



Probate

Probate is the legal process by which a person's final debts are settled and legal title to property is formally passed from the decedent to his or her beneficiaries and heirs. Quite often the heirs to an estate would prefer to get cash instead of property, and this provides an opening for the creative Real Estate Entrepreneur to provide a fast, alternative solution to cash for the heirs.

Campaign details include:

Market

- Recently deceased people with verified property holdings
- Mailing list must be provided by the Real Estate Entrepreneur, usually by monitoring Probate Court information at your county courthouse or Death Notices in your local legal newspaper
- Recommended for all market conditions – hot, post-hot, emerging, flat or declining

Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to the homeowner
- Explains to the homeowner how to sell 'quickly and easily at a fair price'.

Media

- Direct Mail marketing using First Class Mail
- 8.5" x 11" Yellow Letter

Multiple/Months

- Each homeowner receives 8 Yellow Letters at 30 day intervals

Money

- Investors should expect to spend from \$250 to \$500 per deal on this campaign. Note: Total Expenditure per deal can vary depending on local market conditions.



Investor Tip:

Many probate properties sit at the intersection equity and motivation - so you may be able to structure fantastic deals that fit your investment goals.

Although getting the data for this list takes some work, once you figure it out this campaigns can yield huge profits, as it is less traveled road that is ripe with high equity, highly motivated properties.

Gary Boomershine