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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.

Spring Provides Opportunity in Probate Real Estate Investing

With warmer weather, the real estate market is heating up all over the country. You can profit right now with all of the amazing opportunities in probate real estate.

This is the time of the year when many families put their homes on the market. Not only is there a push to add to the supply side of the market, but there is a push to the demand side as well. Families who are

looking for a new home want to purchase them now, while they still have the time to enjoy them over the summer months.

Take advantage of the rapid movements of the market this time of year. With preparation, purchasing and selling properties should be easy. Look for probate homes that can be purchased for 30% to 50% below their value and profit!



PROBATE WATCH

There is no seasonality to probate related real estate investments. Probates are filed each and every day in the United States. Each of these represents an opportunity to purchase real estate, businesses, personal property and vacation homes at a serious discount. By taking advantage of the developments in technology and the improvements in today's economic climate, you can profit by buying and selling real estate, boats, cars, antiques and even functioning businesses. Don't wait! Get started today on building your own business!



A Day in the Life of a Probate Investor

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

There are a variety of functions of a probate real estate investor. Each of the jobs that an investor does on a regular basis represents an important investment into their business and can help to make their business a success. First, investors have to spend time looking for properties on a daily basis. By sending out emails, mailings and circulating in the community, leads come in which need to be followed up on immediately. Site visits need to be scheduled at potential properties. At each of these site visits, the investor looks carefully at the project, evaluating exactly what

repairs might be needed in order to bring the property up to market standards. Investors also have paperwork that needs to be done. From mailings to paying bills, office work is just a portion of an investor's day. Working on current projects is also part of the job. Investors might do everything from removing debris to painting walls in order to save money.

As you can see, the daily life of a real estate investor is varied with plenty of options for work. The best part? You set your own schedule and create your own success.

For probate investors, each and every day can be a new adventure, whether they are out looking for a property to buy, meeting with an Executor to make a deal or getting estimates from a contractor to do work on a newly purchased property. How can you expect to spend your time if you are a new probate real estate investor?

PROBATE LEADS IMPROVE OVER TIME

For many new investors, they believe that new probate leads are the best and most viable on the market. That is really only true in certain cases. For many families, trying to cope with a loss and sell homes and other personal and business property within the first few months can be nothing short of overwhelming.

What does this tell you about leads? Leads that are a few months old are even more viable than those that just hit the market. Keep up with your monthly communications and be patient as families deal with the initial stages of grief. Before you know it, they will be ready to move on.

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 Spring Season

For those investors who live in northern climates, it is time to breathe a sigh of relief – spring is just about here. With the change in the weather, the real estate market really starts to heat up. There are many ways that you can effectively take advantage of the spring market.

One of the best parts of the spring market is that it will allow you to actively evaluate the outside of your home and get it ready for prospective buyers. Trimming bushes, painting front doors, edging beds and removing winter debris can help your home to look its best for showings. All of this effort is key to making a good

impression when you are hoping to sell a home.

The better weather also guarantees you better traffic at your properties. Whether you are hoping to sell your home, rent out an apartment or hold an estate sale to profit from items left behind, the timing is



**SMARTER INVESTING:
Put Your Shoulder In It!**



While you may think that being a real estate investor is an easy job, you are only partially right. Like any business, you get out of it what you put into it. If you are willing to get your hands dirty by painting walls, cleaning out homes and doing demolition, you'll save even more money and make more profits on your projects.

excellent. In fact, making sure that you hold open houses and sales on good weather weekends is critical to taking advantage of the season. Add a weather app to your phone or check the weather online before making plans to show your home.

The key to taking advantage of the spring season is doing outdoor cleanup and checking the weather. Before you know it, you'll be profiting!

Real Estate Projects that Create Cash

If you are working as a probate real estate investor, then your focus has to be on not only helping families to navigate a difficult time as they pay bills and grieve the loss of a loved one, but also making profits. Profits are what drives any business and the probate real estate investment business is no different.

How do you find projects that will lead to profits? There are some basic guidelines that will help you to choose your projects wisely and maximize the amount of money that you can make.

First, do your research. The old real estate

adage, "location, location, location," still works today. Look for comparable properties that are near the property that you are evaluating for sale. Check to see what has sold recently in the area and evaluate how those prices compare with the cost to purchase the home.

Second, look carefully at the costs to repair the home. This is the one area that can make or break your deal. Take the time to hire a home inspector or bring in a contractor to evaluate the condition of the home. Having an objective set of eyes can be invaluable when determining the

amount of money that it will take to rehabilitate a home. An experienced home inspector or contractor may see expensive repairs that you have not, saving you time and money.

Third, develop a plan and stick to it. Once you do purchase a home, make a repair plan with a budget and stick to it. Your profits depend on your discipline in this area. If you have determined that you will spend \$10,000 on repairs and then double that, you may not be able to profit at all.

Finding real estate projects that lead to profits depends on your research, and the location of the property.

WHEN NO DOESN'T MEAN NO

When you are working with Executors and families who are grieving, you may hear them tell you over and over again, "no."

The word no doesn't always mean no. At times, due to the emotionality of the situation, it may mean, "We are simply not ready, not yet." Families need time to process their loss and wade through the quagmire of paperwork that is needed in order to settle the probate. Once that process has started, their "no" may turn into a "maybe" or even a "yes."

As a probate investor, take each "no" as an opportunity. Ask if you can contact them again in a month or so. If the Executor says yes, then do so. If they stick by their no, then it is time to move on. Remember, there are plenty of great deals in the market that don't involve the word no.

Writing Effective Marketing Pieces that Get You Calls

While you may think that the probate data you have access to is only good for residential homes, that's simply not true. If you limit yourself to residential properties, you are depriving yourself of several different income streams that can quickly build your business.

It is easy to leverage your probate data into creating income for you and your family. Understand that each and every seller that you approach may have access to more than just a home for sale. Throughout their lives, people collect antiques, own businesses, manage rental properties, purchase boats and vintage cars and even buy vacation homes. Each of these are fair game when you interview a potential seller.

Businesses that are for sale as a result of a probate are a potential income stream for investors. Many times, these businesses continue to

function after the death of the owner. When evaluating a business that is for sale as part of a probate, make sure to take a full set of the books to an independent accountant who can perform a financial analysis. Though the seller may tell you that the business is profitable, inaccurate accounting, low cash flow or declining sales may make the purchase of the business a bad idea.

Personal property is another area that creative investors can leverage their probate data. From boats to vintage cars to ATV's, these items can be purchased at a bargain price from families who don't want to be responsible for their upkeep or who need the money in order to pay bills. Careful research is required when purchasing this type of property. Finding out current market values and comparing those standards with the condition of the

items will help you to make a good deal. For items such as antiques or jewelry, taking them for an appraisal can be invaluable. Oftentimes, estate sale experts can provide a general value for those who are looking to make a quick decision on whether or not to buy.

You can easily leverage your knowledge of probate investment to include businesses and personal property. With research, you can have access to some excellent deals that will create 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.

Thank you for taking the time to read this issue of Focus on Probate. We hope that our insights and tools are helping you to build the business that you have always wanted.

Probates are not limited to just residential real estate. With some creativity, you can leverage probate holdings that may include businesses, commercial property, boats, vintage cars and antiques. Each of these can become viable income streams for you as you develop your business.

At USPL, we are here to help.

We offer not only this monthly newsletter, filled with tips and tricks to help you as you develop your business, but software and training that can provide you with the knowledge that can take your investments to the next level. From communication tools to probate leads that are delivered right to your inbox, we are committed to your success.

There has never been a better time to get involved in the probate market. Don't wait to build your dream life. Take action today and get started. If you need help or support, please take a moment

to visit our website or to call us for more information. Our friendly staff is 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 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, 2013 Topics

Best Negotiating Tips

Avoiding Projects that Can Cost You

Defining the Role of the Executor



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