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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.

Realtors Are Joining In The Probate Real Estate Revolution

Watch out investors! Realtors are quickly filtering into the probate-related real estate market. Why? Realtors, with their knowledge of the community, access to a network of professionals in the real estate field, and a depth of knowledge about buying and selling real estate, are a perfect fit for probate-related real estate investing.

With so many families looking for a discount on their dream home, Realtors

have an edge that can't be beat. Many of these families are willing to do the work to make a house a home, which makes those clients ideal for a newly available probate property.

Interested in learning more about how Realtors are taking advantage of the probate-related real estate market and profiting? Visit our website at www.usprobateleads.com or check out some of our past issues for more information.



PROBATE WATCH

How do you find the best leads? We hear this question all the time. At US Probate Leads, we specialize in offering probate-related real estate investors timely, accurate data on what properties may be available in their area. No longer will you have to spend hours of your day looking for leads at your local courthouse and leave frustrated when you can only find a few – and those are too old to pursue. With US Probate Leads, we offer you the most current leads delivered right to your email's Inbox. Now you can spend your time making deals.



Determining The Possibilities For Your Next Property

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

The best time to determine what you'd like to do with a property is during the period of time prior to purchasing it. There are so many options with probate-related real estate that having a strategic plan is critical to making sure that you can profit from your purchase.

The type and location of the property will be the determining factor in what you choose to do with it. If you are looking at a

multi-family property, then most likely you will be looking at rental opportunities. If you are considering a historic home in the center of town, that may offer an option to sell it to a young couple who would love to rehabilitate the property over a long period of time. Older homes in close-knit neighborhoods may be idea for families – even yours. Don't discount the possibility of purchasing a home that you and your family might like to live in. Many times, you can get your dream home for 30% to 50% off of the market value when it is purchased through a probate deal.

Knowing what you are going to do with a property is simply the most important part of your pre-purchase planning. The danger in not knowing what you are going to do is in the time it will cost you. Remember that while you own a home and it is vacant, there are still basic utilities, insurance and taxes to pay.

There are an endless number of possibilities for your next property. Thinking through what you'd like to do with the property during the pre-purchase stage will give you the best options to profit in the long-run.

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.

Why Fall May Be The Best Time To Purchase Your Next Property

As a probate-related real estate investor, you know that there are always terrific opportunities on the market – properties that can lead you to profits. While many homes go on the market during the Spring and Summer, in actuality, Fall may be the best time to purchase your next property.

During the Spring and Summer season, people are optimistic about the amount of money they can get for their home. The turn in the weather helps homes to look their best and sellers, whether traditional or probate-related, believe that they have a long time to get their home sold. Once the weather begins to turn colder, buyers begin to have

the edge. Many homeowners do not want the responsibility of maintaining a home or commercial property over the winter with the demands of snow plowing, the increased likelihood of roof and plumbing issues, and the wear and tear it can cause on a home's exterior and landscape.



Their concern can become your advantage. Since homeowners do not want to hold a home over the Winter, you may have the option to get it at an even lower price that you would have been able to in months past.

Purchasing a home in the Fall also gives you the advantage of having it ready right after the holiday season. You can do the work during the slow time of the year and have it ready to put on the market in the new year. Purchasing a home in the Fall can represent a sizable advantage for home buyers.

**SMARTER INVESTING:
A Disciplined Approach**



Being a disciplined investor means that you will leave no unanswered questions prior to making an offer on a property. One of those areas is to make sure to establish comparable values. You can look on the Internet for the values of homes recently sold in the area, or if you have contact with a Realtor, they may be able to run those figures for you.

DON'T EXPECT ANYTHING ...

When you purchase a home, apartment building or commercial property in a probate deal, don't expect that improvements will be made before you close. Typically, property owners may leave unwanted furniture and personal items in the property, as well as a great deal of things that need to be fixed.

This is not a time to get discouraged, though. Remember that things left behind can be sold, netting you an additional profit that can offset repair costs. While you will have to deal with repairs, you are getting a home or commercial property at a significant discount, so get to work!

The Art of Communication In The Probate Real Estate Business

Probate-related real estate investment is as much about sales as it is about purchasing real estate. In order to be successful, you need to sell the services you have to offer to potential probate families, establishing your credibility and building a relationship.

Accurate and effective communication is one of the hallmarks of a successful probate real estate investor. Knowing when and how to talk to families will help you to build your reputation, giving you additional opportunities that may not even be public knowledge.

The first place to start is to remember that you are a professional. When you are meeting with families,

make sure that you are professional in your speech and appearance. While there is no need for a three-piece suit, an approachable appearance will help you open lines of communication. Extend your professional condolences on the loss of their family member and give the family a chance to respond. Knowing that you care about them as people, and that you aren't just interested in their property, will assist you in building a rapport during the negotiating period. Another way to communicate well is to let your tone match theirs. If they are more somber, matching their tone will subconsciously let them know that you realize that selling their loved one's property is a difficult process.

Finally, if the family doesn't seem ready to proceed with a deal, don't get huffy or angry with them. Realize that they are leaving behind a piece of their family history and that they may not be ready to part with it as of yet. If that is the case, ask permission to contact them again in a few months. Most likely, they will agree and you can approach them later.

Knowing how to communicate with families is one of the key skills to becoming a successful probate-related real estate investor. Being professional and caring about families will build your reputation as a real estate investor that people want to work with, giving you an edge.

I FOUND A PROPERTY I REALLY WANT TO BUY, BUT THE FAMILY DOESN'T SEEM READY TO SELL. HOW OFTEN SHOULD I COMMUNICATE WITH THEM TO TRY TO MAKE THE DEAL

Knowing when to communicate with a grieving family can be one of the biggest challenges of probate-related real estate investing. No matter how hurt they are at the moment, they will want to hear from you and what you have to offer in the future.

Being persistent, but gentle, is the key. If they say, "We know we need to sell the house, but we just aren't ready yet," reply by saying, "I absolutely understand that. Many of my clients need time to process what has happened. May I contact you again in a month to see where you are?" Affirming that they have reason to feel the way they do and asking permission to contact them again will put you at the top of their list when it is time to sell the house.

Communication can be one of the trickiest parts of real estate, but you can succeed!

Marketing Your Probate Business

Effectively marketing your probate-related real estate business is a way to get a quick start. By establishing who you are and what you have to offer, the community you work in will begin to recognize your name and think of you in association with buying and selling real estate.

One of the first things to do when you start your business is to have a business card, small brochure and a website completed. These identity pieces all speak to your professionalism and give you instant credibility. This is especially critical when you are dealing with families that may not be ready to sell their property immediately. With access to your collateral pieces, they can contact you in the future.

Once you have your business card, brochure and website ready, then it is time to go out into the community. Consider offering to speak at your local library on dealing with probate properties. You can also offer

to speak at your local Chamber of Commerce or Rotary Club meeting. Providing free information to people in your community about what you do and how it can benefit them will give you instant access to clients you may have never known about. Additionally, you may want to offer to write a column in your local newspaper that talks about real estate. Each of these activities positions you as an expert in your field and, realistically, people want to work with experts.

The next step is to schedule meetings with people who may run into families with property to sell. You can call on churches, funeral directors, accountants, and estate attorneys. Each of these people will have contact with families who will have property to dispose of in the future. Leave your business cards and brochures for them to hand out. Remember that

they may be skeptical about referring their clients to you, so don't hesitate to stop in thirty to sixty days later to drop off another stack of business cards, a flyer touting your latest success story, or a copy of an article that they might find helpful. All of these actions lend credibility to what you do and how you run your business. Why is this important? People refer others to those they trust. Building a trust relationship is key to getting people to refer property to you.

Marketing your business is something that can radically improve your chances for finding a gem of a property - one that no one else may know about. With some planning and a consistent effort, you will become successful in the probate-related real estate business by marketing your business in a systematic manner.

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.

Becoming a probate-related real estate investor is one of the most exciting journeys you can embark on. Not only do you have the potential profit of buying and selling real estate to look forward to, but you have the tangible reward of working with families who are suffering and need your help.

As a probate-related real estate investor, you can sleep well at night, knowing that what you do can help families to move on after the death of a loved one, pay bills and taxes, and provide for their family's future. What you

do matters!

At US Probate Leads, we want to help you to make a impact on your community. With a range of products to help you manage your business - everything from probate leads delivered directly to your Inbox to communication tools that help you to stay in contact with your clients and potential clients, to evaluation and tracking tools to make sure your project comes out on time and under budget - we are ready to help.

Clearly, there is no better time to

be in probate-related real estate investing than now. Don't wait a moment longer to check out our tools and information. Give yourself the edge you need to succeed!

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



What's Next - November, 2011

Leveraging Your Community Contacts to Get the Best Deals

How Technology Can Give You An Edge

Tips For Working With Contractors



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