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HELPING YOU UNDERSTAND  
YOUR ROLE IN THE PROBATE MARKET!

# ON Probate

*At any one point in time there is more than \$60B in Residential Real Estate properties on the market across the US. Executors of Estates frequently need money, so bargains are not hard to find.*

## Get in the Game – Don't Let Myths Keep You on the Sidelines

We all know the struggles that the real estate market has faced over the last few years. While some people are still concerned about getting into real estate, there are so many opportunities to help families, get great probate deals, and build a portfolio of properties that there is simply no reason to wait for one more minute.

If you are a real estate agent or just someone who can see the possibility

of probate real estate, then it is time to get in the game. Homes go into probate every single day and there are many terrific deals to be had, while at the same time performing a valuable service for families who need a way to generate cash to pay for funeral expenses, taxes, unpaid bills or to disburse among heirs.

Don't wait to get into probate real estate – contact US Probate Leads today!



## PROBATE WATCH



If you are looking for amazing opportunities in the probate real estate market, then you need to look no further than US Probate Leads. We provide you with current listings of the probates specific to your area, which will allow you to make deals that are on average of 30% to 50% less than the current market value of a property. Why is this? Because Executors need to quickly generate cash to pay for expenses related to their loved one's death and they well know that the property they have may be in need of updating. Don't wait! Contact us today!



## Real Estate Investing is Back!

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

serious decline in pricing, with the overall drop at approximately 30% across the country and up to 55% in the worst areas. Combine that with an additional 30% discount on probate properties and probate real estate investors are picking up properties for a fraction of what they would have sold for a few years ago.

Another factor making real estate investing attractive right now is the vast amount of families who are looking for property to rent. With people losing jobs and high foreclosure rates, your new probate property might make an

ideal investment property.

Additionally, with the demand for rental properties on the rise, the associated rental rates have risen as well. As families reestablish their finances, well positioned homes will certainly sell for excellent prices. All of this is terrific news for probate real estate investors.

If you are ready to jump into probate-related real estate investing, then check out US Probate Leads ([www.usprobateleads.com](http://www.usprobateleads.com)) for the most up-to-date leads on properties just waiting for you.

**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 Market of Bargains**



With the housing prices still dropping in many areas of the country, probate real estate investors have the opportunity to capitalize on excellent bargains.

Executors want to quickly dispose of properties that they know will be undervalued, giving probate real estate investors the edge on building their own portfolio and helping families.

After several years of a bumpy ride in the real estate market, investors are back! Mainstream Investing magazines like Fortune are enthusiastically endorsing real estate as a great way to build a business and a portfolio.

Why is this? Over the last several years, the overall inventory of homes for sale has dropped. In addition, the market experienced a

## What Sellers Look For...

Did you ever wonder what sellers are looking for in a probate real estate transaction? There are many factors that a probate real estate investor must be aware of when dealing with sellers.

First, your potential seller may be a bit skeptical. Be honest

and needs improvement, they also want to feel that they have been paid fairly for the home that their loved one lived in. If you are going to offer them less than they might expect then be sure to explain why. Letting them know the cost for new carpeting and paint and any other improvement you need to

Finally, work with integrity and professionalism. Sellers of probate property are always looking for people who do what they say they are going to do in a business-like manner. If you tell a seller that you are going to call them at a certain time, don't miss that appointment. Always be available for them and no matter

### PROBATE LEADS RETAIN THEIR VALUE OVER TIME!

Did you know that there are still many probate-related homes listed for as long as eighteen months after death? Surprising, isn't it?

That is why having a service like US Probate Leads is so valuable.

Knowing which homes have recently entered the market can be your opportunity to finding the best deal in your area. Families may take their time in listing their home, but you'll know about it no matter when it happens with our up-to-date data. Contact us today for more information on how we can assist you in finding the best probate properties.

about why you are contacting them and don't put any pressure on them. Sellers look for someone who has integrity and who they feel is being fair.

Second, your potential sellers are looking for a fair deal. While many times they may realize that the home there are selling is outdated

make will help them to understand why your offer is positioned where it is.



what they say, keep your cool – that's what the pros do.

If you are honest, fair, and have integrity, you will have success with sellers.

## 5 Ways to Be a Better Entrepreneur

When you become a probate real estate investor, you have become an entrepreneur. Just like in any business, you must improve to succeed. Here are five ways you can grow as a probate real estate entrepreneur:

**Become a Lifelong Learner.** As in any industry, probate real estate changes as the market changes. Don't be satisfied with yesterday's information. Strive to learn new skills, techniques and management skills regularly, honing your ability to respond to market conditions. You can do this by reading, taking classes and registering for email article services. Take time each day to read something new and then try to apply it to your business.

**Employ Experts.** One of the most important traits of successful entrepreneurs is that they hire the best people they can find. Building relationships with people who know their business inside and out will help you to get the best advice. It is far cheaper to employ an expert than to have to pay to have a job done a second time.

**Incorporate Technology.** If you are still doing everything the old fashioned way, by manually checking records and using paper systems, adding technology can not only increase your efficiency, but also open up new opportunities for you.

Using a service like US Probate Leads can help you to streamline your operation.

**Network.** Building relationships in your community can provide you with critical information before it becomes available to the general market. By joining your local Chamber of Commerce, Rotary Club or real estate investor club, you will know about opportunities before anyone else.

**Be the CFO.** Watching your finances is the ultimate hallmark of a professional entrepreneur. Take into account all of the costs of your probate transactions – everything from title fees to carpet costs. Knowing how much you are spending will do nothing but increase your profitability.

### TIP 1. REGULAR COMMUNICATION MAKES ALL THE DIFFERENCE

Many investors assume that if after one communication a seller or Executor doesn't contact them, that they aren't interested. That's simply not true. Regular communication with potential sellers, important in traditional real estate and critical in probate real estate, is the key to finding the

Probate data has many more uses than simply providing you with an address and the name of the Executor. There are several additional categories of information that can be profitable areas for investors who use the data wisely.

Not only does probate data

## The Versatility of Probate Data

that the family might be trying to make decisions about. While an Executor may assure you that they will be taking every personal item, that is most likely not true. Usually, there are things that will be left behind-- things that the family simply didn't want to deal with. In addition, you may find that

Knowing what all of the holdings are will give you the opportunity to evaluate whether you'd like to purchase just one or even the whole portfolio.

The versatility of probate data is the key to making the best deals that you can because you have all of the information that

best deals, earning the trust of the sellers and closing a profitable transaction. While US Probate Leads is known for their lead services, we also have organizational tools that can really assist you in keeping track of whom you have contacted, how they have responded and when you would like to contact them again. Our sophisticated database tools can even schedule the printing of those letters for you!

People always change their mind. While they might not have been ready to listen to what you have to offer a month ago, they might be ready now. If you don't stay in contact you'll never know! The lesson: have a communication plan and stick to it!

provide information on the current property holdings for an individual, but they may include business holdings as well. You may find, through a bit of research, that the decedent owned a company that the family is either interested in selling or interested in finding someone to manage. This could provide you the opportunity to become a consultant, connecting business professionals with the family and helping them to arrange a sale or transfer, with you receiving a finder's fee or consultant's fee for assisting with the transaction.

Another area that probate data can be helpful is in determining what types of personal property

their loved one owned boats, cars or other items that you can assist them in selling for a fee. No matter the situation, you can take advantage of items left behind by selling them to increase your profit margin and help recoup your costs.

Lastly, don't forget to use your probate data to determine how many pieces of real estate that the loved one may have owned. Many people who go through probate may have multiple homes in different states, they may have their own investment properties, or may own the building or complex that their business is located in.

you need. Do not limit yourself to only one type of property-- probate data is valuable because it can give you the whole picture of what may be available to purchase and resell.

Whether real estate holdings, business holdings or personal property, US Probate Leads probate data is valuable in developing multiple streams of income as an investor.

## 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.*

We appreciate that you have taken the time to read this issue of Focus on Probate. We hope that you are finding the information in our newsletter to be helpful in assisting you to develop your own probate-related real estate investment business.

In this issue, we have covered a lot of topics – everything from how to be a better entrepreneur to how to use probate data more effectively to understanding what sellers are looking for when they work with you. All of these are critical components to your business.

No matter how much experience you have, US Probate Leads is here to encourage you and help you to make the best decisions you can in your investment business. We have developed multiple tools to assist you in learning about the probate real estate investing market – tools that will help you to effectively take care of your communication needs, tracking and up-to-date data for every county in the United States. Our goal is to be your comprehensive source for all things related to probate-related investing.

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.

## PROBATE NOTES



Next Issue –  
May, 2011  
Topics

Buying your first home-- things to know.

Effective renovations that increase value.

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!

Why probate is hot  
now!



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