



▶PROFESSIONAL PROBATE LEADS SAVE TIME FOR INVESTORS 1



▶PREPARING FOR FALL IN PROBATE 2



FOCUS ON: COMMERCIAL REAL ESTATE..... 3

○ Q4 2014

○ Nov, 2014

○ Vol I/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.

Professional Probate Leads Saves Time, Create Profits!

With over 100,000 probates filed each and every month in the United States, there are so many opportunities to purchase probate property that creating profits is easy. What is the best way to take advantage of these opportunities? By using our professional probate lead service.

Finding the most timely, viable leads can take up valuable time that you could be using to complete other tasks for your business. Instead of having to drive to your local courthouse, find parking, and sift

through literally hundreds of files, having a lead service will streamline the process.

A lead service benefits probate investors because prescreened leads are delivered right to your email. You can specify the county in which you'd like to focus and will find plenty of opportunities without ever having to leave your office. This will allow you to quickly evaluate these properties and get out for site visits, all without having to suffer through frustration at the courthouse. Let the team at US Probate Leads help you today!



PROBATE WATCH

Probate leads can help you find well more than just residential property. In fact, when you do have a good probate lead, you may find everything from personal property to businesses, vehicles, boats, commercial property, apartments and even artwork and antiques. Probate is so much more than just homes! All of these items can be bought and sold for a profit as Executors are more than happy to sell property at a fraction of the current market rate in order to generate cash in order to pay bills.





Preparing for Fall in Probate Investing

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

business this time of year and altering your strategy will help you to prepare for the slower holiday and winter season.

One strategy to consider is that now is a good time to rent homes. Instead of focusing on finding homes that you can rehabilitate and sell, you may have more luck building your long term investment portfolio.

Executors who live out of town or who spend their winters in another part of the country will be happy to sell their property so they don't have to worry about winter maintenance issues. If you can pick up a

property at a good price, consider renting it out. This will prevent you from having to try to find a buyer over the holiday season. If you aren't interested in holding a property over the long term, a six month lease would allow you to earn some income on the property while still allowing the property to be available for the spring selling season.

Take the time to think carefully about your fall real estate investment strategy. Looking for real estate to hold over the winter can lead to profits and assets for your portfolio.

**SMARTER INVESTING:
Consistent Communication**



Many probate entrepreneurs approach the late fall and holiday season and simply stop their mailings. Knowing that a mailing can take months to show results means that can be a real mistake. Continue your consistent communications with potential sellers and be ready for a quick purchase or sale in January.

The fall season brings a new type of investing strategy to those in the probate business. With cooler temperatures and shorter days in a good deal of the nation, people are focused on finding homes they can stay in over the winter.

If you are a probate investor, your business needs to respond to the change of season. Looking at the way you do

BECOME A PROBATE BLOGGER AND CREATE OPPORTUNITY

Today's investors are looking for information that can be gotten quickly via the Internet. That means that probate investors have the opportunity to share tips with others and promote their own business at the same time. How can you do that? Start a blog! Added to your website, a blog with regularly added articles shows you to be an expert in your field. Executors who are looking for a professional approach to selling their property will appreciate that you share your expertise. You may also develop traffic and a following that will build your business. Start today!

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.

Postcards Create Great Communications Campaigns

Once you have a good stream of leads, then knowing what to do with them is key. One of the best strategies is to set up a comprehensive postcard campaign that uses some creativity to entice Executors to call you.

Instead of simply sending letters to Executors, consider a postcard campaign that is spaced out over three to five months. Create a different postcard using bright colors and catchy copy. Make sure to include what you'd like the homeowner to do. For professional communicators, that is termed a "call to action." Added to the end of your

postcard, you can ask people to call, text or email you or simply visit your website for more information.

Why choose a postcard instead of a letter or other form of communication? Postcards are easy to read in just a moment.



With the demands on everyone's time, a quick communication can be much more effective than a letter. While it seems simple, a letter requires the reader to open it, unfold it and take the time to digest the information. Postcards can be visually appealing and get your message across in just seconds.

Looking for a new way to increase your communications? Look at a postcard campaign for quick results and responses.



How to Use Probate Leads Effectively

Having a fresh stream of leads is one of the best ways to your probate business.

Whether you are using a lead service or you are going to the courthouse to do your own digging, there are things you can do to make sure that you are getting the most out of your leads.

When you get your leads, it will mean a lot of information for you to process. Having a basic criteria that will help you to evaluate them is one of the best ways to determine if you'd like to follow up. While you may have specified the county that you'd like them to be located in, understanding their more specific

location is one of the first things you can do to eliminate ones that don't fit your profile. Using a map or online map, find the address of the property and then see what is around it. If you know your county well, it will take you just a moment to know if you want to pursue that property. For properties that you are unsure of, plan a day of driving around to look at where the listings are located. Actually seeing them in context can be very helpful.

Another way to identify properties that will fit your profile is by type. In every probate, there is the possibility for commercial or even

residential properties in addition to businesses and apartments. If you are looking for apartment buildings, then by eliminating all of the real estate types that don't fit that profile, you can save yourself a ton of time.

After you have identified the types of property that you would like to add to your portfolio and narrowed down your leads based on that, you can begin your communications campaign. Leads allow you to efficiently find properties and contact the Executor to see if they are open to selling the property. For the most efficient business, subscribe to a lead service and save time and gas.

WHEN SHOULD I SEND MY MAILINGS? DO I KEEP SENDING THEM IF NO ONE RESPONDS?

This is a question that we get frequently. The reality is that it can take quite a bit of follow up in order to ensure that you get a response from an Executor. Executors simply may not respond the first or second time that you send a postcard or a letter. They may be busy with other aspects of the estate or may simply not see a need for your services at that time.

Does that mean you should give up? No. Studies have shown that leads that are up to eighteen months old are still effective. Sending a mailing every month, six weeks or even every other month will help you to catch Executors when they are ready to make a sale or take advantage of what you have to offer.

Keep sending those communications and you'll see viable leads turn into projects.

Focus On: Commercial Real Estate

There is a belief in the probate world that the only type of property that is available is residential. What many investors don't realize is that there are many other kinds of assets held in every probate – including commercial property.

Commercial property can be very attractive to many investors. Typically used as warehouse, business or storage space, commercial property can yield high rents and can offer little in the way of needed repairs. There are many types of commercial properties that you may find in probate. If a probate includes a business, that business may own the building that it is in. A commercial property owned by a business could include office space or even a restaurant.

Another possibility is that the probate owns commercial property they rented out. This

can create a world of possibilities for you as an investor. In fact, an Executor may be willing to sell you the entire batch of holdings.

Why consider commercial real estate? What benefit is it to you? If you are looking for a long term investment, commercial real estate can provide high levels of rent and stable tenants. Generally, when a business establishes itself in a location, they are hesitant to move if they are doing well for fear of losing their customers. If you can land a franchise that makes the property even more valuable as the marketing the franchise does at a national level will drive customers to the other businesses in the area. Strip centers are also considered commercial

property. They are a way for you to rent out sections of a building to a wide variety of tenants, ensuring a good flow of cash back to your business.

While investing in commercial property can be more expensive than residential real estate, there are benefits in more stable tenants and larger amounts of rent per month. Once your property is paid off, you can expect to make a healthy profit on commercial sites.

Don't miss out on this valuable part of the probate real estate business. Commercial properties can offer exceptional opportunities for probate real estate investors.



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.

As the year draws to a close, it is a great time to consider how your business has done and what your goals for 2015 might be. In upcoming issues we will take a close look at how to get through the holidays, which are traditionally a slower time in real estate, as well as prepare for the busy spring season.

If you haven't started your probate business yet, now is the time! The late fall and early winter are an ideal time to do some planning before purchasing your first home. We will also have upcoming articles on goal

setting and how to determine what will get your business off to a quick start.

In addition to this newsletter, US Probate Leads offers a host of tools and training that can help you to be successful in real estate. Our products include software, books, webinars, seminars and even individual mentoring to build profitability. Just give our office a call or send us an email to get more information on how our team can work with you to help you to build the probate investment

business you have been dreaming of owning. 2015 can be your year! Take the first step by visiting our website today!

For more information on our Lead Service and other products, visit our website today 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 – November, 2014 Topics

Getting Ready for the Holidays in Probate

Alternate Streams of Income in Probate

Adding a Website to Your Probate Business



US Probate Leads

Plano, Texas 75023

Off: (469) 361-6281

Toll Free: (877) 470-9751

www.usprobateleads.com

