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Q3 2012 | September, 2012 | Vol 11 | Issue 9

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 and Investors Leave Foreclosures for Probate Real Estate

If you are a real estate agent or a real estate investor, then you know that many people have suggested that the foreclosure market is the best place to be.

Not so. While you can buy foreclosure properties at a discount, it can be a frustrating experience working with the bank. Delays in processing, a lack of communication – all of these factors can serious delay or even derail a potentially profitable deal.

That's the reason that so many realtors and investors are leaving the foreclosure market for probate-related real estate. With motivated sellers, easy terms and quick closings, it is easy to make profits in this market while avoiding hassles.

Interested in learning more? Read on for information on how you can make your real estate business grow quickly with probate-related real estate deals.



PROBATE WATCH

While you may not have heard a lot about probate properties, there are many opportunities on the market. Each day, thousands of probates are filed in the U.S. Within each of these probates is a variety of property, including commercial real estate, businesses, homes, vacation homes, collectibles and even jewelry. In order to close out the estate, all of these items needs to be distributed by the Executor or sold to pay bills. Herein lies opportunity. As Executors need to sell assets to pay bills, you can get property at a greatly reduced costs and profit by selling.



Fall Selling Tips to Get Your Home Sold Quickly

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

business functions, such as evaluating properties, working with families, and rehabilitating homes to put back on the market.

One of the best time-saving technologies is USPL's probate lead service. Instead of spending tons of time sifting through courthouse records in order to create a list of who to contact, USPL will email viable leads right to you. Convenient, complete and affordable, USPL's lead service will save you time and money as you can easily develop a database of families that have probate properties.

Another time-saving trend includes connectivity. You can achieve a constant workflow by having access to smartphone technology. Instead of having to wait to return to the office to send estimates, messages to contractors or make contact with families, with smartphones, you can have access to your entire office no matter where you are.

Technology has made the job of a probate-related real estate investor so much easier. With access to lead services and the Internet, work can be completed wherever you are.

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.

SMARTER INVESTING:
Timing is Everything



Like in every business, being in the right place at the right time is critical to your success. Part of that timing is being consistent with contacting families that hold probate properties. While a family may not respond to your first letter or postcard, they may respond to your third or fifth. Keep the door open and watch the opportunities develop.

USPL'S LEAD SERVICE CAN STREAMLINE YOUR WORKLOAD

One of the biggest time wasters in probate real estate is the numerous trips to the courthouse to find probates that have just been filed. Instead of wasting time sifting through information that may or may not be helpful, use USPL's lead service to get the leads you need delivered right to your email.

Gathered by USPL's professionals in every area of the country, you can get the leads that you need without ever leaving your office. Instead of hunting through records for hours, try USPL's lead service today!

How to Get Your Name Out Into the Community as an Expert

When you are working as a probate-related real estate investor, it is critical that you establish yourself as an expert in the area.

There are a myriad of reasons that being known as an expert in the community is critical. The main reason is that when you are working with families who have been through the loss of a loved one, they are looking for someone they can trust.

You can establish yourself as an expert in the area of probate-related real estate with a little effort. First of all, make sure that you have a professional-looking website. There is no reason

to have a complicated site, but having an Internet presence is important to making sure that your business appears credible. Once you have your website up and running, you can send a professional letter to community groups in your area, such as the Rotary and networking groups, offering to speak to their membership. By



coming in to speak to professional groups, you immediately position yourself in the place of an expert. In addition, you can easily write articles for your local newspaper about probate-related real estate and submit them for publication or simply add them as content to your website.

As you can see, it is simple to position yourself as an expert in the community on real estate. When you do, you'll immediately gain leads you'd never have gotten before

When Deals Go South: Is it Time to Walk Away?

You may have found the perfect property in the perfect neighborhood and yet there may be something not quite right about the deal. How do you know when it is time to walk away from a real estate deal? Here are some things to think about before you finalize your next deal:

- **Significant issues with the home.** While a home may look fine from the outside, there may be issues that would be a good reason to walk away. If you find foundation issues, a problem with mold in the home or other structural issues, then you may want to choose another property.

- **A title that isn't clear.** When the title company does the research on the property you are planning on buying, if they find blemishes on the records, you may want to walk away. Items such as liens or easements that you didn't know about are all valid reasons to reconsider the property and find another with a better history.
- **Sellers that keep changing their mind.** If you have made an offer on the house and there is more than the normal negotiating over the price, dates for move out or other

issues, then it may be best to cut your losses and move onto another property.

- **Rehab is unreasonable.** While many homes simply need paint and carpet plus a little TLC, extensive repairs may be a good reason to walk away. After all, you don't want to invest more than you can get out of the property.

While certainly every deal will have some issues, knowing when to walk away will help you to be smart with the money that you have to invest. Use these tips as a guideline for when to walk away and when to stick with a deal.

UNDERSTANDING FAMILY DYNAMICS AND PROBATE REAL ESTATE

It all sounds very simple - purchase a house, fix it up and either rent it or put it back on the market to sell it. Unfortunately, it is not always that easy when you are dealing with families.

When working with families, remember that they all have a story - some of them good and some of them bad. Even the most functional families have their bad days. To add to the challenges, the families that probate-related real estate investors work with have suffered a recent loss, which can further disrupt family dynamics.

You can navigate these waters, though. By spending a lot of time listening and being patient, you can build communication with the family. Take time to ask questions and know that your investment of time will help you to make the best win-win deal for you and the family involved. Always be professional and polite and you will win the respect of potential sellers.

Questions You Must Ask The Executor

Many new probate-related real estate investors forget that there is much more to probate than simply homes. As a probate-related real estate investor, you have the unique opportunity to make profits on many areas of property if you ask the right questions. Here are a few questions you must ask the Executor to maximize the profit on your next deal:

- Is this home the only piece of real estate available? Many times, the answer will be no. Throughout their lifetime, people invest in commercial real estate, apartments and even vacation homes. Knowing if there is other property available will give you additional options to make a profit.
- Are there any large items that you need to sell? One of the most difficult things for an Executor to work through is trying to sell

large assets they are not familiar with. Check to see if there are any antique cars, ATV's or boats that need to be sold. You may be able to include them in the price of the property and help the Executor as well as make a nice profit when they are resold.

- Did you loved one own a business? If the answer is yes, then that business may be for sale as well.
- What kinds of hobbies did your loved one spend his or her time doing? The person that passed away may have an expensive collection of antiques, trains, or artwork that the heirs may not be interested in. If that is the case, then you may be able to assist the Executor in selling those items.

- Does the house need to be cleaned out? Offering to help remove personal items - whether through an estate sale or just by cleaning out the items, may help you to make the deal that you want.

By taking the time to ask these questions, you will open the door to many other options for profits. The key is to develop contacts in the community that can be trusted to give you good advice on the value of items that need to be sold so you can 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.

Whether you are a real estate investor just entering the market, someone who has had a bad experience with foreclosures, or a real estate agent who is looking for a new way to build a portfolio or find properties for clients, probate-related real estate has it all. From businesses to commercial properties to homes and personal property, probate offers something for everyone who wants to make a profit.

Each issue of our newsletter focuses on giving you the best information possible about the

probate real estate market and the best ways for you to develop and grow your business.

In addition to our monthly newsletter, we have a variety of different tools that you can use to build your business. USPL has everything from a customizable leads service that will eliminate your trips to the courthouse to communication tracking and development tools. Each of these tools is designed to not only better prepare you to work in the market, but to help you spend time on your core business functions. We are committed to your success!

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

If you'd like more information about USPL or the probate-related real estate market, 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.

for more information on our tools and services.

PROBATE NOTES



Next Issue - October, 2012 Topics

Probate is More than Real Estate

Realtors Benefit from Expanding into the Probate Marketplace

5 Tips for Probate Entrepreneurs



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