Welcome to the Webinar!

Frank Patrick, Real Estate Broker
How To Get Probate/Estate Listings
What is the biggest challenge you face today?
What is the biggest challenge you face today?

• Corona Virus
What is the biggest challenge you face today?

- Corona Virus Fear
What is the biggest challenge you face today?

• Corna Virus Fear
• Stock Market Largest Decline since 2008
What is the biggest challenge you face today?

- Corna Virus
- Stock Market Largest Decline since 2008
- Uncertainty - buyers/sellers changing habits
Within every adversity there is opportunity
I am a Real Estate “Thriver”

- Not survivor
- 90% of agents will use this as an excuse
- Don’t let them infect your mind
- Even if the housing market declines
- You don’t have to participate
I am a Real Estate “Thriver”

• You are can control the market
I am a Real Estate “Thriver”

• You can control:
  • Mindset
  • Belief
  • Drive
I am a Real Estate “Thriver”

- I entered the real estate market in 2000
- 3/10/2000 Dot Com Stock Market Crash
- 9/11/2000 Terrorist Attacks
- 10/07/2000 US War in Afghanistan
- 2008 Housing Market Crash/Stock Market Crash
- 2008-2012 Housing Market Declined
I am a Real Estate “Thriver”

- In spite of everything my business thrived
- 2000-2014 I averaged over 100 transactions per year (peak was 237)
- 2007 I began training and coaching other agents (11,000 past students)
- 2012 I moved to AZ
- 2014 I sold my office
- 2020 I am still here training coaching and selling
I am a Real Estate “Thriffer”

- Diversify your business
- Traditional marketing will not be as effective in this market
- Open houses, door knocking etc
- You’ll need to adapt
- New niche markets that aren’t effected
How To Get Probate/Estate Listings

What if you could see into the future and identify who was going to sell a house 3-6 months from now?
What if you could see into the future and identify who was going to sell a house 3-6 months from now. Would that give you an unfair advantage?
It’s not magic

- It’s free
- Public information
- You can find out who is going to sell a property in your area 3-6 months from now
Bold Promise

• Over the next 45 minutes I am going to show you how you can get dozens of probate leads each month for free and how to compel them to list with you.
The Probate Opportunity

- 2.5 million people over the age of 30 die each year.
- 65% own at least one property.
- 95% do not have a living trust. No trust = Probate if there is debt or assets.
- 90% will sell within 12 months to pay the estates debt.
- 1,389,375 potential Probate/Estate Listings
How To Get Probate Listings

I have developed a proven repeatable system.
How To Get Probate Listings

Regardless of your:

Experience
Location
Company
Competition
We Do not:

• Read obituaries
• Solicit Funeral Homes
• Solicit Attorneys
• Solicit grieving families
• Cold call
• Door knock
My Goal...

To show you exactly how to get probate listings. You’re going to get a behind the scenes view of how I get the leads and how I market to them.
If You Stay Until The End...

I will show you how you can get my personal help setting up and running your own “Probate Listing Machine” in your service area.
What Makes This Different?

I am here to talk to you about listing probate properties. These properties must be sold to settle the estate of a deceased person.
What is Probate?

- Probate is the legal process through which the court oversees the estate of a deceased person to make sure the debts are paid and the estate is properly distributed to the heirs. Many people think probate applies to you only if you have a will. Not so! Your estate will be probated whether or not you have a will.

- **With a valid will:** Your will determines how your estate is transferred during probate and to whom.

- **Without a valid will:** (Called *dying intestate*) The laws in the state where you live specify who gets what parts of your estate.

- Think of the probate process as the "script" that guides the orderly transfer of your estate according to the rules. Although the procedure varies somewhat from state to state, generally, certain events must take place.
The Probate Opportunity

• 2.5 million people over the age of 30 die each year.
• 65% own at least one property.
• 95% do not have a living trust. No trust = Probate if there is debt or assets.
• 90% will sell within 12 months to pay the estates debt.
• 1,389,375 potential Probate/Estate Listings
After being in the business for 20 years I have discovered...

- You have to list to last.
- Every listing is worth 3 transactions.
- Listings take 75% less time than buyers.
- You don’t have to spend money to attract a buyer client.
- Almost every type of prospecting and advertising works.
- Most are not sustainable, profitable or predictable.
- There are more companies competing for your money than there are listings.
Why Probate?

• Leads are easy to obtain
• 90% of leads sell within 12 months
• Inexpensive to market to the leads
• Little competition
• Other agents can’t copy your marketing
• When you have inventory, you get buyers for free
• When you sell the listing, the heirs become buyer prospects
• It’s not economically driven
• Once you figure it out, it can be scaled and much of the work outsourced or delegated.
• No referral fees or high cost of client acquisition
Is probate required?

- Only 5% avoid probate (estimate)
- Own nothing and have no debt
- Small estate exemption
- Valid living trust
- Joint tenancy with right of survivorship
- Name beneficiaries on all accounts
4 Ways an Estate is Brought to the Probate Court

1. The decedent has a will distributing property to beneficiaries without the use of a valid and properly funded trust.
2. The decedent passed intestate (without a will).
3. A Trust is being challenged as to validity, capacity, fraud, or undue influence.
4. A Trust is unfunded and property remains outside of the Trust’s intended protection from the probate process.
Will this work in my market?

- Do other people live in your city?
- Do some of them own a house?
- Do they die?
- You can get probate listings.
Is there a lot of competition?

- I don’t worry about what other agents are doing. According to NAR, 87% will be gone in 5 years and 99% in 10 years. If you follow other agents, there is a 99% probability you are following the wrong one.

- Agents believe probate attorneys control the listings.

- Agents are uncomfortable with death and are afraid to contact someone who has had a relative die.

- Agents have no idea how to get the leads. Even if I gave them the leads, they wouldn’t know what to do with them.
I Discovered This The HARD Way

(You Can Cheat And Get It The Easy Way)
The Hard Way...

- Most brokers and trainers will tell you everyone is your prospect.
- While this is “sort of” true, you cannot afford to market to everyone.
- According to the US Census Bureau, there are 87 million homeowners. According to NAR, there were 5 millions sales last year. That’s 6% or 6 out of 100 homeowners sold. 94 out of 100 did not.
- If you market to everyone, you have a 94% chance of failure.
Want The Easy Way?

Identify the 6% that are going to sell and only spend your time, money and energy marketing to them. It is that simple. Even if you don’t change anything with your marketing, you can change who you market to and explode your results.
The 5 Secrets To Get Probate Listings

**Secret #1** – You can get probate leads for free.

**Secret #2** – Not all leads are equal.

**Secret #3** – You must mail at least 4 times.

**Secret #4** – What you mail is important.

**Secret #5** – If you call after each letter, you will get twice as many listings.
Secret #1 – You can get probate leads for free if you have more time than money. If you are busy and have money to invest, you can purchase the leads.
When I first began pursuing probate listings I was getting my leads from the courthouse. The leads were free, but I spent a considerable amount of time driving to the courthouse, sorting through all of the new filings, taking notes etc. Then I discovered you can find the leads online for free in much less time. Once a week I search for new probate cases in my county, search the property tax database to see if the decedent owns real estate in my area, then take screenshot and email it to my VA who puts the info in a spreadsheet and finds me the phone number for the administrator, executor, or personal representative for the estate.

If you have more money than time you can buy the leads. There are several reputable sources.
Free Leads

• Every county we have researched thus far has an online legal publication where court actions are published.

• Far easier than going to the court house

• Includes probate, divorce, conservatorship
Results from Google Search

Arizona Public Notice - PublicNoticeAds.com
www.publicnoticeads.com/AZ/  
This site is a public service of Arizona newspapers. It is designed to assist those who want to stay informed about the actions of local, county, and state ...
You visited this page on 3/1/17.

Arizona Public Notice - PublicNoticeAds.com
https://www.publicnoticeads.com/AZ/search/advancedsearch.asp  
Search Public Notices in Arizona Newspapers Association. County/Publication. County/Parish: (Hold Ctrl Key to select multiple.) All Counties/Parishes, Apache ...

Public Notice - Superior Court - Maricopa County
Superior Court of Arizona in Maricopa County and the Maricopa County Justice Courts has become aware of telephone scams targeting members of the public ...

Public Notices | Maricopa County, AZ
https://www.maricopa.gov/1624/Public-Notices  
View the public notices of the Air Quality Department submitted to allow written comments or requests
Search Page

Search Public Notices in Arizona Newspapers Association

County/Publication

County/Parish:
- La Paz
- Maricopa
- Mohave
- Navajo

Publication: All Newspapers

Search Notices

Search Notices: View Search Tutorial
With all these words: dissolution
With this exact phrase: 
With at least one of these words: 
Exclude notices with these words: 
Number of Notices to Return: 250

Date Range: From to (mm/dd/yy)
## Results for Search Term “Probate”

<table>
<thead>
<tr>
<th>County</th>
<th>Date</th>
<th>Description</th>
<th>Record Reporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maricopa</td>
<td>2017/03/01</td>
<td>Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Jo Ann Rose, a/k/a Jo</td>
<td>Record Reporter</td>
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<tr>
<td>Maricopa</td>
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<td>Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Irving W. ZirbelKile &amp;</td>
<td>Record Reporter</td>
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<tr>
<td>Maricopa</td>
<td>2017/03/01</td>
<td>NOTICE OF HEARING IN THE SUPERIOR COURT OF THE STATE OF ARIZONA IN AND FOR THE COUNTY</td>
<td>Record Reporter</td>
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<tr>
<td>Maricopa</td>
<td>2017/03/01</td>
<td>NOTICE OF HEARING ONPETITION FOR ADJUDICATION OF INTESTACY, DETERMINATION OF HEIRS AND APPOINTMENT OF</td>
<td>Record Reporter</td>
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<td>Maricopa</td>
<td>2017/03/01</td>
<td>PROBATE NOTICE TO CREDITORS IN THE STATE OF ARIZONA IN AND FOR THE COUNTY</td>
<td>Record Reporter</td>
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<td>Maricopa</td>
<td>2017/03/01</td>
<td>NOTICE TO CREDITORS (A.R.S. 14-5103) In the Matter of the LAMARR D. PETERSON AND ELINORE PETERSON</td>
<td>Record Reporter</td>
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<tr>
<td>Maricopa</td>
<td>2017/03/01</td>
<td>INDEX Business-Civil-Government-Legal Notices-Maricopa County-Phoenix-Probate-Public Auctions/Sales-T</td>
<td>Record Reporter</td>
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<td>Maricopa</td>
<td>2017/02/27</td>
<td>NOTICE OF INFORMAL PROBATE OF WILL AND APPOINTMENT OF PERSONAL REPRESENTATIVE NO. PB2017-002286ARIZON</td>
<td>Record Reporter</td>
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Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Jo Ann Rose, a/k/a Jo A. Rose
Kile & Kupiszewski Law Firm, LLC, P.O. Box 6617, Scottsdale, AZ 85261, (480) 348-1590, Info@kilakuplaw.com, Emily B. Kile, Esq. #018819, Jennifer L. Kupiszewski, Esq. #019916, Christina M. Stoneking, Esq. #031666, Stephen J.P. Kupiszewski, Esq., Of Counsel #013290, Attorneys for Personal Representative, Sharon Sue Schmits In The Superior Court Of The State Of Arizona In And For The County Of Maricopa In the Matter of the Estate of Jo Ann Rose, a/k/a Jo A. Rose, Deceased. No. PB2017-051716 Notice Of Informal Probate Of Will And Appointment Of Personal Representative You are notified that: 1. Notice is being sent to those persons who have, or may have, some interest in the estate of Jo Ann Rose (including Decedent’s heirs). 2. Decedent died on December 19, 2016. 3. Sharon Sue Schmits filed an Application for Informal Probate of Will and Appointment of Personal Representative in the above-named court, requesting that the Will of decedent dated on August 7, 2012, be admitted to informal probate and that Sharon Sue Schmits be appointed Personal Representative of the estate. 4. On February 2, 2017, the registrar admitted the Will to informal probate and appointed Sharon Sue Schmits as Personal Representative of the estate. 5. Bond is not required. 6. A copy of the Will is attached to this
Tax Records List 1 Property for Decedent

Maricopa Assessor Parcel #
129-14-047

Report a Tax Error

Options
Current Screen

Tax Records
MLS
Comp
Email

Property Information

Property Owner
JO ANN ROSE

Property Address
6919 E Moreland St
Scottsdale, AZ 85257-3260
Maricopa County

Tax Mailing Address
Jo Ann Rose
6919 E Moreland St
Scottsdale, AZ 85257-3260

Property Type
(0131) SFR GRADE 010-3
URBAN SUBDIV

Legal Class
OWNER OCCUPIED RESID

Lot/Block/Tract
304/-

Area Information

Demographics

Subdivision
PAPAGO PARKWAY 4

Section/Town/Range
3/1N/4E

Census Tract
216100

Census Block
2012

Latitude
33.4610861813593

Longitude
-111.931987156343

Google
Bing

Tax Area
481400

Tax Municipality
Scottsdale

School Districts
Scottsdale Unified District
Decedents Property Listed March 1

Active $325,000 03/03/2017

| Property Information | | | | |
|----------------------|---|---|---|
| Beds | Baths | Sqft |
| 3     | 2    | 1,850 |

| Area Highlights | | | |
|-----------------|---|---|
| Subdivision     | PAPAGO PARKWAY 4 |
| Builder         | Unknown |
| Elem Sch Dist   | 048 - Scottsdale Unified District |
| High Sch Dist   | 048 - Scottsdale Unified District |

| Listing Agent | | |
|---------------|---|
| Agent Info    | |
Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Jo Ann Rose, a/k/a Jo A. Rose

Kile & Kupiszewski Law Firm, LLC, P.O. Box 6617, Scottsdale, AZ 85261, (480) 348-1590, Info@kilekuplaw.com, Emily B. Kile, Esq. #018819, Jennifer L. Kupiszewski, Esq. #019916, Christina M. Stoneking, Esq. #031666, Stephen J.P. Kupiszewski, Esq., Of Counsel #013290, Attorneys for Personal Representative, Sharon Sue Schmits In The Superior Court Of The State Of Arizona In And For The County Of Maricopa In the Matter of the Estate of Jo Ann Rose, a/k/a Jo A. Rose, Deceased. No. PB2017-051716 Notice Of Informal Probate Of Will And Appointment Of Personal Representative You are notified that: 1. Notice is being sent to those persons who have, or may have, some interest in the estate of Jo Ann Rose (i.e. Decedent’s heirs). 2. Decedent died on December 19, 2016. 3. Sharon Sue Schmits filed an Application for Informal Probate of Will and Appointment of Personal Representative in the above-named court, requesting that the Will of decedent dated on August 7, 2012, be admitted to informal probate and that Sharon Sue Schmits be appointed Personal Representative of the estate. 4. On February 2, 2017, the registrar admitted the Will to informal probate and appointed Sharon Sue Schmits as Personal Representative of the estate. 5. Bond is not required. 6. A copy of the Will is attached to this notice for you. An heir of decedent wishing to contest the probate has four months from the receipt of this notice to commence a formal testacy proceeding. 7. Papers relating to the estate are on file with the Court and are available for inspection. Dated this 9th day of February, 2017.
Secret #2 – Not all leads are equal.

You don’t have to work them all.
Secret #3 – You must mail 4 times. Most agents give up after first mailing. Investors are generally mailing 3 times. My students mail 4 times.
In the beginning I tried cold calling all of the leads. It didn’t work. The results were pitiful. We tried mailing post cards and that was a failure. We began experimenting with different types of mailers. Post cards, business envelopes, Express envelopes etc.. Nothing worked.

I finally hired a profession direct response copywriter and together we developed a series of 4 letters. We set the letters to go out one a month for 4 months. The response was incredible. Then we developed a script to use for a warm calling after mailing the letters and our results went through the roof.
What worked?

• We have found we get the best result when we mail a simple letter explaining who we are, what we do, offering to be available if they have questions and including a small gift (pen). The pen makes a lump in the envelope and human curiosity makes it impossible for them to resist opening it. We never ask for the listing in the first letter. The first call is to confirm they got the letter and to make sure they understand they can call me to ask a question without obligation.
Lumpy mail is 90% more likely to be opened.
What’s inside?
Secret #4 – What you mail is important.

1. Our first letter is an introduction that positions me as a specialist in Probate Real Estate. I do not ask for the listing. I offer to be resource should they have questions. The envelope is addressed by hand. I include a blue ink pen in the envelope.

2. The second letter informs them that I can refer them to a competent lawn care company, locksmith, handyman, estate sale company, probate attorney etc. should they need assistance.

3. The third letter informs them that I can help them if they want to sell the property quickly, as is, to an all cash buyer, or I can help them get full market value.

4. The fourth letter offers them a free Broker Price Opinion to help them determine the value of the property.
Secret #5 – The call after each letter will double your success

- You will only find telephone numbers for 50% of the leads. If you have the number, use it.
- Simply call to see if they received the letter, ask if they have any questions for you, tell them they can call you anytime.
- Call 3 ask if they would prefer to sell quickly, as is, to an all cash buyer (investor) or list it on the open market to get full market value.
- Call 4 make sure to ask for an appointment to do a CMA or BPO.
4 Step System

• Gather leads
• Enter into your CRM
• Mail
• Call
• List Probate Properties
Simple Vs. Easy

• You need a decent understanding of the probate process in your state.
• You need a CRM.
• You need to be consistent.
• You need to come from a position of “service before self interest”.
• You have to persevere.
• 6% of your leads should turn into listings.
6% conversion is our goal

• In most cases no cost for lead
• Mail x 4 times = $12-18 a lead
• $18 x 100 leads = $1,800
• 6 out of 100 turn into listings/sales
• Avg. sales price x 3% = $6,000 in my area
• 6 listings x $6,000 = $36,000 return on $1,800
• Every $1 you put in returns $20
The Past Hour...

- Would You Agree It’s Been Time Well Spent So Far?
- Can’t Cover Everything You Need In An Hour
- Special Offer So You CAN Get Everything You Need To Know
- And, If You Act Fast, I’m Gonna Give You A Very Special Deal
Until recently I had only shared this information with my private coaching clients.

I have decided to offer a live, small group webinar training for agents interested in learning my complete Probate Listing System.
Who wants to copy my system?

- I am holding an in depth training for a small group of agents (47).
- 2 webinars – March 19th and 26th (9, 10, 11 and 12pm)
- Both sessions will be recorded.
- Includes all 4 of my proven direct mail pieces.
- I will take you by the hand and help you copy my proven system for listing probate properties.
- Limited to 47 participants.
What You’re Gonna Get...

- 2 Live Webinars ($1,497 Value)
- 4 Of My Best Letters ($2,997 Value)
- Private Facebook Group ($480 Value)
- A List Of All Of My Resources ($195 Value)

Total Value: $5,169
What does the live training cover?

- I am holding an in depth training for a small group of agents (47).
- 2 webinars –March 19th an 26th (9,10,11 and 12pm)
- Both sessions will be recorded.
- Includes all 4 of my proven direct mail pieces.
- I will take you by the hand and help you copy my proven system for listing probate properties.
- Limited to 47 participants. My goal is to get your Probate Listing Business up and running in 2 weeks and have you pounding signs in the ground in 90 days.
Who This Has Worked For...

- Experienced agents who want to become more consistent
- Experienced agents who are starting over
- Team leaders who need to generate a high number of qualified leads
- New agents with very little experience
If All This Did Was...

• Get you one new listing a month... Would It Be Worth It?
• Cut your advertising expenses... Would It Be Worth It?
• Add consistency to your real estate business... Would It Be Worth It?
What’s a New Listing Worth To You?

One $200,000 listing...?


How Much Would You Pay To Get One New Listing Per Month?
You Can See Why My Private Coaching Clients Pay Me $997 A Month
If you were to only work 20 new leads a month, you’d generate 14 additional listings a year. At $200,000 sales price (in my area) that would add up to $84,000 in GCI.
What You’re Gonna Get…

- 2 Live Webinars ($1,497 Value)
- 4 Of My Best Letters ($2,997 Value)
- Private Facebook Group ($480 Value)
- A List Of All Of My Resources ($195 Value)

Total Value: $5,169
Get Started NOW For Just $197

(one time payment no other charges, ever)

Signup Here:
www.HowToGetProbateListings.com
Here’s what I ask in return...

• Take action.
• Make a commitment to stick with the program for 90 days
• Replicate before you innovate.
What You’re Gonna Get...

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How to get Probate Listings Bootcamp

Your Shopping Cart

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<td></td>
<td><strong>Free Bonus</strong> Access to private Facebook</td>
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<td><strong>Mastermind Group</strong> for support</td>
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Subtotal: $197.00
Total: $197.00
(before shipping & taxes)

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Julie Wills is 😊 feeling positive.
December 12, 2017

I started implementation of this program in Sept, following the steps very closely. Today I had my first call from a seller. It was one I hadn’t secured a good number for, so I couldn’t have called her. I’m meeting with her tomorrow to talk about listing her house and helping her find a new one. Wish me luck!
Get Started NOW For Just $197

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Sonia Hayes Pleasant
October 3

Hello,
I'm happy to announce I took my first probate listing last week Sunday that I prospect, the other was a referral. I sent out the first letter, and followed up for about 2 weeks. I knew she was coming into town, but she was noncommittal for a time to meet at the property. I just continued to follow up with her while she was in LA for 2 days, offered things that she should do and places to visit. I met her at the property with a locksmith and afterwards, we signed the listing agreement.
www.HowToGetProbateListings.com

- Complete the order form
You will be redirected to this page:
Special Bonus

• For Action Takers
• Complete your order and registration
• Send me an email letting me know you want to start now!
• I’ll send you access to recently recorded training webinar and everything you need to get started.
Free Gift $497 training on How To Get HUD REO Listings

www.REODiamond.com

Password: reodiamond
Get Started NOW For Just $197

www.HowToGetProbateListings.com

Reginald Perryman
3 mins.

Signed my first listing today using the system!! I started the first week in January with mailings and calls. Last week I had 2 listing appointments with people from my January list. I just signed a contract with one of them. The listing will go active in 2 weeks after clean out.

www.HowToGetProbateListings.com