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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.

Excellent Probate Leads Make Success in Real Estate Possible

Having the right tools to do the job is what makes any business a success. Probate real estate is no different. With access to the best leads, you can experience success in probate real estate.

It used to be that getting timely, viable leads was a time-consuming process that could only be done by spending hours of time in the local courthouse, scouring records. No more. Today's lead services, such as the one offered by USPL, give you access to data that

is delivered directly to your email's inbox. This data is isolated by experts in the field, saving you time and frustration in trying to find your own leads.

Success in probate real estate is just a few clicks away with access to an excellent lead service. With timely, viable leads, you can spend more time evaluating potential properties and deals and less time doing paperwork. This is a small investment into your success.



PROBATE WATCH

Each and every day, thousands of probate cases are filed across the country. This is good news for every probate real estate investor as each one of these cases represents opportunity – the opportunity to find real estate, personal property, vacation homes, antiques, collector cars, boats and businesses that need to be sold. With the need to sell these types of property come bargains and a way for investors to increase the size of their portfolio and their holdings. By taking advantage of these below market cost investments, business people can profit.





Working with Challenging Family Dynamics

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

While all families that are going through the probate process share a common bond, the loss of a loved one, not all of them react in exactly the same way. Knowing a bit about what families may face can help you to deal with challenging family dynamics.

Issues that crop up during the probate process may include relationship issues and financial issues. You can help families address their financial issues, but relationship issues may be more

difficult. Hurt feelings, abandonment and guilt are just a few of the emotions that a family member might be experiencing in addition to grief.

What can you do to help? First, understand that many times when behavior is questionable, it is not about you. Don't take what someone says about you personally. They may be reacting to something else or someone else and find a stranger an easier person to blame. Second, set boundaries. There is no reason that you need to

tolerate name calling, shouting or other bad behavior. Simply walk away and remember that there are many deals out there for you to take advantage of. Finally, be patient and kind. By remembering that the family is suffering, you will gain a lot of perspective on their behavior.

Dealing with challenging families can be difficult, but it is doable if you remember to be impartial, set boundaries and be patient and kind, you will make many deals happen.

SMARTER INVESTING: Disciplined Research



The reality of any business is that clients simply won't come knocking at your door. That is what makes disciplined research in the probate real estate field so critical. Keeping tabs on the market several times a week will let you know what properties are entering the market, are simply sitting or have been sold.

GETTING THE WORD OUT ABOUT YOUR SERVICES

If you are new to the probate business, then the first step on your journey is to get the word out about who you are and what you do. It's not hard to market your services – it just takes consistent effort and some creativity. Try meeting these types of people for lunch or coffee, or join these types of groups:

- Attorneys
- Financial Planners
- Accountants
- Ministers/Priests
- Funeral Directors
- Rotary
- Chamber of Commerce
- Networking Groups

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.

Real Estate Agents Benefit from Offering Probate Services

With the current challenges in the real estate market, many real estate agents are reconsidering their options and the services that they offer to their clients. By broadening their service offerings to include probate real estate, agents are finding more lucrative positions in the market.

Probate real estate offers motivated sellers which is a key ingredient in the real estate transaction and a tremendous asset to agents. With sellers that are ready to make a deal, there are opportunities for buyers that can make negotiation that much easier. Since sellers have a realistic

view of their property, they are generally willing to discount their property to a level that makes sense in order to make a deal. For the agent, the only challenge is finding a pool of buyers who are looking for homes that need to be restored and who have the financial resources to make a deal happen. This represents a huge



change for real estate agents. Instead of working with those who are looking specifically for "dream" homes, these deals are typically more business-like, eliminating much of the drama and decreasing the amount of homes that need to be shown prior to an offer.

Probate real estate offers an amazing opportunity for real estate agents who are looking to maximize their profitability, close deals quickly and plug buyers into deals with motivated sellers.



Staging Your Home to Sell

The renovations are done, the landscaping has been manicured, and the dumpster has been hauled away. Your home should be ready to sell, right? Not so fast. If you truly want to inspire buyers to take a hard look at your home, then staging your home to sell is the final step before you welcome your first visitors.

For those not familiar with the term, “staging a home” means to fill the home with items that can help potential buyers see what it will be like when you are living there. Much like what is done for a model home in an upscale development; staging helps to show off your property in napkins

at the eating areas. In the the best light and helps to highlight all of the improvements that you have made since you purchased the home.

Staging does not have to be complex. In fact, there are simple things that you can do to make sure your home looks ready to move into. First, consider the entryway. Adding an inexpensive wreath or pots of flowers by the front door adds color and dimension. A rug just inside the entryway not only protects your floors, but finishes the entryway. In the kitchen, consider placing towels on

the countertop, or placemats and bathroom, hanging towels on the towel rack, installing a shower curtain and a rug on the floor are nice finishing touches. If you have furniture you can use in the home, it can be a persuasive touch. The only caveat is that it must be in excellent condition and neutral in color and style. A dining table can be finished with a tablecloth and plates as well.

As you can see, staging your home doesn't have to be complex and it can make all the difference in the experience that your visitors have. By taking the time to add decorative touches, you can assist buyers in seeing themselves in the home.

ARE YOU COMMUNICATING CONCISELY?

Today's busy families – especially those who are grieving the loss of a loved one – simply don't have the time or the energy to read long communications. If you are sending out regular mailings to possible probate properties in the area, then making sure you are communicating your unique buying proposition concisely is critical.

Instead of writing a full page letter, consider opting for a short note or post card. With careful word choices, you'll be surprised how much information you can get in a small space. What are the critical items to include?

- Your name
- The name of your business
- What you are offering
- How you can be contacted
- The next step in the process

Probate is More than Just Property

So many times, investors believe that the only commodity available in probate is real estate. That's just not true. In fact, investors who limit themselves to single family homes that are in probate are effectively limiting their earning potential as they work with families.

The reality is that when a home comes on the market through a probate that there are likely other assets involved. These other assets can include a myriad of different items, such as:

- Vacation homes. Vacation homes can represent an excellent opportunity as they can be rented out for much of the year and time can be saved for you and your

family to enjoy the beach, mountains or desert.

- Rental properties. Rental properties are an excellent source of long-term income and can help you to add cash flow to your renovation business.
- Jewelry. As you clear debris from the home, you may find jewelry in the most unlikely places. This can be sold for a quick profit.
- Antique cars. Cars that have been buried in a garage for a long time may be a wreck, or may be a worth a fortune. Have a qualified mechanic come out and look at the vehicle

to get an appraisal.

- Estate sales. Many families need assistance in cleaning out their loved one's home. Offering an estate sale service can help you to profit while you get a home cleaned out.
- Antiques. If you love antiques, then the probate business has many ways for you to profit. Look for homes with old barns and garages and see what has been collected.
- Businesses. If you are looking for a business to buy, you may be able to get one at a discount during a probate.

Probate is so much more than just single family homes. Take advantage and profit!



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.

Whether you are new to the probate business or you are a seasoned professional, this newsletter is dedicated to you and the growth and success of your business. At USPL, we specialize in developing tools and training that can propel probate related real estate businesses forward from their first day in operation.

Success is determined by excellent planning and consistent effort. Our hope is that Focus on Probate will be a tool you can use to get some of the information that

you need in order to continue to move your business to the next level. And, if your business isn't running the way you'd like it to, then look to USPL for support and tools. Our lead service, communication tools and e-books are just a few of the items we have available to help business owners to take advantage of some of the best deals in the market.

With the summer drawing to a close, this is the perfect time to look for that first property. Don't wait one more day for

your new life to begin – start today by getting more information on probate assets.

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



Next Issue – September, 2013 Topics

Smart Fall Home Buys

Consistency Leads to Success

Community Links Can Build
Your Business



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