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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.*

## Take Advantage of Opportunities in Probate Investing!

For business people that are looking for the best ways to profit in today's challenging investment environment, then considering the opportunities available in probate just makes sense. From businesses for sale to residential and commercial properties, you can be sure that there are many options that investors just like you take advantage of each and every day.

Why choose probates? The reasons are simple and clear. Probates offer the most flexibility and the best discounts in the

investment market today. Executors who are in charge of selling probate property want to move it quickly, which means they are willing to take a significantly discounted offer from the current market price. And, there is no reason to stop at properties. Many probate investors find success in buying and selling cars, ATVs, boats and antiques.

Don't miss the opportunities that probate has to offer! You can make money and profit in the probate field.



## PROBATE WATCH

Each and every day, there are literally thousands of probates filed throughout the United States. One of the biggest challenges for probate investors is understanding what has been filed and getting in contact with the Executor. At US Probate Leads, we make getting timely information easy. We offer a customizable lead service that offers up-to-date leads sent directly to your inbox, saving you time, energy and gas in driving back and forth to your local courthouse. Our experts evaluate leads and provide them to you so that you don't have to deal with complex paperwork. Just use our leads and build your business!





# Can You Buy a Business from Probate?

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

While many probate investors only focus on probate real estate, there are amazing opportunities for people who are looking to invest in a business. Probate filings can include businesses that are currently up and running and are for sale.

The traditional thinking is that real estate is the best way to make money in probates. New investors may only think in those

terms. For probate investors with a creative streak, finding and purchasing a business can be a way to achieve financial dreams and enjoy long term security for a fraction of the current market price.

When a business goes into probate, it needs to be sold much like all of the other assets listed in the file. The family members may not be interested or able to take over a business that has been operating in their family. If relatives live out of town, have decided on a different type of career or simply aren't excited about the

type of work being done, then that may open the business up to purchase by an outside interest.

If you are interested in purchasing a business through probate, then hire an accountant or a lawyer to assist you with the purchase. It is worth doing your own due diligence to make sure that you are purchasing a viable, profitable business with your investment money.

Can you purchase a business through probate? Sure! Simply do your research and find a great opportunity that you can benefit from long term.

## SMARTER INVESTING: Contact Management



Every business needs customers and probates are no different. By staying consistent with making good contacts, you can ensure that your business will always have the "fuel" of good leads. Send out mailings and make follow up calls regularly. Remember that a good marketing plan takes three months to work.

### HOW TO START A CONVERSATION WITH AN EXECUTOR

Approaching an Executor to find out if they are interested in selling assets may seem like an easy conversation to start, but oftentimes, it is not. Knowing that families are suffering with the loss of a family member can make starting the discussion tough.

You can get the conversation with an Executor started by simply acknowledging their loss. "I'm sorry for your recent loss," is an easy way to get going, followed up by, "My business focuses on helping families to move forward and complete the probate process." Be sensitive and all will go well.

## Alternatives to Residential Homes in Probate

When most people think of probate investing, they think of residential real estate. While that is a good place to start your business, there are many alternatives to residential homes that you can invest in.

Probate businesses don't have to be built on real estate at all. In fact, many probate professional specialize in alternatives to residential homes and profit nicely. Some of these options include estate sales, vacation homes and buying and selling personal vehicles.

Estate sales can be an excellent way to make money in probate. Cleaning

out and selling unwanted items is a useful service for families who are closing a chapter in their lives. The estate sale business requires excellent organizational skills, good people skills and knowledge of the value of many household and antique items. These sales



are generally held on weekends and help the Executor to sell furniture, lamps and art for cash.

Vacation homes are another area of specialization. Finding and buying vacation homes can be a profitable way to manage real estate.

Selling personal vehicles can be a fun way to make money. If you love current and vintage cars, then this may be the niche for you.

Residential homes are not the only option in probates.

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.



# Marketing Your Business to Gain an Edge

No matter how much time you have put into your probate business, a focused marketing campaign can give you an edge in the business environment over other probate investors.

There are lots of reasons that you would want to market your business even if you currently have plenty of work. An excellent marketing plan takes at least three months to work, so even if you have enough work right now, you might not in a few months.

Marketing your efforts consistently means that you always have a steady stream of opportunities to evaluate, which can propel your

business forward.

Another reason to create a consistent marketing campaign is to ensure that you are hearing about new properties that are coming on the market before anyone else. Having contacts such as attorneys, funeral directors, accountants and contractors means that you may hear of probate opportunities before anyone else does. You may even have access to them before they are listed on the market. This can provide you with a competitive edge in getting excellent pricing and terms.

How do you go about devising a marketing campaign? Take time to sit down and evaluate your goals for your company. Look to see where you need more leads and more information. These can be the source of a marketing campaign. If you need more local contacts, then focus on writing articles and speaking at local groups. If you are looking for more national attention, then press releases, postings on the web and on social media may be options for you. In either case, sending regular mailings to leads and local community members is critical.

You can market your business to the community and gain a competitive edge.

## WHAT ROLE DOES AN ATTORNEY PLAY IN AN ESTATE?

Attorneys play a wide variety of roles in an estate. While some attorneys work with families well before they suffer a death, meaning that they do the estate plans and tax plans before anything happens, other times attorneys help families move through the probate process. They can ensure that the paperwork required by the court is filed in a correct and timely fashion to close the probate as required by law.

Probate investors may have to work with attorneys on both of those areas and may even have to coordinate sales of property with legal counsel. At times, attorneys may even work as the Executor for a family, which can provide an objective sounding board for making sales of property happen quickly.

Working with an attorney can make your job easier in probate.

## Dealing with Challenging Family Dynamics

There is no doubt that every family has a story and if you are working in the probate industry then you are primarily working with families. When a family is in the middle of a probate, there can be challenging family dynamics that can either propel your deal forward or can stall it right in the middle of negotiations.

If you do run into challenging family dynamics, what do you do? Can they really completely end your deal? There are several answers that will help you to negotiate the issues that you may find in working with families.

First, remember that every family going through a probate, regardless of their history have suffered a loss. No matter how challenging the relationship was with the individual that passed, they were still a part of the family. Honoring that loss is a

critical part to dealing with challenging family dynamics. Make sure to mention that you are sorry they have to go through the process. Knowing that you are sympathetic helps to smooth business negotiations.

There may be individuals in the family that either had an issue with the family member that passed, the Executor or with the way that the situation is being handled. If that is the case, then it is wise to not get involved in the family squabble. Individual family members may come to you to "vent" and try to get your on their side during the negotiations. It is important to realize that the only person that has the power to negotiate and accept a deal is the

Executor. Choose your words carefully and always strive to stay neutral. Family members may have their own agendas and it is important that you don't get caught up in their issues.

Finally, remain professional no matter the situation. If tempers flare, you may witness families having words about their past. Always remain silent and walk away. Family members will always be family while you are simply trying to make a deal. Let them work it out and then work with the Executor to make a deal.

Families can be challenging, but you can make great deals in probate!



# 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.*

If you are considering entering the probate market, then the time is now! With good weather throughout our nation and the ongoing shortage of residential properties, you can be sure that your efforts will lead to profits.

You don't have to embark on a probate business on your own. The experts at US Probate Leads are here to assist you in building your business and understanding all of the opportunities that are available to you. To help you to build your business, you can take advantage of our software, lead service, books, seminars and

webinars. For the most dedicated investors, US Probate Leads also offers individualized mentoring programs that can help you to either start your business correctly or help you build a larger business and take your profitability to the next level.

No matter the type of assistance that you need to succeed, US Probate Leads is here to assist you in making sure that your business grows and develops into the dream business that you had hoped it would. Bring your

ideas and requests to us and we will work with you to help you build your business anywhere in the country. Let our friendly, knowledgeable team partner with you on your probate path!

For more information on our Lead Service and other products, visit our website today at:

[www.usprobateleads.com](http://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



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August,  
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Preparing for the Fall Selling Season

Have You Met Your 2014 Business Goals?

Developing Alternate Streams of Income in Probate



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