeping up a hobby or home requires machinery and probates may include current or collector cars, boats, RV's, ATV's, lawn equipment, tools, and even patio furniture. Each of these items may need to be sold to clean out the home.

Personal articles. If you love estate sales, then probates have a lot to offer. Ranging from jewelry to furniture, those interested in making a profit can do well in probate investing.

As you can see, there is much more to probate-related real estate investing than simply real estate. Whether you are interested in antiques, commercial property, boats, cars or jewelry, there are unlimited opportunities to find treasure and profit. Don't be limited by simply focusing on residential real estate – branch out and profit!

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.

2012 is here! There is no better time to begin your business than the new year. You'll have a chance to launch your new business and be up and running before the spring selling season starts.

As we discussed in this newsletter, there is so much more to probate investing than simply residential real estate. Think out of the box! If you purchase a home with furniture, tools or personal articles that have been left behind, don't see them as trash, see them as an opportunity to profit. Learn to leverage every penny you can out

of each and every property you purchase.

Keeping track of what you have going on can be more and more challenging as you grow your business. At US Probate Leads, we know that. To help you build your business, we have developed a series of tools to help you as you move forward. From our Lead service – which delivers current, active probate leads right to your Inbox – to our communication tools, we have everything you need to manage a successful probate-related

real estate business.

As you look into 2012, you might be wondering how to start. The best place to start is with one step: A visit to our website. Come and learn how you, too, can succeed at probate-related real estate investing.

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



What's Next - February, 2012 Topics

Commercial Property and Probate

How Technology Helps the Probate Investor

Marketing Your Probate Business



US Probate Leads

Plano, Texas 75023

Off: (469) 361-6281

Toll Free: (877) 470-9751

www.usprobateleads.com