



► FIND BUSINESS OPPORTUNITIES IN PROBATE..... 1



► BUILDING AN ESTATE SALE BUSINESS..... 2



► 5 THINGS TO LOOK FOR IN A COMMERCIAL PROPERTY.....3

Q2 2014

May, 2014

Vol I/III Issue 5

# 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.*

## Find Business Opportunities in Probate

There is so much that is available to investors working in the probate business. One of the most overlooked opportunities has to do with the variety of already profitable businesses that are available to purchase.

If you have always dreamed of owning your own business, there is no better way to make that dream a reality than by looking for just the right option via a probate sale. Like real estate and other holdings that move through the probate business, you can be sure that

you will get anywhere from a thirty percent to a fifty percent discount on your purchase because of the needs that Executors have to sell assets.

Business opportunities need to be carefully analyzed, though. Don't hesitate to hire a business broker, attorney or accountant to assist you in your decision making before you sign on the dotted line.

Make your dreams a reality today! You can find amazing business opportunities through probate leads. Take advantage of this process and profit!



## PROBATE WATCH

Thousands of leads. Tons of details. How can you make sure that you are finding the most desirable, viable leads that are on the market today? The answer is simple – use a professional probate lead service like US Probate Leads. Each and every day we collect the best leads on the market and make them available to our clients. These can be organized by county to give you access to only the areas that you choose to work from. And the best part? Instead of spending tons of time and energy driving to the courthouse and researching leads, we do it for you and send them directly to your inbox. Save hassle with US Probate Leads!





## Technology that Builds Your Business

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

Probates are so much more than just residential real estate. Because of this, you can be sure that there are multiple ways to profit. One of the best ways to build a probate business is by starting an estate sale company.

Estate sales are part of the probate process as they help Executors not only clean out homes and garages, but they also generate profits. Many times,

people who have passed away leave their personal belongings plus collections of art, antiques, jewelry, cars or other items. These items need to be removed from the home before a sale can be completed. That is why an estate sale professional is a key component to the probate process.

When starting an estate sale business, get your name and services out to the community by joining a networking group and meeting with local area ministers, estate attorneys and funeral home directors. You can also start your own website

and begin using social media to promote what you are able to do. Writing articles and posting them on a blog attached to your website is also a great way to ensure that people understand the role of an estate sale professional.

While you are building your business, take time to learn. Whether you have worked for estate sales before or have a love of antiques, there is always more to learn. Read articles online or go to the library to understand more about business and collectibles. With some research, you can profit!

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.

## Best Communication Tactics when Dealing with Executors

The Executor of an estate is the single most important person that you will deal with during your transaction. Given the power to complete deals, sell assets and report to the court, the Executor is responsible for closing the estate.

That responsibility is the reason that communicating with these individuals is so critical. If you are looking to make deals in the probate arena, speaking to Executors is the gateway.

For the most effective communications with Executors take a professional approach. Start by

sending a letter to the Executor explaining your services, expertise and interest in their property. Make sure to include your contact information and website address, if you have one. Let them know that you will follow up with them in a few weeks if you haven't heard

back. When an Executor does respond to you, spend time asking questions about their needs and explain how your services fit what they are seeking.

Due to the fact that families need time to grieve, be patient with Executors and don't hesitate to send them a mailing every four to six weeks for six months or so. They will know you are serious without feeling as though they are being pressured. Take time to follow up and you will see opportunities emerge.



## SMARTER INVESTING: Disciplined Scheduling



While you can work your probate business on an as-needed basis, you will succeed much more quickly if you work diligently. Treat your probate business as you would any job, by scheduling time in the office and tasks to build your portfolio. Being disciplined about working means that you will develop leads faster.

### WHEN A FAMILY CAN'T DECIDE WHAT TO DO WITH THEIR PROPERTY

We get asked frequently what to do when a family can't decide if they want to sell a property or if they are even ready to do so. The answer to this question is two-fold. First, you must approach probates with patience. You are dealing with people who are likely hurting after a loss. Secondly, you have to keep moving. Don't put all of your "eggs in one basket," so to speak, by only working one lead at a time. By sending out mass mailings, making calls and visiting lots of properties, you are more likely to find the right deal that much sooner.

# 5 Things to Look for in a Commercial Property

There are so many amazing opportunities in probates. Not only can you find heavily discounted residential properties, but commercial sites as well. What should you look for in a commercial property? Here are five things to look for before buying.

First, think about what you would do with the property. Are you looking to rent it out? Start a business? Buy it to store antiques or collector cars? Many of the decisions that you make will determine what to look for in a commercial site.

Second, know your budget. If you

are looking for warehouse space and have a specific amount of money to spend, that is great! That will quickly narrow down the properties that you look at and will help you to eliminate some from the batch.

Third, you need to make sure to consider profitability. If you are evaluating a strip center, check to see what the current rents are, when they were last negotiated and if they are current with market values. Also, it is a good investment to have a certified accountant review the books to make sure that the income the owner is reporting is actually true. This will also let you know if the

rents are current or not.

Fourth, take a hard look at the location. The old adage, "location, location, location" still applies for commercial property.

Finally, have it inspected. While you may think that inspections are only for residential properties, think again! A relatively inexpensive inspection can save you thousands on expensive repairs.

If you are considering a commercial property purchase, then look at these criteria before you sign on the dotted line. You will be happy you did!

## CALCULATING THE AMOUNT OF RENT TO CHARGE

Figuring out how much rent to charge for a property can be a challenge, but if you think carefully about it, you will come up with a figure that covers your costs and makes you profit. Here are some things to consider:

- Mortgage cost (If any)
- Taxes
- Utilities (Some areas make the owner pay for water)
- Insurance
- Long term capital improvements, such as replacing a roof
- Maintenance, including landscaping work and snow removal, if needed
- Comparable properties in the area

By taking all of these considerations into account, you can be sure that your rental property will be positioned to make you money.

## Selling a Home this Spring? Get Prepared!

If you are just getting started in the probate real estate business, then you need to carefully consider what you will do with the properties that you purchase. Having a strategic plan for your business will help you to make excellent short and long term decisions that will put you on the path to achieving your dreams.

One of the first considerations you will face is what to do with your properties. Generally, there are two options – you can either sell them back to the market, or you can rent them out to create a long term stream of profitability. Either way, planning needs to happen up front to make it work well.

If you are planning on selling your home after you purchase it, that needs to be decided before your purchase is contracted. Choose carefully the location of the home and look for nearby

items such as good schools, shopping, medical facilities, and access to freeways. Having all of these nearby make the home more attractive to buyers. Once you have determined that these needs have been met, then look at the home itself. Finding a home with three bedrooms is preferable to two and also look for a home that has good "bones," meaning that it just needs some cosmetic fixes. Avoid homes that require large fixes like foundation work or an entirely new electrical system. These can chip into your profits in a bad way. After the inspection, look carefully to see what needs to be done to get the home on the market. Your inspector can be an excellent resource for ideas and marketable repairs that

are specific to your home. Adding new carpet and paint to each room is a great way to improve the home.

If you are planning on developing a rental business, then take the same considerations into account on the location of your home, though you can look for other attributes as well, such as access to public transportation. You will need to make fewer repairs as well, as people who rent a home are generally more understanding if a home is dated. Make sure to calculate all costs when developing a rent structure as well.

Both selling and renting can lead to business success.

# 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.*

Getting started in the probate business can be a little intimidating as it involves working with Executors, attorneys and the court system. But, once you learn the ropes, you will see that there are a variety of ways to earn a great income by working in this industry.

In this issue, we have touched on the way you can make money through estate sales, commercial properties and even renting or selling residential properties. These are just a few of the ways that you can profit. By using

your imagination and creativity, you will come up with a way to walk on your own path of success. From renting out properties to becoming an expert in antiques, there is something for everyone in probates!

That is where the experts at US Probate Leads come in. We have a team of well-known, well-respected probate investors right on our staff that not only are here to offer advice, but also offer webinars, seminars, software, books and even

customized mentoring programs that can help you to achieve your dreams. Please let us know what information you need and we will work with you to grow your business.

For more information on our Lead Service and other products, visit our website today 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



### Next Issue – June, 2014 Topics

Strategic Business Planning for Probate Investors

5 Repairs that Make You Money

What Are Executors Responsible For?



US Probate Leads

Plano, Texas 75023

Off: (469) 361-6281

Toll Free: (877) 470-9751

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

