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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.*

## Now Is The Time To Get On Board With Probate Real Estate

The Spring has arrived and there is no better time to start a probate-related real estate business! People love to clean things out in the Spring and selling homes as well as personal belongings are on the agenda for many families.

This makes the timing for you, as a probate-related real estate investor, ideal. Don't wait another minute. Take advantage of the beautiful Spring

weather to get out and contact sellers, go visit properties and get your team of resource people in order. Make up flyers and deliver them to probate attorneys, realtors, funeral directors and churches. Ask to be a featured speaker at your local community group.

Before you know it, your business will be up and running and you will be putting profits in the bank, helping families and developing relationships.



## PROBATE WATCH

When you are interested in starting a probate-related real estate business, you may not know where to start or who to contact. In cases of probate, the person to contact is the Executor, or the personal representative of the estate. The Executor has the legal right to make decisions about the estate and to decide how to settle any unfinished business, such as paying medical bills, taxes, selling homes and personal properties, and distributing cash to heirs as part of their inheritance. The Executor can and will negotiate with you to dispose of the remaining assets.



In many areas of the United States, Spring has come early. With the warmer temperatures comes more opportunities to sell your probate-related property. While many more buyers enter the market in the Spring, hoping to move after school ends for the year, and not wanting to fight blizzards and other inclement weather during the move itself, makes the warmer months the perfect time to buy.

## The Best Spring Selling Tips

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

Trying to capture Spring buyers for your property isn't as difficult as you might think. There are many ways to attract warm-weather buyers. First, consider your curb appeal. While the winter months may allow you to concentrate on making sure the interior of your home is ready for buyers, now is the time to look at the outside. Trim the bushes and make sure that they don't obstruct any windows or interesting architectural details that make your house unique. Next, wash the windows. Clean windows not only let more light into each and every room,

but give potential buyers a better view of the outdoors. Third, mulching the planting beds gives the yard a finished, cared-for look that sets off any existing plantings. Finally, add an inexpensive wreath and pots of annuals beside the front door or on the front walk to give the house a welcoming feeling.

There are many things that you can do to make sure that your home is ready to sell in the Spring. Simply taking care of the landscaping and washing windows can give you a leg up in the Spring market.

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:**  
More Than Homes



So many times, probate-related real estate investors think of their business as only homes. But, probate offers much more than that. Look for businesses, commercial properties, personal property (such as boats and cars) and even antiques. All of these items can help you to diversify your portfolio and lead you to additional profits.

USE OUR LEAD SERVICE FOR NO MORE COURTHOUSE BLUES

USPL offers a no-hassle way for you to get over the "courthouse blues." You know the feeling – you've spent the best part of a day searching court records for new probate-related real estate contacts and come home empty handed.

Go back to doing what you do best – running your business and making deals! Let USPL send leads directly to your email's Inbox so you don't have to do any more searching. We will provide timely, current, and relevant leads that you can add to your portfolio to make new deals.

## Realtors Can Be Successful At Probate-Related Real Estate

While some realtors have shied away from probate-related real estate, worried that the process may take too long to find the right buyer with too little reward, many are now learning that probate-related real estate is one of the best segments of the real estate industry to work in.

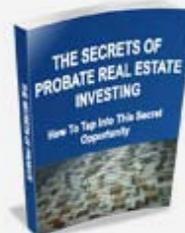
Certainly, probate real estate operates a bit differently than traditional real estate, but with deeply discounted prices and motivated sellers, real estate agents that learn how to put buyers and sellers together can profit.

The difference for most real estate agents is the non-traditional nature

of the process. While traditional real estate deals may take a longer time to close, generally, when a probate property comes on the market, it moves quickly. Additionally, many times a probate property buyer will be happy to take on a home with issues, such as roofing, heating, water leakage or outdated systems, that would normally

be impossible to sell in a traditional setting. In probate property deals, the house may also be left with personal items in it – another difference between probate and traditional deals.

Once a real estate agent gets used to the differences in the types of deals, expectations and situations, real estate agents can be extremely successful at not only brokering deals, but in investing in their own probate-related real estate where they can make profits of their own. Give it a try and you will succeed!



# 5 Ways To Get Your Property SOLD

For many probate-related real estate investors, holding onto a home for an extended period of time simply isn't part of their long term marketing plan. But, selling a house in today's challenging real estate market can necessitate holding a property longer than was part of the plan. Consider these five tips for getting your property sold:

- **Offer seller financing.** While the interest rates are at record lows right now, banks are being more and more cautious as to who they will lend to. If you can offer seller financing, do so. It will give you a leg up in attracting buyers.
- **Fix the frontage.** First impressions do count. Stand at the front of your property and

really consider how it looks to potential buyers. Adding new shutters, a new front walk or even adding pillars can dramatically change how people perceive your home.

- **Deal with the big issues.** Many times the home has a large problem that needs to be addressed or will need to be addressed in the near future. While waiting to put a new roof on a home, fix electrical issues or address drainage can save you, as the seller, a great deal of money, it also may delay the sale of your home.

- **Paint and carpet.** Rooms painted in bright blue or lime green? Carpet a bit dingy? Changing out carpet and putting a fresh coat of paint on the walls can be the key to putting a sold sign on your home.
- **Be flexible.** When a buyer does approach you, be flexible. Remember, everything can be negotiated. Don't turn down an offer without seeing if you can get better terms.

There are many ways to get your property sold and off of the market this year. While several ways deal with the property itself, making sure you are open to options is the best solution.

## POSITION YOUR BUSINESS AS A SERVICE TO GRIEVING FAMILIES

Sure, you are in the real estate business because you have a passion for homes, remodeling, construction and rehabilitation. But, do you realize that you are offering a very specialized service to families who are grieving?

Offering the opportunity for a family to be able to sell their home, business, commercial property or personal property without having the hassles of traditional sales services is something that makes your business unique and different in the marketplace. When you approach a family as a service as opposed to just an way to rehab homes and sell them again, you will open the door to serving the families you meet. This makes a critical difference. Certainly, you are still in the business to make a profit, but you will reap additional rewards by seeking to serve those families who are saddened by the loss of a valuable family member. With your help, those families will be able to move forward and resume their lives.

## Green Trends In Real Estate

More and more often, homes are now reflecting the push to include environmentally-friendly options. As a probate-related real estate investor, it is critical that you keep abreast of the most popular trends – trends that you can incorporate into your own homes to make them more “green” and to attract more buyers.

Geothermal heating and cooling. Geothermal heating and cooling uses the Earth's own heat to provide warmth in winter and cooling in summer. Energy efficient and easy to maintain, geothermal heat offers homeowners an inexpensive way to heat and cool their home no matter the environment.

Environmentally-friendly insulation materials. Normally, insulation materials are made from fiberglass or from materials that can leach VOC's into the home, changing the air quality. This is especially true with blown in types of insulation, which are

popular to use in older homes. If your home needs new insulation, consider eco-friendly products. Soybeans are one of the best insulating materials. Not only are they natural and won't release VOC's into the home's air, but they are a natural bug repellent, which will eliminate the need for an exterminator.

Use VOC-free paints. Most homes that are purchased as part of a probate-related real estate business will need paint somewhere in the home. When you do paint, choose a formulation that doesn't contain VOC's. Using a VOC-free formulation will allow families with allergies to look at your home, making your home more attractive than many others on the market.

Try a new kind of flooring. Bamboo and cork flooring are sustainable materials

that can be used instead of tile, linoleum or carpet. Easy to maintain, cork and bamboo floors also add a unique feature to your home.

Rain gardens and water collection. Irrigation and drainage can be dealt with by creating a rain garden – a selection of plantings that need a great deal of water planted in wet or low areas. Also, you can easily purchase a water collection barrel and attach it to a downspout.

Why take the time to investigate “green” options for your probate home? It gives you an edge over every other home in the market and makes your home stand out. Whether you add small amounts of eco-friendly items, utilize new eco-friendly flooring, or simply paint bedrooms in VOC-free paints, you will have successfully positioned your home to be one of the few that is currently using “green” materials. In the end, you will benefit!

# 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.*

Spring is such a great time of the year. Everyone seems more optimistic and new homes come on the market at a quick pace.

This is a great time for you to get moving a full speed on your probate-related real estate business. With the better weather, you will be able to adequately see the exterior of many properties and more accurately estimate how much money you will need to put into them to get them back into shape to put on the market.

With the push to get involved with

the better weather upon us, please know that we are here to help. At USPL, we have a myriad of tools, educational materials, training and support that can help you to move your business forward like never before.

Whether you need new leads, a way to stay in better contact with potential sellers, or books that can give you the information you need to start or maintain a business, we have it. Simply visit our website or call our Customer Service Team to get more information on how we can support your business building efforts.

What's the next step? Start by cars, businesses or homes, we taking a look at all we have to offer on our website. You can visit us at:

[www.usprobateleads.com](http://www.usprobateleads.com)

Or, you can feel free to give us a call at:

(877) 470-9751.

Remember, there is no time like the present to get started with your business. Don't let another day go by before taking action!

**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 - April, 2012 Topics

How Does The Law Work With Probates

Probate Myths And Facts

Build Your Business Smart



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