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o11 2011

oNov 2011

oVol 1 Issue 11

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.

Probate Real Estate Owners Are Motivated To Sell Now!

Unlike any other area of real estate, probate-related real estate investors are extremely motivated to sell their properties and want to do so as quickly as possible.

What makes them motivated? Executors have a problem to solve. They now own a house that they may not want or need and have to figure out a way to move forward. They may even live out of state. They may need

the funds from a house sale to pay taxes, bills or to provide an inheritance for the family left behind. In addition, probate-related real estate is typically in need of repair, a task that many Executors simply don't have any interest in completing.

All of these reasons are why Executors are very motivated to sell the properties they hold. Sure, each family is grieving, but they also know that at some point they will have to move forward.



PROBATE WATCH

Knowing when to first contact a family is one of the most commonly asked questions for new probate-related real estate investors. The answer is simple. Contact them right away and follow up regularly. Prepare a professional letter offering your condolences and explaining that your service is a way for them to eliminate the stress of an unwanted piece of real estate. Follow up with another letter in thirty to sixty days to maintain your contact. Though they may not respond immediately, when they are ready to sell, they will call you for help.



How Technology Can Give You An Edge

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

families that own them.

US Probate Leads offers a revolutionary service that can eliminate trips to the courthouse and hand searches of records. With just a few clicks, you can have verified leads for your area emailed to you. No more sifting through records taking up your precious time.

Once you have a group of leads, keeping track of your communications using technology is key. US Probate Leads has taken the next step in probate-related real estate

management for you by developing a communication tracking system that will not only help you record whom you have spoken to and what the next step is, but it can automatically schedule and print your next set of mailings for you.

For probate-related real estate investors, having a streamlined way to handle leads and track timely contacts can eliminate many hours of work each week. Use US Probate Lead's tools to grow your business and simplify your business processes.

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.

Realtors Are Making Probate Investing Work

While Realtors have traditionally been involved in helping people transition from one home to another, recently more and more Realtors have been taking advantage of the growing market of probate real estate available. With an estimated six million estates going through the probate process each and every year, there are many opportunities for Realtors to work in this specialty niche.

Why are there such staggering opportunities for Realtors in probate real estate? Instead of working in traditional markets, Realtors who specialize in the probate real estate niche can expect to quickly acquire many leads which may

increase their reach out of their traditional markets, opening up new doors for deals to be completed. In addition, Realtors who take the time to understand the probate-related real estate market have the knowledge that grieving families need. With the proper experience and training, Realtors who work in probate-related real estate will be in

high demand because of their understanding of the probate process and the steps each family has to go through to close out their loved one's finances.

With some planning, experience and training, many Realtors are making the profitable commitment to work in probate related real estate. With an aging population and more and more real estate on the market, working in probate is key to making sure that families in need get help. Realtors who have the knowledge profit and know they are helping others.



SMARTER INVESTING: A Disciplined Approach



Do you have a plan for your business? This is the best time of the year to sit down and develop goals for 2012. Here's the reality – those investors with concrete measurable goals will far outperform those that don't. Want to be profitable in 2012? Sit down and develop a comprehensive plan that will move your business forward.

HOW TO GET YOUR DEAL UNSTUCK.

There are times that a deal looks great, but there is something that keeps the sellers from signing on the dotted line. They could be:

- ✓ Financial Concerns
- ✓ Family History
- ✓ Cleaning The Home
- ✓ Personality Conflicts
- ✓ Indecisiveness

Certainly there are many reasons that people may have a hard time making a decision. As an investor, you can help people to move forward by figuring out what the problem is and then offering to help – whether it is to call a concerned relative, finish cleaning the house, or arrange for a donation truck to come.

Leveraging Community Contacts To Get Deals

You may have access to more deals that you even realize. By leveraging the people you know and the contacts that you have in the community, you could have the first shot at some premier opportunities. Here are some tips to get you thinking.

First, think through what activities you and your family are involved in. If your children play sports, there is a whole group of people that attend the events who know others who may be in need of your services. Use a gentle touch to introduce yourself. Ask what each person does for a living and when they ask you, be ready to give an exceptional answer. Don't just say, "I buy houses." Let people know that you offer a

service that helps people in hard times. You can say something like, "I purchase homes from families who have lost a loved one. It lets them pay their bills and move on with their life. Do you happen to know anyone in that situation?"

Next, consider who you have access to in your immediate area. If your neighbor is an accountant, you may want to talk to them about what you do so that as they work with families they can refer people to you. The same applies if you know someone is an attorney or doctor.

Another group of people who have

access in the community would be contractors. Make sure that the contractors you use for repairs knows that you are looking for more properties. With the amount of homes they are in they are sure to run across some good deals.

Finally, consider local churches. Becoming involved in a house of worship not only gives you access to the clergy members who perform funeral services, but also a myriad of people who may have other contacts in the community.

With a little planning, leveraging your community contacts can result in leads that you may have never known about.

PROBATE REAL ESTATE DEALS REQUIRE A GENTLE TOUCH

Certainly, it would be an understatement to say that you will run into a variety of people working in probate real estate. Regardless of the type of personalities that you meet, they all have one thing in common: They all need a gentle touch.

Probate-related real estate requires a gentle touch because of what the family has experienced. So, if you reach out to a family, remember to be sensitive and offer your condolences first. Respect their wishes to either be contacted at a particular time or to follow up in a few months. When they do ask you to follow up, make sure you do so, showing that you are reliable and trustworthy.

Remember that people under stress may experience a variety of emotions. No matter what their response is to you, remain calm, gentle and professional. Retaining your professional demeanor is the best way to build your reputation and close deals.

Working With Contractors Effectively

Finding a good probate-related real estate deal is only the first part of the process of making a profit. Getting the property into a condition where it can be either sold or rented is where the "heavy lifting" of the process occurs. Certainly, during that time, you'll need the help of a reputable contractor. But, no matter how reputable, you can have problems if you do not follow some basic guidelines for working with contractors effectively.

Get it in writing. The first guideline to working with any contractor is to get all of their estimates in writing. No matter the size or scope of the job, a reputable contractor should be more than happy to accurately bid on a price to complete the work that you have requested. Why is this important? When you have a bid in writing, you have proof of an agreed price, the scope of the job and a timeline. All of these things are necessary not only to keep your project on budget, but to protect you

and your business from losing profits. Remember that if you decide to add to your project in any way, get that additional work in writing as well. While it can seem tedious, it is the most professional way to do business.

Follow-up. Once you have hired a contractor to complete work for you, make sure to follow-up. That means that not only will you need to call them the night before they are due on your job to confirm they are coming, but it means that you will need to physically go to the property to make sure that the work you are paying for is being completed. If a contractor learns that you simply write checks and never verify that the work has been completed, (and completed correctly) they might be tempted to take shortcuts. And, if a contractor promises to come to your property and doesn't

show up, you will know it and can call to check in with them. Exhibiting this level of professional behavior will hold the contractor to a higher level of accountability.

Be a pro. Rehabilitating a property can be a frustrating experience for even the most experienced real estate investor. No matter what happens, use professional behavior and language. Though it may be tempting to lose your temper, in the long run you'll get better service from contractors when you take a moment to assess a difficult situation instead of simply reacting. Staying professional allows you to keep your options open.

Working effectively with contractors can be challenging at best, but with these simple guidelines, you will be on your way to making sure that your project comes in on time and under budget.

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.

Probate-related real estate investing can be an amazing way to make a profit and help families at the same time. With good planning, some experience and a systematic approach, you can become a successful probate real estate investor.

That is the point of our monthly newsletter. Our goal is to provide you with tips and perspective when developing your own probate real estate business. With an estimated six million estates moving through the market each year and an aging population, the

opportunities are only going to grow.

If you are ready to get started, then take your first steps toward success today. At US Probate Leads, we provide the information and the tools that you need to run an efficient and effective business that will lead to profits.

There is no better time to get started than now. Opportunities abound for those that are willing to act. If you need tools or training, all you need to do is to take a look at our website. Our

US Probate Leads staff stands ready to help you to build a long-term, lasting probate-related real estate business where you can help others and profit at the same time.

Do you want more information? 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 - December, 2011

How To Set Achievable Goals
For 2012

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

Dealing With Difficult Families



US Probate Leads

Plano, Texas 75023

Off: (469) 361-6281

Toll Free: (877) 470-9751

www.usprobateleads.com