

WHY PROBATE REAL ESTATE LEADS ARE VALUABLE TO INVESTORS



Probate leads make great real estate investments for several reasons:

- Properties involved in probate cases are not on the market, so there's less competition to buy them
- They tend to be older properties that can be renovated to raise their value
- Sellers are often motivated to sell properties they inherit, especially if they already own homes of their own
- There are often multiple heirs, and dividing cash is easier than dividing real estate
- The probate process can be painful, and many family members prefer convenience in the face of a court process

Not all properties held in probate sell for below-market value, but a large enough slice of them do, making this very fertile ground for lead generation. However, if you're going to buy probate leads, approach heirs with kindness and empathy. Make sure to offer them a fair price for the probate listing in exchange for a fast closing and an alternative to suffering through probate court.

THE BEST WAYS TO FIND PROBATE LEADS

Probate leads make great real estate opportunities, so landing deals on them can be a competitive process. The best thing to do is identify all the ways you can uncover probate leads and then use each one to find and work on as many deals as possible. **Here are the most efficient methods:**

1. FIND THE LOCAL PROBATE LIST

Every locality has its own rules for publishing lists of probate properties. Some require a newspaper listing or an online entry in a public records database. Others have lists that the city or county manages, and a few even require investors to search through extensive public records databases.

Note:

Market to estate/probate attorneys. Lists are tough since, by the time they are published, the executor has usually assembled their team.

Some examples of websites you can check out, some we have used or haven't used so use at your own risk. Always do your research first and compare.

www.recordclick.com

www.bidkw.com

www.hudhomesusa.org

www.xome.com

www.familysearch.org

2. INQUIRE AT PROBATE COURT

Properties that go through probate must be processed through the civil court system, and court records are generally public. You can visit or call your local courthouse to get a list of upcoming probate cases in your county.

3. SEARCH ONLINE PUBLIC RECORDS

Online public records aren't always reliable, but they can be a good way to add leads to your list. There are several ways to search probate real estate online through sites that aggregate local listings. This is especially useful if you operate nationally or work in multiple cities.

4. BUILD RELATIONSHIPS WITH LOCAL ATTORNEYS

Estate planning and probate attorneys can be the best source of real estate probate leads you will find if you can cultivate relationships with them. This also helps screen out dead-end leads like those who intend to occupy inherited properties.

KEY TAKEAWAYS

The probate process can be one of the most stressful times in a family's life. Not only have they recently lost a loved one, but now they have to sit through court while a judge assigns their late relative's assets to family members. Many families are torn apart by the probate process, which can lead to fighting over money and other possessions.

However, you can help families avoid this unnecessary drama. As a real estate professional, probate listings give you a chance to help these families while securing a great profit for yourself. By offering families convenience

**Always take notes on the conversation, track the house, and who you spoke to.

*Comply with State, Local, and Broker marketing rules.

*Do everything in a TCPA compliant way.

STEP BY STEP

Note: There are self-help guides for probates on the superior court's websites.

1. GET CERTIFIED AS A PROBATE SPECIALIST ON CAR.ORG

This way you can start using the designation on your business cards, websites, etc.

2. PROBATE HOMES IN CALIFORNIA ARE SOLD IN FIVE TRADITIONAL WAYS

- **Real Estate Agent:** The most common way probate properties are sold is through a real estate agent. The personal representative most typically chooses the probate broker or real estate agent. A probate attorney may recommend a real estate agent to the personal representative, however, they are not required or obligated to hire the agent the attorney recommends.
- **Private Sale:** Private sales are noticed in legal newspapers and are handled by attorneys. Sealed bids are opened by the attorney at a designated date and time. The highest bidder wins.
- **Private Auction:** Private auctions are handled by auction companies. The auction company notifies what properties are coming up for auction. Bids are oral. The highest bidder wins.
- **Trust Department:** The trust department may act as the personal representative and sell the probate real estate.

3. CREATE YOUR WEBSITE (ONLINE)

- Come up with an URL . You can try using KW Command or you can use websites like WIX to build a website or hire someone to help you.
- Keep it simple and easy to navigate
- Cater to homeowners or to attorney's (keep them as one or separate, either way works)
- Must explain the probate process (You can copy anywhere online, they're all the same)
- Must have testimonials
- Show services you'll provide
- Show the designation
- Have a search function for probate properties
- Set an appointment today

4. SOCIAL MEDIA ADS AND YOUTUBE

- Look at key words on Google trends to use for #
- Do videos and talk about the probate process
- Do paid ads

5. NETWORKING WITH ATTORNEYS

Question: **What are attorneys and probate clients looking for?**

- Estate sales
- Hoarding clean up
- Personal property disposal
- Fix and sell strategy
- Selling and marketing approach
- Property security
- Eviction
- Marketing brochures and pamphlets
- Email campaign
- Post cards
- Communication (multiple parties and out of state)
- BNI
- Yelp
- Google
- LinkedIn

BONUS: YOU CAN INDIRECTLY NETWORK AND WORK WITH TRUST ATTORNEYS. THEY ALSO HAVE A BIG BOOK OF BUSINESS!

We value the opportunity to connect with individuals who share our passion for real estate.



For any inquiries, collaborations, or discussions, Feel free to connect through the provided QR code. We look forward to the possibility of connecting with you.



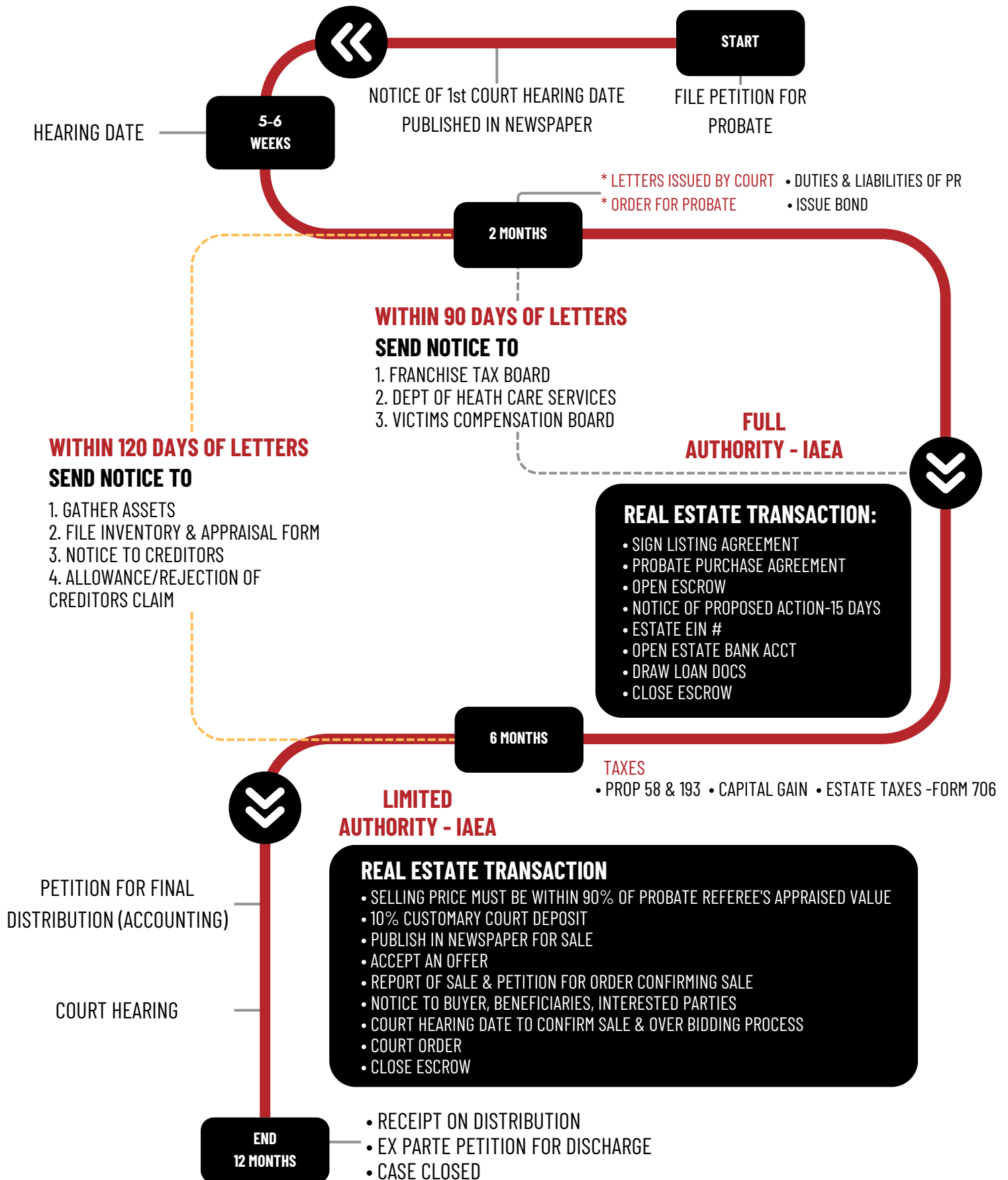
Download this PDF. Scan The QR code or visit www.thechouteam.com

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THE PROBATE PROCESS



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