

How Real Estate Investors Should Market for Probate Leads

By: Duncan Wierman

<http://www.ProbateProfitsSystem.com>

Marketing for probate leads is much different than marketing for other type of properties. You do not have to be as aggressive as you do with other types of real estate. You are not facing as much competition and once you know where to look for leads you are set. That is really all there is to it. You have many options in where to find leads for probate real estate. The following will outline some great places to get leads and give you some tips to help you along the way.

Top Places to Look for Leads

The thing about probate investing is that it is quite a specific market. Where to

look for leads is rather obvious when you think about it. Probate real estate is available because someone has passed away and left it behind. In most cases they will leave it to heirs, who are ready and willing to sell. All you have to do is find these heirs.

The first place to market for probate leads is with probate attorneys. You can pass your business card or even some brochures to probate attorneys who will then pass your information onto clients. It is the perfect way to find leads and the most simple option. However, you may not be catching every possible leads since not everyone will use a probate attorney.

Your other options are to advertise in local online newspapers on the internet and with local realtors. You can often gather up quite a few leads through these methods. Many people have no clue what to do with real estate that they have acquired. All they know is that they would rather have money for it than to be responsible for the property. They see your ad and they discover that you can help them.

Another option that you might consider if you are having some trouble getting leads through the other methods is to just get in the car and drive around. Look for abandoned properties. Then do some research to find out if what you find is a probate property.

Useful Tips

When you are marketing for probate leads the following tips can be a big help in assisting you to find good properties and to close the deal on them:

- If you are not sure of how to contact an heir on a property you have found then look at court records. These are public records that will be able to give you quite a bit of information.

- Do not be afraid to work with realtors. You might fear that you won't get a good price if you have to work with a realtor to get a property, but you have to understand that with probate real estate you often have no choice. Many heirs will not live in the area and will choose to have a realtor represent them. You either deal with the realtor or lose the property.

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Relay For Life of Marina

May 22-23, 2010 • 10AM-10AM
Glorya Jean Tate Park

The American Cancer Society Relay For Life is a 24-hour community gathering where everyone can join in the fight against cancer by walking overnight to raise much-needed funds for research, education, advocacy, and patient services. Form your team today for this unforgettable event.

For more information, to register as a survivor, make a donation, join an existing team or form a new team, visit:
www.relayforlife.org/marinaca
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Housing Inventory Snapshot		April 27, 2010	
	Average List Price	Median List Price	Average Days On Market
Santa Clara County, CA			
Single Family under \$1M	\$593,578	\$579,000	57
Single Family over \$1M	\$2,234,103	\$1,695,000	70
Condo/Townhome under \$600K	\$354,476	\$349,800	63
Condo/Townhome over \$600K	\$764,220	\$709,000	59
San Mateo County, CA			
Single Family under \$1M	\$644,666	\$629,000	63
Single Family over \$1M	\$2,608,400	\$1,749,000	71
Condo/Townhome under \$600K	\$393,563	\$399,888	68
Condo/Townhome over \$600K	\$838,240	\$749,000	75
Santa Cruz County, CA			
Single Family under \$1M	\$610,304	\$629,500	75
Single Family over \$1M	\$2,057,426	\$1,595,000	94
Condo/Townhome under \$600K	\$333,481	\$299,431	116
Condo/Townhome over \$600K	\$871,223	\$799,500	92
Monterey County, CA			
Single Family under \$1M	\$475,192	\$409,000	83
Single Family over \$1M	\$2,900,738	\$1,995,000	128
Condo/Townhome under \$600K	\$310,799	\$259,900	102
Condo/Townhome over \$600K	\$1,160,192	\$869,000	108
San Benito County, CA			
Single Family under \$1M	\$443,804	\$399,000	89
Single Family over \$1M	N/A**	N/A**	N/A**
Condo/Townhome under \$300K	N/A**	N/A**	N/A**
Condo/Townhome over \$300K	N/A**	N/A**	N/A**
Alameda County, CA			
Single Family under \$1M	\$470,423	\$439,000	64
Single Family over \$1M	\$1,920,898	\$1,499,950	93
Condo/Townhome under \$600K	\$291,151	\$279,900	69
Condo/Townhome over \$600K	\$773,453	\$679,000	76
Contra Costa County, CA			
Single Family under \$1M	\$403,987	\$334,900	69
Single Family over \$1M	\$1,838,593	\$1,500,000	89
Condo/Townhome under \$600K	\$251,608	\$215,000	79
Condo/Townhome over \$600K	\$759,245	\$699,000	76
MORTGAGE. National Averages (April 27, 2010)*			
30-year fixed	Rate - 5.13%	APR - n/a%	
15-year fixed	Rate - 4.38%	APR - n/a%	
5/1 ARM	Rate - 3.86%	APR - n/a%	

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