



▶ GETTING INVOLVED IN PROBATE REAL ESTATE: THE TIME IS NOW ..... 1



▶ WHAT TO EXPECT DURING THE HOLIDAY SEASON ..... 2



▶ REALTORS - ADVISING YOUR CLIENTS TO SELL OR RENT ..... 3

Q4 2012

November, 2012

Vol III Issue 11

# 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.*

## Realtors Find New Income Stream in Probate Residential Real Estate

In today's challenging real estate market, every investment professional is looking for new ways to access the markets. Real estate agents have begun to move out of specializing in foreclosures and dream homes – they have now found a new way to assist clients. How are they accomplishing this? Through probate-related real estate.

Probate-related real estate offers a flexible, buyer friendly opportunity. With homes

marked down significantly due to the seller's need to pay bills and desire to rid themselves of an unwanted investment, real estate agents have a virtually constant source of listings with motivated sellers.

Buyers, too, benefit from probate listings held by real estate agents. Low prices allow for more buying options and the ability to rehab a property.

If you are a real estate agent, consider probate-related real estate today!



## PROBATE WATCH

Executors are the key to successfully gaining access to a probate-related piece of real estate. With the responsibility to sell off assets to pay funeral costs, hospital bills, taxes and legal fees, Executors generally agree that selling off a loved one's home takes care of most of the bills they are facing, as well as passing some assets down to heirs. If you are interested in purchasing probate-related real estate, then focus on getting in touch with the Executor of the estate. They will be the one that can make the decision when and whether or not to sell any property held.



The holiday season represents a shift away from normal business dealings to some extent. No matter whether you are a realtor or a real estate investor, if you plan wisely, you can easily adapt to the slower pace and still make great deals for your probate-related real estate business.

One of the biggest changes during the holiday season is that casual buyers and sellers tend to leave the

# What to Expect During the Holiday Season

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

market. If you are looking to purchase a probate property, then it is safe to assume that you are competing against fewer buyers. That said, the buyers that you are competing against are likely more serious about pursuing opportunities and may be more aggressive in their deals. Knowing that, you too can be more assertive in the offer that you put together for a seller. Being more aggressive does not necessarily mean offering more money, though. Since sellers generally see less action on their property during the holiday season, they may welcome any type of offer

that is appropriate. Quick closings, help cleaning out the house, and assistance selling personal goods are all ways that you can structure the deal favorably without increasing your price.

If you are selling a property, then remember that anyone who is looking is likely serious. Being flexible may help you to complete a deal.

The holidays may see less property traffic, but those buyers who are looking are likely more serious than other times of the year.

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.



The holiday season can cause buyers and sellers frustration as they wait for more properties or prospective buyers to enter the market. How do you survive this time as a realtor or an investor? Simply be patient and enjoy the lull in work. The early spring market begins in late January - just around the corner. Be patient - the profits will come!

## REALTORS USE LEADS TO BUILD THEIR BUSINESS

In today's challenging economy, savvy realtors are looking for ways to increase their business and find blue sky opportunities. Probates are just that opportunity. With a constant stream of homes on the market selling for huge discounts, real estate agents can take advantage of these homes by offering them to their buyers and also assisting on the selling side.

Finding these home before they are represented by someone else is the key. With USPL's lead service, you can have viable probate-related real estate leads delivered right to your Inbox, ready for you to make contact.

# Realtors Can Effectively Prepare a Probate Home for Late Fall Sales

Unlike the spring and summer seasons, effectively staging a home for the late fall can be a challenge. With shorter, darker days and colder temperatures, homes can easily lose their appeal. There are ways to combat the drabness of the weather and increase your sales of probate properties. Consider these tips when you prepare your probate property for visits from potential buyers.

- **Check the front door.** The area around the front door creates the first impression of the home. Adding seasonal wreaths, pots of flowers or

even painting the door a neutral color can help to give a positive first impression.

- **Make easy changes.** If the home looks dated and is vacant, ask the Executor if they would be willing to paint at least some of the rooms a neutral color. The smell and look of fresh paint can be an



encouragement to potential buyers who may be able to overlook a bathroom or kitchen that is not completely updated.

- **Do the sniff test.** Homes that have not been updated recently may have an odor to them. If that is the case, consider having the carpets professionally cleaned.

With some simple changes, the probate property you are marketing can be presented in a positive light to buyers.

# Realtors - Advising Your Clients: Sell or Rent

If you have helped a client purchase a probate-related piece of real estate, then once the closing is completed, there is another opportunity on the horizon. Being available to advise your clients about the differences in selling and renting can help you to not only position yourself as an expert in the field, but can give you access to additional revenue streams.

## The Benefits of Selling

Once a probate home has been rehabilitated, then many owners may choose to put it back on the market. Advising your clients to sell is dependent on many factors including the state of the local market, the location of the home and the level of the home's condition. If the home

is in a desirable area and has been redone with amenities such as new carpet, paint, and reworked bathrooms, then selling it may make sense. With that level of investment, it may be better sold than rented. An aggressive marketing program and accurate pricing will help to get it sold quickly.

## The Benefits of Renting

For homes that are in areas that are not as well taken care of, renting may be a good option. With the challenges in the economy, more and more families are looking to rent, so there is no shortage of people wanting to find a home. If you do

recommend renting to your client, then one way to assist them is by advertising the home to the rental market and screening potential tenants. Helping your homeowner to turn their purchase into an income stream is a great way for you to assist those in the community to build a viable business for themselves. With good service, you can virtually guarantee that they will return to you for more purchases and assistance with finding renters.

Buying or renting depends on the location of the home and the condition that it is in. For owners needing quick cash, aggressive pricing or renting can put money in their hand, helping you to develop business contacts for the future.

## YES? NO? MAYBE? ANSWERS YOU CAN EXPECT IN PROBATE REAL ESTATE

There are many different kinds of people in the probate-related real estate business, and no two of them are alike. Because of that, you will get your fair share of challenges when dealing with people.

No matter what an Executor says, remember that their answer may change at any time. People suffering with grief may answer yes one day and no the next. Try not to take that personally and carry on with your communications efforts until you are sure that their answer is final. As you can imagine, when Executors start to understand the burden of paying funeral costs, hospital bills, legal fees and taxes, they may change their mind about selling a home or personal property. That is the point at which a no becomes a maybe or a yes. Needless to say, if you have accepted the no the first time, you won't be around to hear the maybe or yes as the situation changes. Remember, dealing with probate requires patience.

## Probate is More than Just Real Estate

Without a doubt, building a probate-related real estate or estate property business requires information. As an investor, you need to know who has items for sale, which items may come on the market in the near term and whether or not the owners are willing to sell. All of this is determined by data.

Leveraging probate data is the best way to build a thriving business. Probate leads services can offer information about more than just real estate as well. For those investors who are interested in other areas of property, such as commercial real estate, apartment buildings or condominiums, antiques, jewelry, collector cars, boats, specialized collections or businesses, there are many opportunities.

Once you have the data in hand, then it is time to use it to your advantage. USPL offers many tools that can help you to chronicle your

contact with potential buyers and sellers of property and even generate letters, emails and other forms of communication to send out into the community to create interest in making a deal. The key with communication efforts is to be consistent. You can have the best data in the world and if you don't use it, it won't help you. Being consistent in communications will give you an advantage in the marketplace.

Why leverage your probate data into a regular communication tool? Getting the word out about your service is the ideal way to build options for making deals. Remember that the key is to be consistent. Executors are faced with many decisions to make on a daily basis and their needs, and the needs of the family, may change from day to day. For that reason, while they

may tell you no one day, they may say yes the next. If you do not continue to contact them, you may miss out on the moment when your efforts at leveraging your probate data turns from a no to a yes.

Ideally, using probate data for a communications campaign should be staggered. Sending out one letter a month to a contact is a reasonable amount of communication. It is enough to get your message out without being intrusive or nagging. Plan to use your probate data on an individual contact for one year. Twelve letters later, you may have made a hefty profit!

Leveraging your own probate data is all about creating a solid communications campaign. With a deliberate plan and consistent effort, over time your probate data will turn into deals and opportunities before your eyes.

# 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*. In each issue, we work to provide you with the most cutting-edge information about the newest developments in the probate-related real estate and personal property market.

As volatility in the economic markets continue, we are seeing more and more people take advantage of the opportunities in probate property and real estate. From contractors who profit by helping to rehab properties to investors who build a vital investment portfolio to antique

dealers who find the deal of a lifetime and real estate agents who experience the blue sky opportunities of probate real estate, more and more people see what we see – the possibility for success.

To that end, we are continually working on creating tools and resources that can help you to build your business and find the best options that are available. Remember, probates are much more than residential housing. The options for finding deals on everything from boats to jewelry is present for those with the

will and the expertise.

Do you need more help with your business? Contact us today or visit our website. We have a team of people dedicated to your success in the probate-related property market

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



### Next Issue - December, 2012 Topics

Surviving the Holiday Season

Realtors: Getting the Listing  
Price Right

How to Succeed in 2013



**US Probate Leads**

Plano, Texas 75023

Off: (469) 361-6281

Toll Free: (877) 470-9751

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