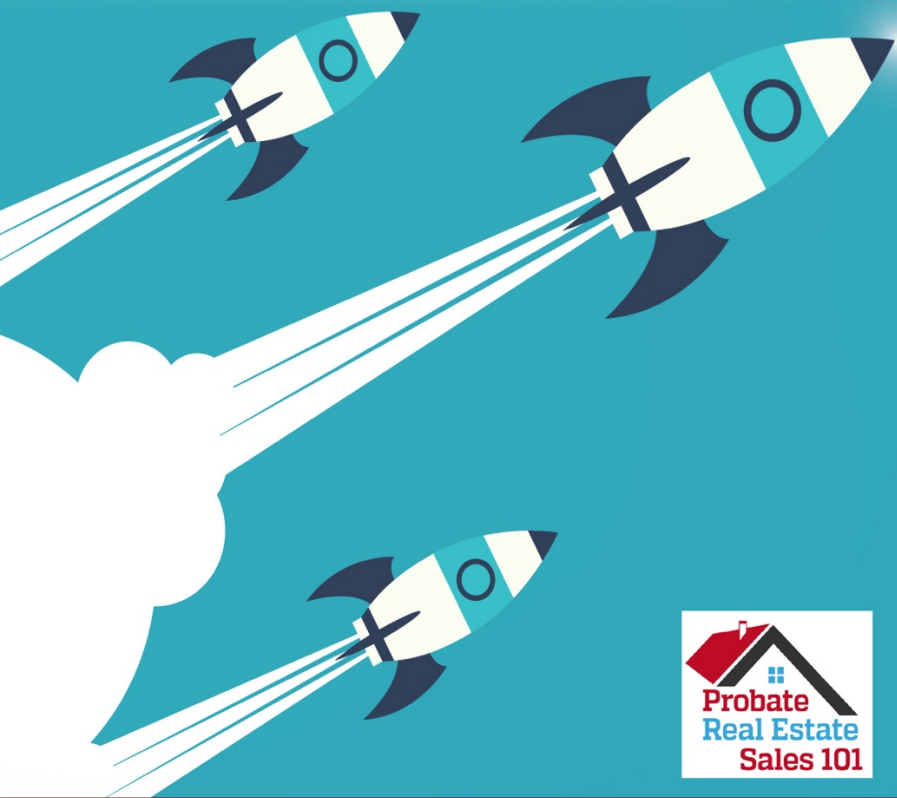


# The #1 Way To Launch Your Probate Real Estate Business



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By Kevin Sayles



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## **Disclaimer**

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This material was written based on an understanding of real estate closing procedures in the state of California. Many other states have similar rules and procedures, but there can be wide variance state by state. In fact, even within California, there may be procedural differences county by county. Check with your local governing body, legal and tax advisors to ensure you are following local guidelines.

Warren Buffet said, “*There seems to be a perverse human characteristic that likes to make easy things difficult.*” I like to keep things simple and straight forward. We are going to do that in this book.

This book is for real estate investors and real estate agents that want to increase their business and do more transactions or get more deals by utilizing probate real estate. The number one way that you can launch your business to the next level is to start now on the activities that will achieve results. That is worth saying again...**START ON THE ACTIVITIES THAT ACHIEVE RESULTS!** I have broken that down into four steps. They are the four activities that will get you the results the fastest.

## **Step #1**

You have to have leads. Go get the leads. In today's market, with the internet, within five minutes of reading this sentence you could have leads on your desktop. You could just Google, probate leads, and depending on where you are in the United States, you will probably find companies that sell probate leads right now. In many areas you can get probate leads directly from the courthouse by looking at the court case filings. We do not want to take the time to drive down to the courthouse and do all that but some courthouses have it online. So check that as a free source online.

I recommend that you buy the probate leads. It is worth your time and your effort. The \$100, or \$50, or whatever



they charge a month, is worth your time and effort of going down to the courthouse to pull the leads yourself. One real estate deal could be worth tens of thousands of dollars to you, so invest the money in your business! Buy them online. It is the fastest way to get you started in the business right now!

## **Step #2**

You have to prospect those leads once you have them; so start prospecting now. Like I said, within five minutes you could have these leads on your desktop and you could be calling people or talking to people right now. Go out and talk to them. Door knock. You may not know what to say and that is ok. Talk to ten of them and if you do not get a deal or if you get some doors slammed in your face, you will know what not to say! Say something different to the next ten.

Target your first 100 leads...let's call those your training leads. The beauty of this is, there are always new probate filing leads coming up and new properties that need to be sold via probate. It is a consistent pipeline of business.

You can train yourself on the first 100 and be ready to sign your first deal on the next 100. (Heck, that first 100 may generate a deal for you as well!)

For years agents and investors have asked me, what is the best way to market myself? Should I send out mail? Should I call? Should I use Social Media or internet? What should I do, should I door knock? The answer is..... **all of those things work.** Figure out what is going to be best for you. You may not have the phone numbers, well then calling is not best for you. You may not have the money to pay for the postage, then do not send out mail, door knock instead. **The key is to get yourself in front of them and to have a conversation to**

**see if you can come to an agreement about a sale of the property. Simple enough.**

You might be thinking...”but what do I say?” How about this: “Is the property for sale?” All of the scripts ultimately come to that point. Don’t worry about being eloquent, having a long script, or having some magic words. Just ask them if the property of the decedent might be for sale.

## **Bonus Tip**

I probably should not even share this...but I will anyway. This is of major importance. Sometimes with probate the person died and they did not have any other people living in the home. There are no relatives around and you may not have a way to find the heirs or the administrators, at this point. **You should door knock the neighborhood.** This is such a good bonus tip, you may not even realize it just yet, but this works for everything. It works for foreclosures, it works for vacant/abated properties, etc.

I have had clients do this numerous times, but I will tell you about one instance. One of my clients door knocked a home where he knew that the owner had died. He door knocked the neighborhood and found a lady that knew

everything about the decedent. She said, “Oh yeah, I’ve known Mr. Doe for a long time. He has kids but they have all moved away.” She proceeded to provide all sorts of information. And then she says, “I know his nephew and I think he is in charge of things because I have seen him coming around a little bit. Do you want his phone number?” Boom! Isn’t that exactly what we are looking for? Absolutely! Get that phone number and call the person who is going to be “in charge” of the estate. That is how you get this to move toward a transaction.

When I was growing up, we had a lady in the neighborhood...let’s call her Mrs. Benjamin. She knew everything. She had this huge window that was right on the street. She always knew what was going on in the

neighborhood because she could sit on her sofa all day and see everything that was happening outside. She could see who was leaving for work and who was coming home. So go find that person in the neighborhood. It works for all sorts of leads!

## **Bonus Tip #2**

Think about this...cities, jurisdictions, counties, parishes, whatever they call them in your state, they keep track of homes that are substandard, have been abated, cited, or red tagged or have city violations. Whatever they call them, in your area, they keep lists of those properties. Some of those agencies will give you that list. This is a great way to find dilapidated/distressed property that you can invest in or that you can sell as a real estate agent. It is phenomenal. Contact the local agencies. I have tested it myself in different cities. Some cities will put you through the wringer and you have to contact these people and send out this form to see if you can get the list. I did that in one city and after a week they said, “Oh, no you cannot have the list. That is private information”. I called



the city right next door to that one and in fifteen minutes the list was in my email. It varies city by city but try a few cities and see if you can get that list from them. Some of these properties are probates as well.

Enough with the bonuses...let's get back to launching your probate business!

## Step #3

You must be business ready. Have your contract. If you talk to someone, they might be ready to sell their property so you have to be ready too. If you do not have a contract, do not overthink this. Call a real estate agent, tell them what you are doing, that you are looking for business, that you will be talking to prospects and you want to have a contract handy. Let the agent know that you will use them to sell the properties when you are done fixing it up, flipping or whatever you are going to do. Real estate agents are a great contact for you, whether you are an investor or another agent. It is great to know other people in the business. If an agent won't give you a contract it is because you don't have a good enough relationship with them. Make some contacts and get a contract.

Step #3 goes beyond just having a contract. Also be ready with what you are going to say to the prospect. I am an adult, we are all adults. I do not believe we should read to other people. I do not believe in reading scripts. However, I do believe in having a script or knowing the script. The reason why, is that it can bring you back to where you want the conversation to go if it goes in the wrong direction. Sometimes, you are talking with a prospect and they start talking about their kids or “when grandpa was still alive” or “my brother stole my candy when I was a kid so I do not want him to steal my inheritance,” or “my siblings never helped out when my mother was sick”. The conversation can get sidetracked.

The script can help you ask questions that will bring the conversation back to the point.

Google some scripts if you do not have them. Find some stuff online. There are plenty of free resources online.

You can also buy books. At [www.ProbateRealEstateSales101.com](http://www.ProbateRealEstateSales101.com) there is a script book that teaches you specifically how to talk to people about probate real estate. Do it however you want, but be ready for the conversation. Be business ready.

## **Step #4**

Increase your skills. The number one way I want you to increase your skills is to go do the repetitions. Talk to as many people as you can! This is on-the-job training. Like I said earlier, contact people even if you do not know what to say. It will teach you how to do this business. There are going to be holes in your knowledge of this process of probate real estate, that you do not know about. You cannot figure them all out ahead of time. You have to get your first deal. Once you have it, you will find the areas of probate real estate where more knowledge is required. You will figure out what you can do to improve your skills and abilities. You will find what you must learn.

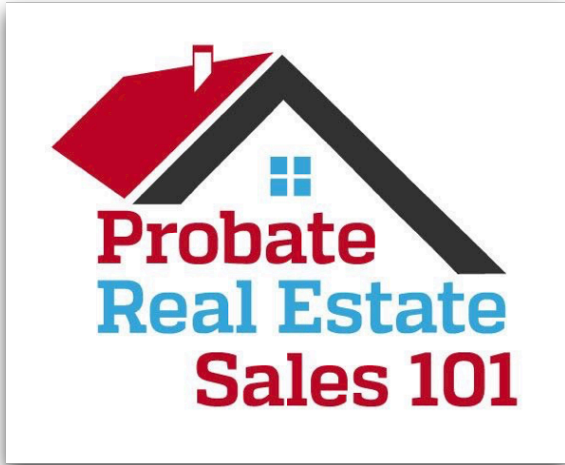
You must start so that you can learn. If you want to shorten your learning curve on probate real estate go to [www.ProbateRealEstateSales101.com](http://www.ProbateRealEstateSales101.com). On my website there are numerous materials to teach you how to market yourself, how to influence the prospects to work with you, how to close the deals and how to set up referral systems.

Take your probate real estate sales business to the next level today! **Get Started!**

I help Real Estate Agents and Investors launch their business to the next level. It is what I do.

If you would like to do more business. If you would like to do probate real estate. If you would like to build a business system that is recession proof, real estate cycle proof and foolproof, probate is your niche! **I will help you build it!**

Reach out to me and let's take your business to the next level!



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