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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.

Why Probate Investing Makes Sense In Today's Economy

Today's economy is nothing but challenging. With people more and more concerned about keeping themselves and their families in good financial standing, there is a great opportunity that you can take advantage of – investing in probate-related real estate.

Why choose probate real estate in today's market? The reasons are simple. You can get homes, businesses, commercial property, and rental property at a major discount

over and above what the current market value. Additionally, sellers are very motivated as many of them tend to live out of state and simply don't want to take care of another piece of property and they may need the cash from the sale to deal with expenses that the estate has accrued.

Heavily discounted properties, motivated sellers and opportunity – what could be better? Don't let another day go by before you check out the many options available in the probate industry. You can make your dreams come true!



PROBATE WATCH

When you are working in the probate business, you will primarily speak with the representative of the estate, usually called the Executor. The role of the Executor is to make sure that all of the proper paperwork is completed and filed with the court so that the wishes of the person who passed away can be fulfilled. In addition, the Executor arranges for the payment of bills and the disbursement of funds to heirs. With their ability to make decisions, the Executor is the person that probate-related real estate investors need to cultivate a good working relationship.



Working With Attorneys In Your Business

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

In the probate-related real estate arena, a good relationship with attorneys can be a huge advantage as you build your business. Consider these ways that building a relationship with an attorney can help your contacts and portfolio.

By the very nature of their business, attorneys have access to families that may have probate properties to sell. Estate and tax attorneys regularly work with clients that are planning

for the passing of a loved one, or who are in the middle of completing the asset dispersal that is necessary after someone passes. These attorneys need contacts within the community who can help their clients to sell homes, businesses, rental properties, personal items, antiques and even cars. Clearly, developing a relationship with an attorney can help them to help their clients.

Building a relationship with an attorney will also help you to develop new contacts in the community. By taking the time

to send your business information to local attorneys, you are building your contacts and opening doors of opportunity. Following up with a phone call and an invitation to meet for coffee is a good way to learn more about the attorney's business and share information about how you can help.

As you can see, building a relationship with local attorneys can not only build your business, but help local lawyers to assist their clients during a sensitive time in their lives. Send a letter to local attorneys today

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:
Stay Consistent



As you know, success doesn't happen overnight. Building a probate-related real estate business is no different than any other business in that it requires daily effort to make it work. If you are just starting out, let consistency be one of the values of your new business. Working bit by bit will lead you to success over time.

GET THE BEST LEADS DELIVERED RIGHT TO YOUR INBOX!

If you have gone to the courthouse to look for leads for your business, then you know what a frustrating job that can be. Trying to figure out which leads are viable and worth following up on can leave you feeling discouraged.

There is no reason to have to suffer through the tedious process of trying to find leads. There is a better way! With USPL's lead service, you can have the most current, viable leads delivered right to your email Inbox, saving you time, gas money and frustration. Spend time completing what is really important – let USPL give you the leads you need today!

How Probate Investing Helps Families Heal

Being a probate-related real estate investor is more than simply buying properties, rehabilitating them and selling them for a profit or turning them into rental properties. Probate-related real estate investing helps families to heal after a painful family loss.

The process of losing a loved one is certainly painful for families, no matter the situation. After the crisis of the loss itself, then families are faced with disposing of all of the individual's personal items as well as their business holdings, hobby items, antiques, jewelry and even boats and RV's. The process of disposing of these items is necessary, but can be painful. While many families may have trouble

facing the necessary task of getting rid of their loved one's property, you can be of help. By purchasing property at a discount from families who need the cash to settle tax bills, medical expenses and funeral costs, you can ease the transition for those who want to find some closure after the loss



of their family member. Certainly, making a profit and building a real estate portfolio are all essential activities of being a probate-related real estate investor, but there is more to it than just making money. In reality, the care that you take with families helps them to move on by paying bills and disposing of their loved one's personal items.

Probate-related real estate investing is more than just making money. By dealing with families carefully, you have the ability to make a real difference in lives of these families.

Effectively Marketing Your Probate Business

Having a probate-related real estate business requires more than simply finding real estate and buying it. In order to be successful, you need to carefully market your business in a way that will help you to build it over time. Consider these ways to get your message out into the community.

- Keep it simple. If you are just starting a marketing plan, try to keep it simple. While it may sound like a good idea to spread a wide net, that can take time and can take away from your core business functions.
- Be consistent. For a marketing plan to work, you must be consistent. Whether

you attend networking meetings, send letters and flyers or meet with community contacts, the only way your marketing plan will work is if you continue to work it.

- Think about where your people are. While you may have a good idea about the profile of the people that you are looking to purchase homes from, you may not know where to find them. One way to figure that out is to understand where they might be or who they may contact. Attorneys, funeral directors, physicians, grief

counselors and other professionals regularly work with those who have lost a loved one. Those people can be some of your most critical marketing contacts.

- Follow up. One of the biggest mistakes that probate-related real estate investors can make is not following up. Not returning phone calls or emails in a timely fashion can cause real problems in your business and can end up costing you.

As you can see, marketing is not difficult – it just requires simplicity, consistency and creativity to tap into your market.

CREATING PROFIT IN YOUR PROBATE REAL ESTATE BUSINESS

One of the benefits of probate-related real estate investing is all of the options available for creating profit. When you start working with a family who has property to sell, make sure to ask them if they need assistance disposing of other items that are attached to the estate. Some of these things may include

- Rental properties
- Apartment buildings
- Businesses
- Boats
- Cars
- RV's or ATV's
- Antiques
- Furniture
- Personal items
- Jewelry
- Collectibles
- Commercial property

All of these items can create additional income for you as an investor. By selling these items at a profit, you may be able to offset some of your costs as well as help the family divest.

Realtors and Probate Real Estate

Traditional real estate can be challenging, especially in today's economy. For realtors who are looking for a new way to leverage their business, probate-related real estate is a natural transition.

Realtors have a natural advantage when considering working in the probate-related real estate arena. With their community based contacts as well as a knowledge of the local area, realtors who are willing to work with clients who have suffered a tragedy can find a profitable niche for themselves as well as their clients. Since it is generally necessary that probate properties are sold in order to pay for funeral expenses, tax bills and simply because the family no longer needs the home, realtors can easily work with these families to help them in their time of need.

What are some aspects of the probate-related real estate business that realtors need to be aware of before adding it

to their portfolio of services? First, real estate agents need to be aware that probate families are not their normal clients. While many people work with realtors to find their dream home, probate-related real estate clients are families who are hurting. A sensitive, gentle approach is the best way to work with these families. Secondly, realtors need to be aware that many of these properties may not be in the best of condition. With family living far away, the illness of the loved one, or a general decline, the home may not be ready to be put on the market. Realtors need to be prepared to assist in scheduling work to be done on the property and may be asked to coordinate the entire project for families who live out of town. Having a group of reliable contractors within the community who can be trusted to get work done quickly and on budget is key

for realtors who are interested in probate-related real estate. Third, realtors need to be prepared that probate-related real estate may include far more than simply real estate. It is likely that the loved one who has passed has left behind antiques, jewelry, businesses, commercial property, ATV's, boats and other personal items. The sheer amount of items may be overwhelming to families. Having access to experts who can assist in an estate sale, business and commercial property valuations, antique dealers and other professional will help realtors to help their clients. In addition, being willing to coordinate these services makes a realtor invaluable to clients.

Realtors have a distinct advantage when working with probate-related real estate. With some basic knowledge and a good base of contacts in the community, realtors can be successful in this area of property.

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.

Thanks so much for taking the time to read this month's issue of *Focus on Probate*. Each month we strive to give you pertinent information that will help you to actively build a successful business.

In today's challenging economy, there is no better time to start a probate-related real estate business. With dramatically lowered prices as well as extremely motivated sellers, probate-related real estate investors have the ability to find homes and other types of property that you have always

dreamed of. In addition to the opportunities to make a profit and build a portfolio of properties, as a probate-related real estate investor, you also have the ability to positively impact another family's life. By helping them to sell their properties, they will have the ability to pay bills, pass on an inheritance to heirs as well as feel an emotional closure after the passing of a loved one.

The best way to begin building your business is to have current, viable leads coming to you directly, rather than sifting through piles of information at your local

courthouse. USPL has the best lead service in the industry which will give you exactly the information you need to focus on your core business - acquiring profitable real estate and other holdings at a significant discount.

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 - July, 2012 Topics

Technology and Probate Real Estate

Probate is More than Just Real Estate

Tips for Realtors/Investors and Probate Entrepreneurs



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