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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.*

## Being Busy Creates The Luck You Are Looking For In Probate Real Estate

Have you ever thought, "Probate real estate investing sounds good, but I don't think I can do it." We all have doubts, that's for sure, but the only way to be successful is to get to work.

If you haven't taken the opportunity to get started in probate real estate investing, don't wait for one more minute. Get started today. The people that you see who are "lucky" really aren't. They are simply busy and working hard at their business.

Their efforts pay off in getting them leads and options that might have been overlooked by someone else.

Don't doubt. Get started in probate real estate today. And, if you need help, don't hesitate to contact US Probate Leads for assistance. We work with investors all over the country who are making their dreams come true by getting busy working their probate real estate business.



## PROBATE WATCH

When you buy probate real estate, you have the opportunity to purchase properties at a significant discount, instantly making you money on the intrinsic value of the home. Remember that when you do purchase a probate home that unless you have specifically requested repairs, any upgrades will be left to you. Most probate homes are sold in "as is" condition, which is why you can purchase them at such a discount. Count all of your costs before agreeing to a sale price – count everything you'll need to get it ready to sell or rent.





If you want Probate Leads, the company you should contact is US Probate Leads. With the ability to retrieve data in any court in America they are the one source for monthly probate data. US Probate Leads can provide you access to the information you need. You can get his information by checking out their website at [www.usprobateleads.com](http://www.usprobateleads.com).

## Why Probate Is Better Than Foreclosure

The place to begin is at [www.usprobateleads.com](http://www.usprobateleads.com).

While the news harps every day on how many foreclosures there are, you may wonder whether looking at foreclosures might be a better solution than probate real estate. Though there are options in all areas of real estate, probate has some distinct advantages over foreclosed properties.

In probate cases, you will be frequently dealing with homes owned free and clear by a family. This is not so in foreclosed properties, which are usually owned by the bank and can make negotiating on price difficult.

If the foreclosed home is still being occupied, then the homeowners may feel they are

being forced out, as opposed to in a probate sale, where the family is usually happy to leave the property. Emotional owners can make your job difficult.

Finally, though deals are available in both situations, banks that own foreclosed homes may not be as willing to discount their homes as deeply as a probate homeowner might be. With the need for quick cash to pay funeral expenses, taxes and other fees, Executors are more ready and willing to make a deal.

While both foreclosed homes and probate homes offer options for investors, probate offers a significant advantage.

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.

**SMARTER INVESTING:**  
Decrease Your Costs



The old adage of "buy low, sell high" is nowhere more appropriate than in real estate investing. One way to decrease your costs is by making sure that you have offered well below what you think the property is worth. Remember, you may have repairs and upgrades to complete in order to sell it. Decrease your costs and increase your profits!

### FINDING A MOTIVATED SELLER

Finding a motivated seller can make all the difference in how your probate real estate deal progresses. There are many reasons that Executors might be eager to sell their home. Ask (or try to find out) how they would use the money from the deal. To pay taxes? For the heirs? For unpaid medical bills? To cover an expensive funeral? Or, their intent in selling the property may be more practical than financial. If they live out of town, then selling the property quickly will prevent them from having to deal with maintenance issues such as lawn mowing and snow removal. Knowing why they are selling is key to finding a motivated seller.

## Buy Your Dream Home In A Probate Sale!

Whether you are a probate real estate investor or not, there are some tremendous opportunities on the market right now. While you may be focused on adding to your portfolio, another terrific application for probate real estate is in finding your dream home.

Though you may be looking for a certain type of property, using your skills as a probate real estate investor to find your family a home can be an optimal way to get a property that you normally could not afford.

Think about this. . . homes of all sizes and in all areas are available through probate transactions.

And, if you are looking for a larger sized home, you may have even better options as the cost to purchase the home may be well above what other people can afford. If you are handy or have good contacts within your network of contractors, then even better. Older homes in a superior location that require a little bit of work may offer the best options for your family.

When you are pursuing your dream home through a probate real estate deal, remember to treat buying your dream home like any other transaction in your probate real estate business. Do your homework and make sure to thoroughly estimate the costs of any repairs that might be necessary. Create a long-term plan for turning the home into exactly what you want it to be.

With a little planning and excellent research, you can use your probate real estate skills to buy your dream home!



# How Leads Are The Key To Your Business Success

No matter how great of a process you have for closing probate real estate deals, if you don't have leads, you don't have a business. A generous flow of leads is what will keep your probate real estate business functioning for the long term.

No business can operate without contact with the community in which it operates. Can you imagine a doctor without patients, or a restaurant without people to eat the food? Your probate real estate business is exactly the same.

As a probate real estate investor, you have many options for collecting leads on properties that may offer you an opportunity for profit. One option is

based on leads you find in the community. As you spread the word about what you do and what you are looking for, people who know you may call and tell you about someone that you can potentially help. Another way you can get leads is by attending real estate club meetings and being diligent about networking and sending out flyers and brochures. And, of course, you can also go to your local courthouse on a regular basis to find new leads of cases that have newly posted to probate.

While all of these methods can be helpful and can generate leads, they may create only a trickle. In order to be successful, you need a virtual river of leads in order

to find the best deals with the most potential for resale or to add to your portfolio. A lead service may be what you need to get the quantity of leads you need in the least amount of time, freeing you up to follow up on the most promising options.

US Probate Leads makes getting the amount of leads you need easy with our comprehensive lead service. We do all the legwork for you and simply deliver the data to you directly in your Inbox.

Whether you network, send mailings, go to the local courthouse or use a lead service, having a quantity of leads to work from is central to your success.

## TIP:

### KEEPING IN TOUCH WITH SELLERS

Sellers can be a tricky group. While at first they may not want to talk to you, when they decide that they do, they impatiently wait for you to call them back.

The best way to handle the push-pull of working with sellers is to maintain gentle but regular contact with them over a long period of time. Typically called a communication campaign, you can use email, direct mailings or even a flyer dropped off in their mailbox to let them know you are still available and interested in discussing their property. Completing these mailings in regular intervals is the secret to converting sellers to SOLD, so don't get frustrated.

US Probate Leads offers software to assist you in keeping contact with your leads, importing new data, and scheduling mailings and phone calls. It even records the progress that you've made. Contact us at [www.usprobateleads.com](http://www.usprobateleads.com) for more information on this powerful tool.

## Market Your Probate Real Estate Business

Once you've completed your first probate-related real estate transaction, you are going to be so excited that you'll want everyone to know what you are doing and how successful your deal was. But, your excitement may be short-lived if you can't spread the word about your business quickly. Here are some tips to market your probate real estate business so that more and more people know what you do.

First, put together some information on what you do and why it is beneficial for families. Talk about their "pain factors" – things that might be troublesome to Executors that your business can solve. For instance, if you focus on closing every transaction quickly and love outdated homes, then letting people know that addresses their need for cash when they have a less than desirable home. With your information put together (which is essentially a quick bit of information on

what you do, who you are and why your service helps others) don't hesitate to get out into the community. Chambers of Commerce, networking groups and other civic organizations are constantly looking for non-charging speakers who have a story to tell.

Secondly, try to locate a real estate investors club in your area. Groups like the Real Estate Investors of America (REIA) usually has chapters in major cities. These groups are essential to your business development as you will meet like minded people – people who are not focused on "dream home" real estate, but real estate as a business. The relationships that you make at your club may lead to tips, professional contacts and opportunities that you couldn't have found elsewhere.

Third, be creative about your presentation. Having a flyer, business card or brochure is a

way to give people a visual reminder of what you do and how you can help them or someone that they know. Software such as Microsoft Publisher can help you put together a professional looking flyer in a short amount of time. Once your flyers is completed, leave a stack of them at your local library and deliver them to local attorneys, churches and funeral homes. You may even want to ask the receptionist for a time to speak with the person in charge, which will give you a chance to make a new contact.

Marketing your probate real estate business is a simple process of putting together what you do and presenting it to others. With a little preparation and some legwork, you will create opportunities in the future.

# 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.*

Thank you for taking the time to read this issue of Focus on Probate. We create this newsletter each month to assist you, no matter whether you are new to probate real estate investing or a seasoned investor, in the newest tips and strategies to move your business to the next level.

Clearly, this is an unprecedented time to be in probate real estate investing. We have never seen opportunities like this in the real estate market. If you haven't, as yet, gotten started in probate real estate investing, then don't wait for one more minute. Use the tips

in this newsletter to push yourself forward. As we mentioned right on page one, luck doesn't just happen, it's the result of a lot of hard work, perseverance and patience. Probate real estate investing can give you the life and work you have always dreamed of, but you have to get started.

Don't know where to begin? Let the staff of US Probate Leads get you going in the right direction. Not only do we have viable, current leads that we can deliver right to your Inbox, but we have multiple other tools that can give

you the information and skill needed to get your own business off to a great start. And, if you've been working in real estate for a while, try out our new products, which marry technology and real estate to give you an edge over your competition.

We encourage you to learn more by visiting our Website at

[www.usprobateleads.com](http://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 – July, 2011

Realtor Focus: Using Your Network To Leverage The Best Probate Deals

Why Going To The Courthouse Is Too Old-School

Selling Your Probate Property: What You Need To Know



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