



LAURA ALAMERY

REAL ESTATE INVESTING MENTOR



# PROBATE PROPERTIES

## How to Buy and Sell

[www.lauraalamery.com](http://www.lauraalamery.com)

# Important Reminders

- Probate process varies in each state
- I will go over the basic steps that apply
- Your goal with probate properties - contact information of the Personal Representative or Executor of the estate (Executor can sell the property)

# How to Find Probate Properties

- Probate Clerk at the courthouse
- USProbateLeads.com
- Title Companies
- Legal Journals or Newspapers

# Marketing to Probate

- **Direct Mail**
  - ✓ Personalized letter
  - ✓ Send every 4-6 weeks for 6 months
- **Phone Call/Text**
  - ✓ Call – Follow up with text after voice mail

# Marketing to Probate

- **Probate Attorneys**
  - ✓ Very few attorneys per county
- **Personal Visit**
  - ✓ Leave information packet

Marketing to Personal Representatives or Executors  
(instead of Attorneys) yields better results.

# Marketing Recommendations

- **Market As Soon As the Information is Available on Public Records**
- **Response Rate**
  - ✓ 2-3% from Direct Marketing

# Marketing Recommendations

- **Market Over Time – 6 months rule**
  - ✓ Letter 3-5 times over 6 to 12 months
- **Set Up a System**
  - ✓ Hire Virtual Assistants
  - ✓ Create a Consistent Marketing Schedule
  - ✓ Track Leads Over Time – Massive Action

# Selling Probate Properties

- **Wholesaling, Fix & Flip or Buy & Hold**
- **“Problem” Properties**
  - ✓ You can still sell “problem” properties at the “right” price
  - ✓ Assign the deal
- **Keep Contract Simple**
  - ✓ “As Is,” Cash Offer, Fast Close



# Closing Probate Deals

- **Title Company Considerations**
  - ✓ Experienced in dealing with probates
  - ✓ Recommendations from Attorneys and REIAs

See Probate Charts Uploaded  
in Module or under Video