



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 on the Upswing. Get Ready for Success in 2013

There are changes on the horizon for people who want to invest in probate real estate. With the economy trying to recover, fewer foreclosures on the market, and rising home prices, probates are the best place to be for real estate investors in 2013.

Are you ready for success? Whether you are just starting out or are looking for options that can help you to increase the

profitability of your current business, we have strategies that can help. From goal setting to avoiding common mistakes in property acquisition, we will give you the tools that you need in order to build the business you have always wanted.

Why look at probates? With deep discounts, motivated sellers and options for a myriad of different types of investments, you can profit!



PROBATE WATCH

Each and every day, probates are filed in every county across the United States. Most of those probates include real estate, cars, antiques, jewelry, collectibles, businesses and commercial properties. The opportunities to profit are enormous! With some creativity and some business savvy, you can build a profitable business around helping Executors sell off the assets of the estate. In the process, you will help the family to move on, help the Executor to settle the estate and the bills and create multiple streams of profit in the meantime.



Setting 2013 Goals for Success

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

goals is in how many properties you'd like to purchase this year. If you would like to purchase five homes this year, then you know you will have to look at quite a few more than that. Each week, you can make it your goal to actively look for homes and other properties that meet your selection criteria.

Another area that you can set probate real estate goals for this year is in the level of profit that you'd like to make. If you want to increase your income from \$75,000 to \$100,000,

think about what it takes to make \$25,000 and then add those steps into your weekly activity. You'll quickly see your income increasing.

Finally, you can set goals in marketing. Getting the word out about what you do can be critical in building your business. Set aside time each week to send out mailings, schedule speaking engagements and to meet with attorneys.

With a little preplanning, you can set and meet your 2013 probate real estate goals.

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.

4 Don'ts for Probate Entrepreneurs

Clearly, the best business people learn from their mistakes and the mistakes of others. Being successful in probate real estate is not only about what you do, but what you don't do. Here are four pitfalls you can avoid in your own business.

First, don't ignore your marketing efforts. Getting your information out into the community is one of the best ways to get ahead of the competition. Yes, marketing takes time, but putting it on the back burner can really slow your business down.

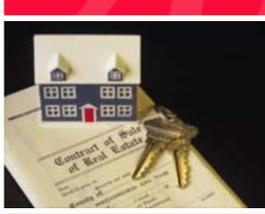
Second, don't buy a property in a

less than excellent location. The old adage of "location, location, location" still holds true in the probate real estate business.

Third, don't buy without knowing what you are getting. While it can be tempting to put an offer in on a home without running all of the numbers, you may get burned by doing so.



SMARTER INVESTING: Care In Communication



Working with probate families is about more than simply making profits. You can be a critical part of helping families to heal after the loss of a loved one. By being respectful and gentle in your communications, you can earn the trust of Executors and their family members, making it easier to purchase homes and other property.

Take the time to get an inspection and estimates from contractors to determine if you can make a profit on the property.

Fourth, don't give up on sellers that don't respond right away. Just because you sent a mailing and someone didn't respond doesn't mean they aren't interested. Grieving families need time.

These four don'ts will help you to create a positive business that profits.

Investing in Probates Means Profits

If you are new to the probate real estate business, then you are getting into the market at just the right time! Investing in probate real estate properties means profits for you and your family.

Clearly, there are many options for real estate investing. Probates offer some of the best opportunities to create profit in your business.

Why are probates such a good choice for investors? Families who are selling probate properties are willing to sell them for less than market prices - generally 30% to 50% off of current pricing. The reason for this is twofold: the families need cash to pay for funeral,

medical, tax and legal fees associated with the death of a loved one. Secondly, the Executor of the estate is willing to sell the property for less due to condition.

Generally, probate properties have not been updated to current market standards. Given that knowledge, sellers are willing to take a discount on the property so they don't have to coordinate updates and can get their cash faster.

Probates also offer more than one income stream that investors can profit from. Not only is the real estate itself valuable, but the contents of the home can be valuable

as well. Investors have been known to find antiques, jewelry, car collections and other items that can be sold to offset the cost of the home and the improvements.

Finally, there is flexibility in probates. While not everyone may want to invest in residential real estate, estate sale professionals, antique collectors, vintage car specialists and those looking for antique furnishings, commercial property and vacation homes can benefit from probates.

Probates clearly mean profits.

UNDERSTANDING THE ROLE OF ESTATE EXECUTORS

When you understand the role of the estate Executor, you'll have a much better idea how to help your clients and land better deals. Here are a few things to know:

- The Executor is in charge. The estate Executor is someone who has been certified by the court to dispose of assets. They are responsible for selling the items in the estate.
- The Executor may or may not be a family member. There are times when an Executor is an attorney or a family friend.
- The Executor can sell items out of the estate before the probate is completed. The probate doesn't have to be closed before assets can be sold.

This overview will help you to land more deals in probate real estate.

The Biggest Real Estate Trends in 2013

Like every other industry, real estate experiences trends. 2013 has a wide variety of trends to keep in mind.

For those probate real estate investors who have rental properties, you are in luck! Property rents are expected to continue to increase as those who have been living with their parents finally get a job and start looking for a place to live.

Increased construction costs will be another item to look for in 2013. These increases will be based on the cost of mainstay items like pressure treated lumber, drywall and plumbing materials rising in price. While labor costs may hold constant, look for additional money to be spent in supplies.

Another trend will be an expected increase in home prices. Your properties may be at a higher demand because of decreases in

new home construction over the last several years. People looking for a home may look to pre-owned properties that have been updated if they cannot find a new home that suits their needs.

Helping those buyers get into a home will be a slight easing of credit requirements. Look for banks and mortgage companies to make getting a loan easier as more buyers start shopping for a loan.

With the easing of credit and more people employed and moving out of the family home, there will be a large amount of people entering the market as a first-time home buyer. These buyers will be looking for affordable housing they can purchase at a discount to make it easier to get a home loan.

This is an ideal situation for probate real estate investors who have taken the time to rehabilitate a home.

Finally, there will be a decrease in the amount of foreclosures that will be available. With fewer overall homes for sale, prices will increase on those that are in the market. Probate investors should still remain an excellent bargain in the market.

Knowing what the general trends are in the real estate market will help you to prepare your business for changes during 2013. Keep these in mind as you purchase new properties.

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.

We appreciate you taking the time to read *Focus On Probate*. In this issue, we have worked to set you up for success in 2013 by offering you tips on setting goals and things to avoid when you are making deals. By working with this information, you'll have greater success in your business this year.

Probate real estate investing offers more than just deeply discounted real estate and motivated sellers. As an investor, you have the real opportunity to help families in need. After

losing a loved one, finding ways to pay the bills, manage property and businesses and grieve can be a real challenge. You can make a positive impact on the lives of these families. What you do is more than just making profits!

While you are building your business, we are here to help. USPL offers tools and training that can make all the difference in building your business. From our lead services to software that will help you to coordinate your communications campaigns, we can work with you to make

sure that you profit. Need more information? Contact our friendly staff today for more information. We are here to help!

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 US 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 - February, 2013 Topics

Using Technology to Your Advantage

Creating Multiple Income Streams for Your Business

Writing Effective Marketing Pieces that Get Sellers Calling You



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