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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.

Probate Offers the Best Discounts and Opportunities!

If you are considering starting a new business or are starting to plan a career transition for the New Year, it is time to take a hard look at what probate has to offer. Known for a unique level of discounts, income streams and properties on the market, building a probate business can lead to significant profits.

While other forms of business are suffering because of a shortage of real estate available, there are always a large amount of probates being filed in the United States.

Experts estimate that up to 100,000 probates are filed each and every month. Each one of these cases generally has property that has to be sold in order to pay medical, legal, and funeral costs.

Due to the fact that these items need to be liquidated, many Executors are willing to take an unprecedented discount on their properties. This means that investors have an edge in the market.

Looking for new profits? Try probate!



PROBATE WATCH

One of the most critical pieces of information to have when you are working in probate is leads. While traditionally, investors had to go to the county courthouse in areas they wanted to work in to find out who might have filed a probate that is no more. With the advent of technology, you can have leads delivered right to your inbox. Having a trusted source of leads means you can easily start your business while you are continuing to work at your current career, saving you time and effort digging through files when you could be out visiting properties. Learn more about the lead service offered by US Probate Leads today!





Why Choose Probate as Your New Career?

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

Fall brings the start of a new season. If you are looking for a new career as the seasons change, look to probate. There are many good reasons that probate investing can fulfill your needs.

Probate investing is a flexible profession. Not only can you begin your business while you are working at your current job, but you can structure your

venture to either remain a part-time endeavor, or increase it to a full-time level. Since you are working for yourself, you have the benefit of setting your own hours and working when you are able. There is no more struggle to attend family events, your child's soccer game or work on holidays, weekends or evenings – unless you choose to do so. Working for yourself also allows you to eliminate the need for managing holiday, sick and vacation time, which makes managing a family that much easier.

The rewards in starting a

probate investment business are more than time management. Probate provides an opportunity to develop multiple streams of income that include real estate, estate sales, art and antique sales and home rehabilitation services. Unlike many other businesses, probate offers a myriad of choices that can benefit you. If you find you don't prefer residential properties, look to commercial or vacation homes. The choices never stop.

Probate is an amazing choice for a new career, whether part-time or full time.

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:
Caring Communication



If you work in probate, then each one of your clients has suffered a loss. Never let that be far from your mind and treat each individual, whether the Executor, a family member or friend of the family with respect and compassion. Being professional and yet compassionate will lead to more opportunities in the future.

POSITION YOURSELF AS A PROBATE EXPERT AND GET GREAT LEADS!

If you are working in probate, then you know the biggest challenge is to get high quality leads that provide opportunities. While simply having access to a lead service, such as the one US Probate Leads offers, will give you plenty of work, another option is to position yourself as an expert. Many times, you can write a blog, start a weekly article in a local newspaper or visit local Rotary or Chamber of Commerce clubs and offer to speak to their members about probate investing. This will position you as an expert and generate great leads.

How to Run Your Probate Business Like a Pro

Every business, no matter the industry, benefits from taking a professional approach. A probate investment business is no different. There are many ways you can run your business like a professional and watch your business benefit.

The first thing to remember is to always act like a professional. The people you interact with are not the same as friends and family, so use the appropriate language and decorum in all circumstances. Your business will benefit!

Respond to requests in a timely manner. If you receive a phone call

or email, make sure to respond to those within 12 to 24 hours. The only real exception would be on holidays and weekends, where a brief delay is expected. Make sure to always write and speak professionally, as your reputation may drive new customers to you with good referrals.



Follow up is another area that can make you successful. If an Executor has a question or needs more information, take the time to get it for them. Again, while they may not complete a deal with you, they may tell friends and family how you responded which may get you more referrals over time.

Running your probate business like a professional means that you will enjoy referrals and a stellar reputation within the community.



Planning for Your Business Using a Seasonal Model

Like many things in our lives, your probate business will change depending on the season. You can effectively set goals and manage the growth of your business using a seasonal model.

Using a seasonal model to grow your business means that you recognize that the market is always changing and always in transition. Each of the seasons brings a different set of challenges and opportunities, which can provide you with a chance to alter your business model depending on what time of year you are operating in. This can provide you with a way to plan and set goals in

way that is efficient and effective.

The winter season is usually the slowest, even in geographical areas that aren't impacted by severe winter weather. After the holidays everything slows down, so it is a good time to set goals and create long term plans for the upcoming year. This is also an excellent time to do research on your past projects to determine their profitability and identify new areas to target in the spring.

The spring season brings new opportunities as more homes go on the market. Many Executors will

wait until the spring season to put a home on the market when it is easier to show. All of the planning that has been done over the winter can begin to move forward in implementation during the spring.

The summer is a time to wrap up projects and get homes on the market before the kids go back to school. This is also a good time to look for quick projects that can be turned in the fall.

The fall season is the best time to clear the decks by selling properties and finishing projects. Managing your business seasonally is simple and makes sense.

WHO KNOWS EXECUTORS IN YOUR COMMUNITY?

While you may be eager to get your business going, you may be having a challenge finding Executors who have property to sell. If that is the case, then it is time to consider who knows and has regular contact with Executors in your community.

People who work in the religious community, whether a pastor, priest or rabbi, counsel people when they have lost loved ones, so they are a natural choice when deciding whom to meet with. Attorneys who specialize in estate law are also an excellent option when you are looking to advance your contacts in the community. Accountants who are assisting with distributions or estate valuations can also be a source of leads for you.

Meeting with clergy, attorneys and accountants will help you to explain your services and find new leads.

There is More to Probate than Real Estate

If you are interested in starting a probate business, but don't have an affinity for residential real estate, then you may believe you have no options. That couldn't be farther from the truth! In fact, building a probate business means having a group of options that go far beyond buying and selling residential real estate.

For investors who like real estate, but prefer a different form of investment, commercial properties are available. From strip centers to malls, apartment buildings, hotels and office buildings, there are always a myriad of different types of real estate available. There are even probate investors who specialize in buying, renting and selling vacation homes around the country. There are many other options in probate real estate than simply residential properties that can bring profits to investors.

Another option for probate investors is to work in the estate sale business. Nearly every probate that comes before the court will include a variety of personal assets that need to be either distributed to the heirs or sold. These can range from clothing to furniture, dishes and even rugs. The role of an estate sale company is to go into a home and organize, price and hold an open sale to remove many of these items from the household. For investors who have excellent organizational skills, understand the resale market and like to work with people, running an estate sale business can be profitable and rewarding.

Specialty items, such as artwork, boats, antiques, cars and collectibles offer opportunities to another

group of investors. Hidden in attics and garages may be vintage cars, jewelry or artwork that would need to be appraised and then sold. For investors who have experience in these areas, there is quite a bit of opportunity as many Executors simply don't have the expertise to determine the value and get them sold.

Purchasing businesses is yet another option in probates. There are many businesses that are left behind in an estate, many of them currently operating and profiting. Finding those and either buying them or helping them to be sold to another buyer can be a great investment option.

Probate is more than just real estate!



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.

Every day, more and more investors are taking advantage of what probate has to offer – flexible work schedules, profitability and the ability to invest in everything from collector cars to homes and businesses.

If you are looking for a new career, or simply a way to start a part-time business, then probate may be for you. With some basic information and knowledge about the area that you live in, you can quickly begin to build a business that will help you to meet your

financial goals over the short and long term. Other streams of income include estate sales, home cleaning and preparation services, antique reselling and even buying and selling vacation properties. There are many, many options available for probate investors.

At US Probate Leads, we are here to help you to build the business that you are dreaming of having. Whether you have experience or are brand new to the industry, our books, seminars, webinars, software

and mentoring program can help you to get started and set goals that are easy to achieve. Our lead service can also provide you with information on available probates in your area, delivered right to your inbox.

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



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2014 Topics

Preparing for Fall in Probate

Creative Communication
Campaigns

How to Use Probate Leads
Effectively



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