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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 What Probate Real Estate Can Do For You?

There is no doubt that there are still a lot of foreclosure properties on the market. With more homes on the market, realtors and investors have many options, with what would appear to be bargain properties.

That's not exactly so. Foreclosed properties can be difficult to purchase and may have significant damage, making them a nightmare for buyers and realtors alike.

There is a better option. Probate-related real estate offers bargain properties that have been maintained and are priced well below the market. For realtors, probate represents an untapped market of homes in desirable neighborhoods and for investors, probate options represent a way to invest in real estate that simply makes sense.

With a great deal of financial benefits and none of the headaches of foreclosures, probates have a lot to offer!



PROBATE WATCH

Every single day, literally billions of dollars of real estate moves through the market in the form of probate real estate. Controlled by the estate's Executor, many times, these estates have members who are eager to sell their property at lower than market values to create funds to close the estate and to pay medical, tax and funeral bills. How can you access these estates? The best way to find out which properties are available as part of a probate is to speak to the Executors of those estates. Each Executor has the knowledge and power to sell to you.



Trends in Probate Investing

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:
Working a Plan for Success



If you are a savvy investor, then today's probate market is a place you will find tons of opportunities. Once you find the opportunities that will work for your business, it is critical to utilize a disciplined approach. Take the time to create an investment plan with short and long term goals that you can easily follow. A plan will help you to be successful.

Like any other business, the probate-related real estate business changes over time. There are currently several technology-based trends that you need to know about in order to remain successful.

The newest trends in probate real estate include those that are time savers. The benefit to you as an investor is that when you save time, you can concentrate on your core

PROBATE LEADS DON'T AGE OUT LIKE OTHER FORMS OF REAL ESTATE

Unlike other types of real estate, your best leads may not be your newest leads. While estates are required to file paperwork shortly after the loss of a loved one, that doesn't mean that the family is ready to make the hard decisions that include selling real estate. In fact, studies have shown that leads that are up to 18 months old are some of the most viable. By then, a good deal of the grieving process is over and the family is ready to move forward with their life. Don't discount those leads that are a bit older than you would like as they may have the most motivated sellers.

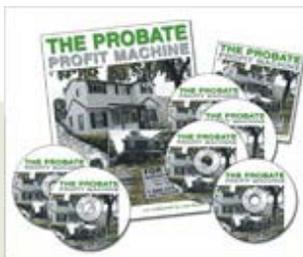
Effectively Marketing Your Property

Once you have purchased a property and are ready to put it back on the market, you may wonder what is the most effective method to marketing your home.

There is no clear cut answer as marketing represents the cumulative effort of getting a message out to the market. In the case of real estate, there are many ways to deliver that message.

One option you have is to hire a realtor. While you may not want to involve a realtor as there are fees associated with their services, what you need to remember is that they are shouldering the burden of marketing and showing your

property. If you have multiple projects and need a quick sale, then spending the money may be worth it to you. Another option you have is to advertise your property on your own. Using the Internet is one of the best ways to get the word out about your home's for sale status. Take pictures of the home and begin posting them on a variety of websites that advertise homes for sale.



As you are preparing your home to go on the market, make sure that it is ready. Do not make the mistake of putting it up for sale until all of the work is complete. Many times, prospective homeowners can't visualize how a repair will look when it is completed. Their lack of experience may cause you to lose a sale.

Marketing your home can either be done by yourself or by a realtor. Either way, you will get your home sold in a timely manner.

Legal Terms And Concepts You Need To Know As An Investor

Whether you are a real estate agent or a probate investor, there are certain legal terms that you need to know in order to run your business. Here are some of the terms and concepts that you need to know in order to run your business:

- Probate. Probate can mean several different things, including filing papers in the court. For the real estate investor, probate describes the process that an estate goes through in order to be closed out by the state. Probates are a critical part of orderly government as they ensure that assets are transferred to the next of kin in a preplanned, disciplined manner that allows for accurate record keeping.
- Executor. The Executor or Personal Representative is someone who is responsible legally for the disbursement of the estate and taking care of all of the paperwork. An Executor can be named whether or not someone dies with or without a will. If someone does not have a will, then the court will name a Personal Representative so that the process can continue.
- How probate works. Probate is concerned with making sure that any debts that are owed are paid and that any remaining assets are distributed

to the heirs. The court gets involved to make sure that things are done according to the will and according to state laws. Once the Executor has been named, then all creditors and heirs will be notified and property will be inventoried. At that point, bills will be paid and assets distributed to heirs.

Working in the probate arena can be challenging, but with a little knowledge of the legal terms and concepts that are used, you can easily learn to navigate the probate process.

SUCCESSFULLY COMMUNICATING WITH EXECUTORS OF PROBATE ESTATES

There is no doubt that family situations can be complex, and during the probate process, some of those complexities can be aggravated. How can you best communicate with Executors? Simply put, be honest and consistent. Like with any good marketing effort, your consistency over time is what will deliver results. Instead of simply sending a one time letter, create an entire campaign stretched over a year. Regular mailings to Executors will keep your name and services in the forefront of their mind as they file paperwork and clean out personal belongings. The most important thing to remember is that successful communication with Executors means that you are there when they are ready to sell, and that may not be the minute that their loved one passes away. Be patient, be consistent and be honest. You'll see the results of your clear communication in the quality of the deals you are able to put together.

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.

We hope that you have learned something new from this month's issue of *Focus on Probate*. Each month we work to bring you practical ideas that you can incorporate into your own probate business that will help you to be profitable and successful.

In this month's issue, we talked about creating a plan for success. Like any business, having short and long terms goals will give you a direction to move toward every single day. By taking the time to write down your goals, you are ensuring your success.

At USPL, we want to be part of the success that you create. That is why we offer so many tools to help you streamline your everyday operations. From our custom lead service to our training materials and our database software specifically designed for probate-related real estate investors, we are invested in helping you to build the business of your dreams.

Do you need more help? Are there questions you need to have answered in order to take your business to the next level? There is no better way to increase your

success than by visiting our website to see what our newest products are. Visit today to invest in your own success!

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 - September, 2012 Topics

Fall Selling Tips

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

When It Is Time to Walk Away
from a Deal



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