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FOCUS *on Probate*

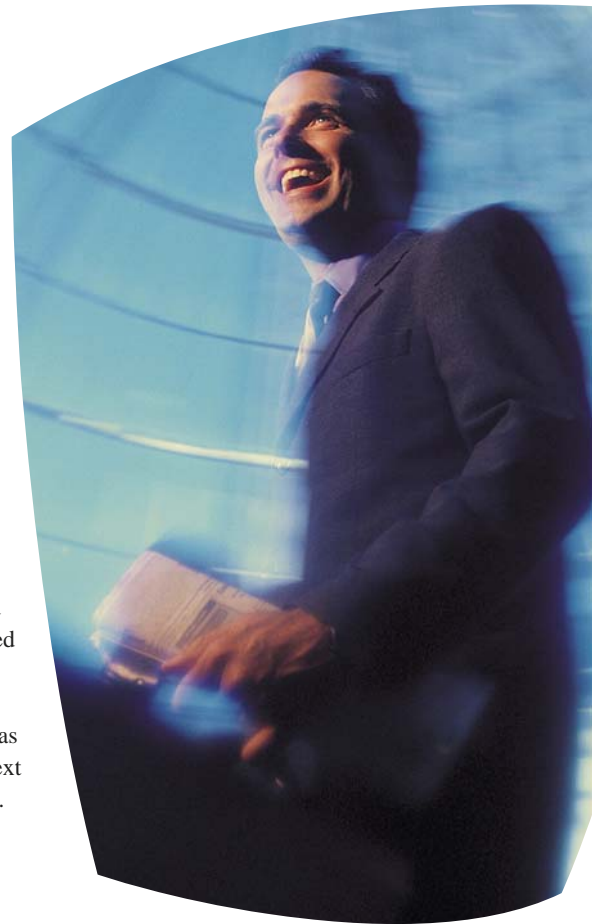
HELPING YOU UNDERSTAND YOUR ROLE IN THE PROBATE MARKET!

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.

Have You Heard About the Next Wave in Residential Real Estate?

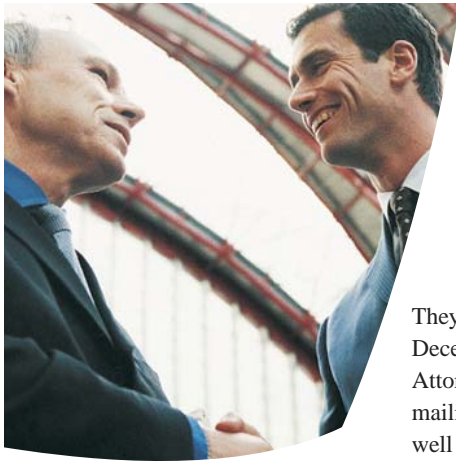
Everyone knows about today's Foreclosure market. Today, with economic conditions being what they are, foreclosures have brought an increased number of residential properties into the market. From a realtor's perspective that means more opportunities to get additional listings and from an investor's perspective it means that there will be more bargain opportunities.

But this market segment has been attacked with a vengeance; information is distributed to thousands of realtors and investors the minute a foreclosure is listed. This means that the opportunity to find real bargains has been greatly reduced. Probates offer the next window for the aggressive realtor/investor. With literally billions of dollars of real estate available, the discerning individual can still find those bargains.



PROBATE WATCH

Probates are filed every day at every court house in America. A significant number of these will have real estate in the estate. A well structured approach can lead you to these properties. Since the Executor (or Personal Representative) is authorized to dispose of any assets in the estate that need to be sold, your task is to make your self familiar with which estates have properties coming on the market. Reaching out to the Executors of these estates is the best way to ensure that you participate in their real estate-related sales.



Getting the most from our research analysis

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

They provide information on the Decedent, Executor and Attorney. Name and complete mailing address is provided, as well as, the Date of Death, Date Probate Filed and other useful information to help you organize an approach to reach out to the appropriate resource to market your services.

They have hundreds of researchers that visit county courts each day to retrieve probate data. They are the only company today making this data available for Real Estate Investors.

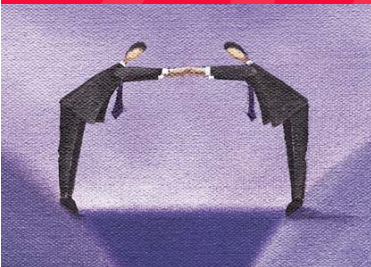
They also have the ability to provide additional support to help support your marketing efforts, such as, Executor Phone Numbers and Addresses associated with the Decedent properties.

You can use this information to identify new leads and to reach out to motivated sellers seeking to move their properties. This is a market that has long been thought too difficult to reach. Through the efforts of US Probate Leads you can now mine this market.

If you want Probate Leads, the company you should contact is US Probate Leads. With the ability to retrieve data in any court in America they are the one source for monthly probate data. US Probate Leads can provide you access to the information you need. You can get his information by checking out their website at www.usprobateleads.com.

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: A Disciplined Approach



Never have there been more opportunities for the savvy investor. Today's real estate market has more bargains than have been seen in the last 30 years. The investors that execute to a well defined plan will find that they have significantly increased their individual net worth when the market rebounds. Think Probate Properties!

EVEN 18 MONTHS AFTER FILING, PROBATE LEADS ARE STILL VAULABLE!

Probates are unlike other Leads! There are a multitude of factors that define when a property is going to be put on the market.

- ✓ Financial Concerns
- ✓ Family Issues
- ✓ Heirs' Proximity
- ✓ Personalities
- ✓ Market Perception

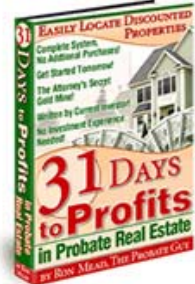
Research has shown that the average number of probate-related homes listed on the MLS, 18 months after filing is more than half the number listed within 90 days. This means that Probate Lead data up to 18 months old is still fresh in the Probate world!

Making Probate Investing Work for You!

Until today access to records identifying which properties are going to probate has been difficult to obtain. In order to identify this information, an individual had to go down to the local court house and research voluminous records to retrieve relatively minimal leads.

Today, that problem has been solved. For a very low monthly fee you can now have all probate leads in your county, sent to you each month. Using this information as a starting point you can design a sales and marketing campaign that will bring you additional opportunities.

The Investor that works in this area will find some great opportunities. This is not a complicated process and we have teamed with Ron Mead (The Probate Guy) to provide you step by step instructions to show you how to take advantage of our information.



You will be working with motivated sellers that have an interest in moving their property. Now you can reach out to them when they most need assistance and you can help them through a very stressful time.

This is a win-win situation where your services are truly needed. This is Your Opportunity to become a successful Real Estate Investor. Properties are available – we can help you find them.

How to Use Probate Data, if you are an Investor?

Real estate Investors can find significant opportunities in the Probate market. Even in today's turbulent economic conditions there are bargains to be had.

The key to success in this market is to have a well crafted plan and to stick to it. In the DFW area alone, US Probate Leads identifies more than 700 properties each month that enters the probate process.

Associated with those probates, almost 400 properties are identified each month. There is a wealth of opportunities for the investor. By carefully analyzing the properties presented and then reaching out to

estates, you will identify some properties that are available at well below market price.

Whether you wish to hold on to these and use them as part of your rental program or you would like to "bird dog" for other investors and sell your finds shortly after acquisition, the careful investor will see a wealth of opportunity in the Probate arena.

The advantage that the investor has in this market is that the individuals that you will be working with are motivated to sell their property. In some instances the Executor will reside out of county or even state.

These folks will find the burdens of managing the selling process quite cumbersome and will be looking for some help in moving their property.

In other cases, financial considerations will weigh heavily on the estate and your offer could well be seen as being heaven sent. In many cases the heirs simply want to cash out and a well timed offer can result in a quick purchase.

If you are serious about investing in real estate and are looking for a great way to find new and inexpensive leads – click on www.usprobateleads.com.

TIP 1. REACHING OUT TO ESTATE EXECUTORS

You will encounter all sorts of situations when you begin talking with Estate Executors. You will find some that want more time, you will find some that are in a hurry to do something, you will find some that already have plans and you will find some that do not need your services. That is the nature of any good sales campaign. Your task is to be there when your executor is ready for help.

It has been thought that the best approach is to send a one time letter offering your services. In actuality, the best approach is to reach out with a once a month contact for about 6 consecutive months. You can use a letter one time, a post card the next and a flyer after that. The thing to remember is that the executor will change his/her mind several times during the process – you want to be there when that happens. Good Luck in your Sales and Marketing Efforts!

How else can you use Probate Data?

Having the contact name for the Executor of an estate in probate provides you a window into a process that can lead in many different opportunities. Which direction you choose to go is entirely up to you.

Real Estate – In many cases the single most significant property in the estate will be related to real estate. Perhaps the individual owned a residence and it is available. Perhaps the decedent owned several properties and you might find yourself bidding on a package deal. Don't forget the estate may consist of properties any where throughout the US. When talking with the Executor you will want to determine the extent of the available assets. Don't forget to ask about acreage and mineral rights, these oft times can be more valuable than the residential property.

Personal Property – Each estate has a certain amount of personal property, the value of which is typically undefined at the time of death. There are many stories of an enterprising estate broker uncovering a valued property. If you use the information available from US Probate Leads you will be among the first to approach the Executor about the estate. A very successful gambit is to offer to turnkey purchase the entire estate. This will be your best chance at identifying and acquiring personal property items of value. From the estate's perspective they will no longer bear the burden of disposing of the estate and they will have cash for their efforts.

Business Property – One of the most interesting properties found in probate is the business property. When a person dies and business property is involved the disposition of that property is at times of interest to the entrepreneurial investor. Try to be creative here and don't just consider their AT&T stock. What we are describing is the business that the decedent owned and operated, but that no one in the family has a vested interest in continuing to support. This happens more often than you would think and questions identifying these situations should be asked of the Executor or Attorney at the first chance.

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 peruse our inaugural issue of Focus on Probate.

We have undertaken the publishing of this quarterly publication to present an insight into the Probate market. This is a market that few understand, but one that offers many opportunities to those of you that takes the time to learn it.

As this edition clearly shows there are many opportunities for the individual interested in probate properties.

Whether you are interested in Real Estate, Personal Property or Business-related Properties (from real estate to operational businesses), the Probate Market is something you should consider.

As the intro says, at any one point in time there is more than \$600B worth of properties tied up in probate across the US. This is a market that has long been ignored because of the difficulty associated with retrieving the necessary information to approach the Estate Executors.

With the entry of US Probate Leads into this market, that barrier has been removed. Now you can acquire the information necessary to become a success in the Probate area.

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



Next Issue – Mar 2010 Topics

What are the Legal Ramifications of the Probate Process?

The Probate Process - Separating Myth from Fact

Tips for Realtors/Investors and Probate Entrepreneurs



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