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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.

Happy Holidays From US Probate Leads - Wishing You The Best in 2012

2011 has been a great year for US Probate Leads and we hope that you have gotten a positive start on developing your own probate-related real estate business. Whether you are an individual investor or a realtor, working in the probate real estate arena offers opportunities like no others in the industry with properties significantly discounted and motivated sellers who simply want to

get on with their lives and pay bills.

Haven't gotten started yet? Don't let another month go by without taking advantage of what probate-related real estate investments have to offer. From long-term investment income and capital gains to rehabilitation and resale, probate-related real estate is a satisfying way to not only help others, but a great way to meet your own personal goals and dreams.

We're wishing you the best in 2012!



PROBATE WATCH

Realtors are quickly adjusting their businesses to take advantage of probate-related real estate in the market. With heavily discounted prices, probate homes are ideal for families who are looking for a way to purchase a larger home at a bargain price. With their wide variety of community contacts, real estate agents have a network of funeral directors and attorneys that can refer new probate listings to them before they ever hit the courthouse records. If you are a realtor, then developing probate real estate contacts may be an excellent strategy for 2012.



Why Are Probate Sellers So Motivated?

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

One of the true advantages of probate-related real estate investing is that the sellers are the most motivated in the market. While other sellers may haggle on price and condition, most of the time, probate sellers just want to complete a deal.

Why are they so motivated? Many times they have inherited a house that is in need of updating or a complete overhaul. Most families don't

want to take on this type of responsibility, so they are happy to find a buyer who is ready to buy "as is." In the probate-related real estate investment field, these people are definitely your best opportunity to make a deal.

Probate sellers are also motivated if there is an outstanding mortgage on the property. Finding a way to relieve themselves of that burden is a priority. By selling the property, they get rid of a significant problem and a huge financial liability.

Many probate sellers are also motivated because they live out of the area. In the best of circumstances, taking care of more than one home can be challenging. Most Executors that live out of state are more than happy to sell the home that their loved one has lived in. It relieves them of worrying about utilities and maintenance issues.

Sellers in the probate-related real estate market are the most motivated of any people you will find, giving you the chance to make great deals and help families in need.

SMARTER INVESTING:
Finding The Best Properties



How do you choose the best property to invest in? The best properties are the ones that meet your specific criteria AND make you a profit at the end - whether that means you have sold the property to a new family or you keep it in your real estate portfolio. You'll know the "best" property by whether it meets your profit making criteria or not.

WHY FOLLOW UP IS CRITICAL

Probates, unlike many other types of real estate may have a greater chance of selling even after a long period of time. We have discovered that whether a probate lead is thirty days old or twelve months old, it is still critical to follow up.

Lead data is still good after that time because families are not always ready to sell immediately after their loved one's passing. Frequently, families need time to process the loss, straighten out paperwork and determine the best course of action. Once the rawness of the situation has resolved itself, you may have a good chance at a great deal.

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.

The Probate Process – What Is The Role Of An Executor?

When you become a probate-related real estate investor, you will run into many estate Executors who have control over the assets that you may want to purchase. Because of the fact that they are the ones you are making the deal with, it is critical to know what an Executor is and how they contribute to closing an estate.

An Executor is usually someone named by the Decedent (the person who has passed away) to take care of disposing all of their assets upon their passing. That means that the Executor, usually with the help of an attorney, has the right to make decisions about how everything

from cash, to real estate to personal belongings are distributed when someone passes away.

Not only does the Executor have the responsibility to make sure all the paperwork is filed at the proper time, but they are responsible for paying bills and selling personal items. This is the point at which you, as a real estate investor, may have a



connection with Executors.

In many cases an Executor is the only one with the signatory rights to agree to a real estate deal and sign the contract. It is important to know that the Executor will also need to sell or dispose of personal items as well.

Knowing the role of an Executor can help you when communicating with families who have lost a loved one and need to sell their property. Understanding that the Executor is the final decision maker gives you a focus for your negotiations and an opportunity to help the family.

How To Set Achievable Goals For 2012

With the new year nearly upon us, it is a great time to take stock of where your probate-related real estate business currently is and where you'd like it to be over the next twelve months. If you have the desire to grow your business – and you should! – then taking some time during the holidays to set 2012 goals will be a key part of ensuring success in the new year.

What is the best way to set achievable goals? So many times we set goals that are never completed, leaving us feeling guilty that we haven't achieved what we'd like to in our lives. There is a better way, though. By following these guidelines, you'll be well on your way to achieving your 2012 goals

even before the year ends.

Start small. The old adage, "How do you eat an elephant? One bite at a time," is a perfect example of setting small goals. You may start with making just one phone call a day and setting a specific time to contact potential sellers or do mailings. Remember, every successful business started with a series of small steps. They didn't achieve success overnight, though it might seem that way.

Goals must be measurable. When setting your 2012 goals, know that there has to be a way to measure them. Simply saying, "I want

to have a successful probate-related real estate business" isn't good enough. What does that look like? Be as specific as you can and break your dream down into measurable steps. If you want to own four investment properties, then you can measure against four.

Goals must be time-sensitive. Attaching a deadline will give you even more incentive to get things done. "I want to contact twenty probate attorneys by January 30th," is small, measurable and time sensitive goal.

Following these steps will lead you to success in 2012.

COUNT YOUR COSTS

You may have found the perfect property to begin your 2012 investments, but have you thoroughly counted your costs? As in any business, knowing what you can expect to put into a property before you sell it can determine if it is a deal to walk away from or one to take advantage of.

Things to take into consideration when you are looking at a property includes: Does the property need to be cleaned out? Are there things that can be sold (a boat, furniture, motorcycle) to create value? Does the property need any significant repairs such as a roof, new kitchen cabinets, foundation work or landscaping? Are all the utilities up to code, or can they be brought up to code easily?

Taking into account the costs of these types of repairs can turn you into a savvy real estate investor who is pursuing only the best deals. Take your time and get as many estimates as you need in order to count your costs.

Dealing With Difficult Families

One of the best parts of being a probate-related real estate investor is dealing with families, and one of the worst parts of being a probate-related real estate investor is dealing with families. Regardless of the deal that you are trying to put together, you will have to deal with families - and some of them can be difficult. Coping with difficult interpersonal relationships can make or break the chance to make a deal. But, there are ways to be successful at dealing with difficult families.

First, try to understand the situation. Is there just one family member that is causing the problem? Can the Executor become an ally? If there is just one difficult person in the family and it is not the Executor, then you may have limited options. Simply dealing with the Executor and understanding that there may be years of issues behind the behaviors you see will give you patience.

Second, ask questions. So

many times we jump to conclusions about why people behave the way they do, when asking a few questions could provide insight that might make the difference in coming to an agreement on a property. The most successful probate-related real estate investors understand that their job is about much more than just buying real estate - it is truly a people job.

Third, be patient. There are many times when a deal may look like it won't come together due to in-fighting between family members. It is critical to be patient. The arguments may very well blow over and leave you with an opportunity to still complete your deal. Timing is everything in real estate.

Fourth, be prepared to walk away. If the in-fighting is serious enough and the Executor either doesn't have control over the family or isn't willing to take control, then you may have to walk away.

It is much better to walk away than to tie yourself to a deal that may have long-term consequences to your business. No matter how wonderful a property is, it is not worth legal and financial hassles.

Finally, stay cool. Difficult families can challenge you in a way that no other situation can. When interpersonal relationships become tough, retain your professional composure. It is far better for you to walk away or to tell the family that you need some time to consider what you have heard than to react in an unprofessional manner. Cooler heads will prevail. Just make sure that one of those cooler heads is yours.

Dealing with difficult families is part and parcel of the real estate business. By following these steps, you can still make great deals.

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.

As this year draws to a close, we are grateful to all of our US Probate Leads clients and for the trust they put in us to provide the best, most current leads in the market.

2012 is poised to be another great year and we are looking forward to serving you with not only our lead service, but with other tools that can help you to build the probate-related real estate investment business you have been dreaming of – the kind that will positively impact your family and your lifestyle.

During the next year, we will continue to provide you with time saving tips and tricks of the business in this newsletter with the hopes that you will use them in your own business. Let us know about the progress that you have made. We want to hear your success stories and how you are meeting your 2012 goals.

As you gather with friends and family this holiday season, remember that your probate-related real estate business makes a real impact for families that have lost a loved one. We'll look forward to continuing to

work with you during 2012 and beyond.

***Wishing you
Happy Holidays
and a Prosperous
New Year!***

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 - January, 2012 Topics

Taking Advantage of The Winter Months

Flawless Follow-Up

Which Repairs Can Wait?



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