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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.

How A Slow Economy Helps You Build Your Probate Real Estate Business

We've been hearing it for years – the housing market is in a slump following a global recession. Lucky for probate-related real estate investors, there couldn't be a better time to invest. With a vast array of homes, apartment buildings and commercial properties available, investors now more than ever have the opportunity to purchase properties at a significant discount. In essence, we are operating in a buyer's market.

A slow economy helps you as an investor because it keeps the inventory of homes at an all time high. And, when you do purchase a property, because probate-related real estate investments are typically purchased for thirty to fifty percent off of market values, you have plenty of room to resell them at a significant profit.

While other areas of real estate have slowed down, probate real estate is just getting started. Don't wait to get started!



PROBATE WATCH

Why do families want to sell their probate real estate quickly and under market value? For several reasons. They may need cash to pay bills, medical expenses, court and legal fees, as well as funeral costs. In addition, the Executor or remaining family members may no longer live near the home that is for sale, making it nearly impossible to maintain it. Finally, for some families, they just need a clean slate with no painful memories. No matter the reason, as a probate real estate investor, you have the ability to make a difficult transition easy.



5 Things That Will Close The Deal

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

A deal is on the horizon – you can feel it! But, knowing what you can do to get “over the hump,” with the buyer can be a real challenge. Here are five things you can do that will close the deal:

1. Offer a short closing. Getting money to the Executor sooner is better.
2. Offer a cash bonus. Tell the seller that you will give them a \$500 cash bonus if they sign the deal within twenty four hours.
3. Offer to do the clean up. Many times, probate homes have years of accumulated belongings in them. If

the seller knows they don't have to clean it up, they may be willing to move.

4. Do the deal privately. Remind the seller that if they deal with you directly, they won't be paying any brokerage fees, giving them more cash.
5. Give them something they need. Do they need a moving truck? Rent one. Do they need a new refrigerator for their own home? Buy it. Be creative!

With good listening and some creativity, you can close deals quickly.

SMARTER INVESTING: Location Counts



The old real estate adage, “location, location, location,” still counts. When you are considering a real estate purchase, don't forget to check the comparable listings in the area for value. In addition, think carefully about whether the property you are looking for is in a desirable area. Remember, the only thing you can't change is location.

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

THINGS NOT TO SAY TO A FAMILY

In an effort to get a deal done, you may say things you might later regret. Here are a few to avoid:

- ✓ “Really, it's time for you to move on.”
- ✓ You don't need to talk to your family. You are the Executor after all.”
- ✓ “The house is in great condition!” (If it's not.)
- ✓ “I'm sure your loved one would want me to buy this from you.”
- ✓ “Why on earth did your mother put in a pink bathroom?”

If you want to make a deal, remain professional and compassionate. Remember, discretion is the better part of valor.

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.

Sell Or Hold? What To Do With Your New Property.

You've closed on a new property. Congratulations! Now what?

Many probate real estate investors have so much fun making the deal that they forget to develop a plan for their property before they take possession of it. So, what do you do with that property? Here are some options:

Your first option is to resell it. Hopefully, you've taken into account the costs associated with updating the property in terms of cosmetics such as carpet and paint, as well as thoroughly investigating furnaces and roofs. Once the repairs are done, you can add your cost to your purchase price, plus a

generous amount of profit and put it back on the market. With the proper marketing and pricing strategy, it should sell quickly.

Your next option is to hold it as an investment. With some basic updates, many homes serve as wonderful rental properties, giving you a consistent stream

of income that you and your family can use to pay your own expenses as well as cover the mortgage. This is a great option if you plan to live in the area for many years to come.

The final option is to move in. Maybe your own home is the wrong size or in the wrong location. If so, your new acquisition may be the perfection solution for you and your family.

Whether you sell or hold, your probate real estate investment can offer many options that can generate one time or monthly income.



Realtor Focus: Help Your Clients Invest In Probate Real Estate

Realtors who are well-versed in the ins- and- outs of probate real estate have a clear edge in today's challenging real estate market. As a Realtor, not only can you help buyers purchase their dream home through a probate purchase, but you can also assist investors in finding and buying properties they can hold as part of a real estate portfolio.

In order to help your clients invest in probate real estate, you'll need to offer them tools that will help them to see the benefits of probate real estate. The first tool you can use to assist your clients is a Home Warranty. Home warranties offer the buyer the security of knowing that should a significant system in the home

require repair, that cost would be covered. Since many probate properties are older homes that have not had the level of maintenance that might be expected, a Home Warranty gives your buyers the security they are looking for. Next, consider running a title search early in the process to determine if there are any liens or encumbrances that could delay or kill the sale. For a buyer, not having to worry about their sale is key. Another way you can help your clients to invest in probate real estate is by providing a list of repairs that will bring the property up to current standards. Having a rough figure available for buyers can assist them in seeing that even though the property

might need updating, getting it at thirty to fifty percent off of market cost can be a smart investment. Finally, offer each potential buyer an idea of what the market value of the home is once repairs are completed. This too will help buyers to see that purchasing a probate property is a smart financial decision.

As a Realtor, you have the unique opportunity to show buyers a way to purchase their dream home or to build a real estate investment portfolio. With a little homework ahead of time, you can easily provide all of the information that your buyers need to make a positive decision about your probate property.

TIP:

RECORD KEEPING

One of the quickest ways to fail at probate real estate investing is to keep shoddy records. As a business person, you need to keep files on each and every property as well as on whom you have contacted, what they've said and when you promised to get back to them.

Feeling overwhelmed yet? At US Probate Leads we know that success in probate real estate investing is in the details. To respond to your needs, we have created several cutting-edge tools that will virtually automate all of your record keeping needs – even printing off your next set of inquiry letters on a pre-scheduled basis.

Interested in more information? Check out our website with our full line of easy to use tools at www.usprobateleads.com. If you need personalized help, don't hesitate to contact one of our Customer Service team members at 1. 877. 470. 9751 and we'll be delighted to assist you.

Maintaining Your Perspective Over The Long Term

As with any business, the most exciting time is right at the beginning, when you are new to the industry and have dreams for how your endeavor will work out. But how do you maintain your perspective over the long term?

Develop a Business Plan. All good businesspeople spend a great deal of time at the beginning of their business working on a business plan. This document not only states your income goals, but other measurable statistics, such as hours worked per week and number of homes purchased or sold. In addition, probate real estate investors need to have a plan as to what to do with the properties that they have acquired, whether it is to hold them as rental properties, rehabilitate them and put them back on the market, or use their property as their own dream home. By referring to this document regularly you will remember why you started the business in the first place.

Reassess Your Goals. Over time, one thing that can seriously erode your perspective is when your original goals no longer meet your current needs. Imagine if you started your business while you were single and now you have a family with small children. Instead of your original goal to acquire apartment buildings, you may now need a larger home. Adjust your goals regularly to address the changes in your life, regardless of whether they are due to changes in your family or financial needs.

Rejection Is Part Of The Job. Your enthusiasm for probate real estate and your determination to succeed may have assisted you at the beginning of your business in getting past the many deals that inevitably didn't work out. As time progresses though, you may find that you are more and more frustrated.

In order to be successful over the long-term as a probate-related real estate investor, you must remember that each time you hear a "no," you are one step closer to a "yes." Knowing that will help you to come to understand that like any career where deals have to be put together, a lot of it requires patience, persistence and a bit of luck.

Maintaining your perspective over the long term isn't difficult, but you must be vigilant to make sure that your business plan is current, take time regularly to reassess your goals and what you hope to accomplish, and remember that rejection is just part of the job. Knowing this will help you to stay in probate-related real estate investing, allowing the dreams you have for you and your family to come true.

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 so much for taking a moment to read this month's issue of *Focus On Probate*. As always, we've worked toward creating a newsletter that will inspire you and give you the information that you need to make the most of your probate-related real estate business.

As you know, there are more and more fears of another recession. Certainly, this is bad news for the economy in general, but fortunately for probate real estate investors, we are in the perfect position to help those who need financial

options when they lose a loved one. Instead of being nervous about the future of real estate, take advantage of the current market and get back to calling all of those leads. And, if you need new leads, give us a call! We offer the convenience of delivering high-quality, up-to-date court-based leads right to your Inbox.

Why invest your time hunting around in the courthouse for leads that may or may not be correct when you could have viable leads delivered to you in the

convenience of your home or office? Contact us today for more information on how we can help you build a vibrant probate-related real estate investing business.

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 - September, 2011

Cosmetic Improvements That Create Profit

5 Things That Will Stop Your Deal Cold

Know When To Walk Away



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