

Welcome to the Webinar!



Frank Patrick, Real Estate Broker

How To Get 3-5 (Additional) Listings Each Month.

**What is the biggest challenge you
face today?**

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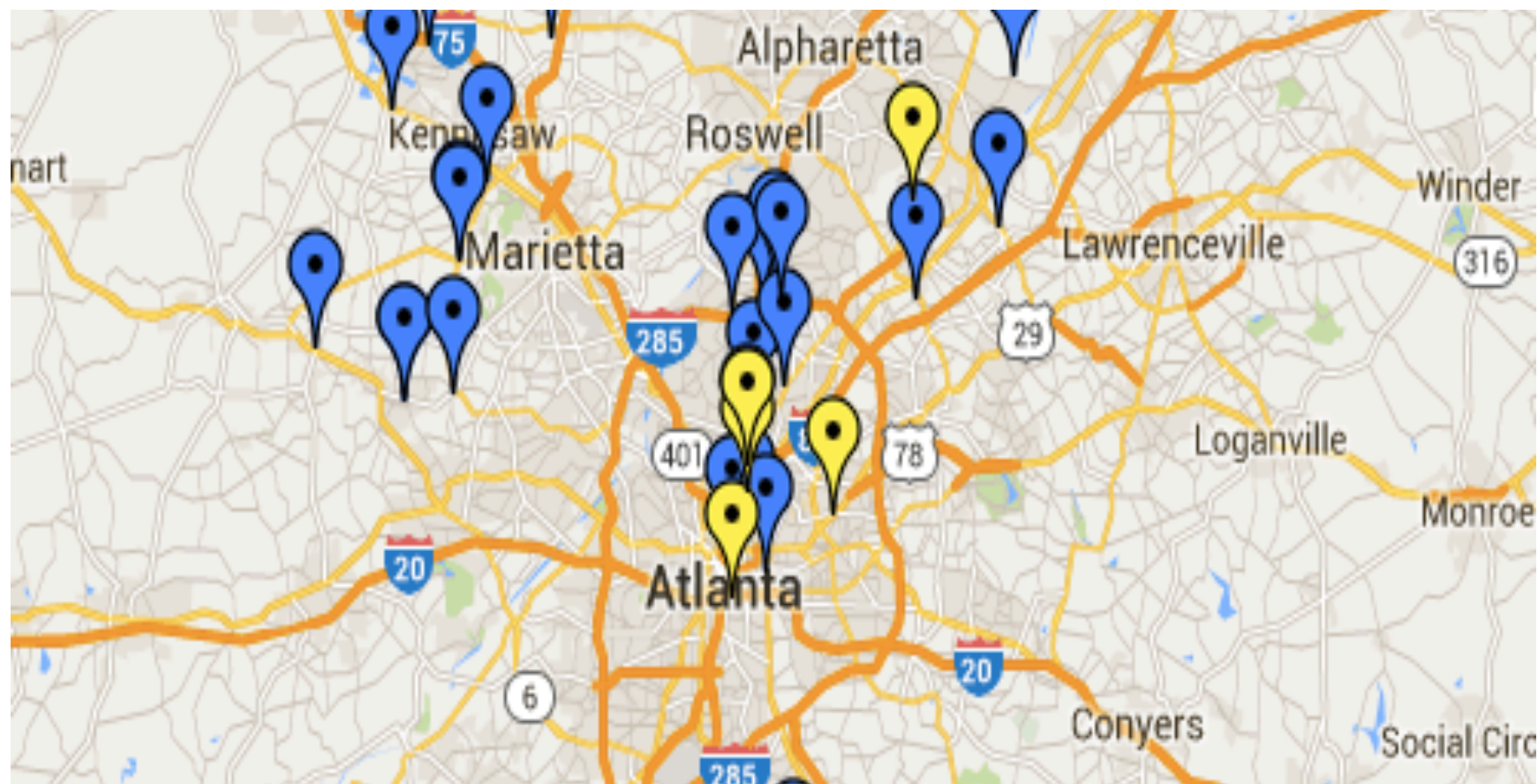
What is the biggest challenge you face today?

- Lack of inventory
- More competition (more agents prospecting)
- Competition from Big Business (Redfin, Amazon)
- Too many agents competing for the same prospect. (FSBO's & Expired for example)

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

The Probate Opportunity

- 2.5 million people over the age of 30 die each year.
- 6,500 baby boomers die each day.
- 95% of people do not have a living trust. No trust = Probate if there is debt or assets.
- 65% own at least one property.
- **1,543,750 potential probate listings per year**
- 90% will sell within 12 months.
- Most will be sold to settle the estate. A small percentage can pass directly to a surviving spouse or joint tenant. Most sell anyway.

How To Get Probate Listings

I have developed a proven repeatable system.

How To Get Probate Listings

Regardless of your:

Experience

Location

Company

Competition

Without:

- Cold calling
- Door knocking
- Calling FSBO's and expireds
- Coaching little league
- Joining a mega church
- Farming a neighborhood
- Holding open houses
- Buying leads from Zillow, Trulia etc.
- Pestering your friends or family
- Stalking your competitors

My Goal...

To show you exactly how I 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 share how you can get dozens of seller leads absolutely FREE! These leads are 100 times better than anything you could buy from Zillow, Trulia or any other lead source.

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

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Who am I? What makes me qualified?



- **Real Estate Broker (first licensed in MO & KS in 2000 then AZ in 2016)**
- **I have been coached by Craig Proctor, Dirk Zeller, Joe Stumpf, Rob Minton, Ryan Deiss, Perry Belcher and Alex Szineg.**
- **Closed over 100 transactions per year for 14 years in a row (best year was 237).**
- **Broker owner for 12 years (Exit Franchisee for 5 years).**
- **Began training and coaching other agents in 2007 (over 7,000 past students).**
- **Ran a private mastermind of 35 super agents for 3 years.**
- **Developed a proven system for getting probate listings.**

Done A Lot Of Things Right...

- In 2005 I had an epiphany. I predicted a market crash was imminent. I downsized my office and redirected all my efforts to my REO clients and sold my interest in a 120 lot development I had invested 3 years building.
- In 2007 I launched my real estate agent training business and had my personal best year in real estate ever.
- In 2008, after former President Obama was elected, I predicted that the REO boom was near its end and began developing my probate listing system.
- 2013 I sold my office and took a mini retirement. Why wait till you're a senior citizen?

Done A Lot Of Things

WRONG...

- I owned a dozen rental properties when the market crashed.
- I was locked into a long-term franchise contract.
- I lost 90% of my cash when the stock market crashed in Sept. 2008.
- I invested \$24,000 to publish a book that I never finished.
- I spent \$200,000 to franchise a business and only sold a handful of franchises.
- I paid a copywriter \$10,000 to write a sales letter that didn't get me a single listing.

After being in the business for 17 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 need 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?

- 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 double your success.

Secret #1 — You can get probate leads for free.



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 Ctl Key to select multiple.) All Counties/Parishes, Apache ...

[Public Notice - Superior Court - Maricopa County](#)

<https://www.superiorcourt.maricopa.gov/SuperiorCourt/PublicNotice/index.asp> ▼

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

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(Hold Ctl Key to select multiple.)

Publication:

All Newspapers

Search Notices

Search Notices: [View Search Tutorial](#)

With **all** these words:

With this **exact** phrase:

With **at least one** of these words:

Exclude notices with these **words**:

Number of Notices to Return:

Date Range: From to (mm/dd/yy)

Go!

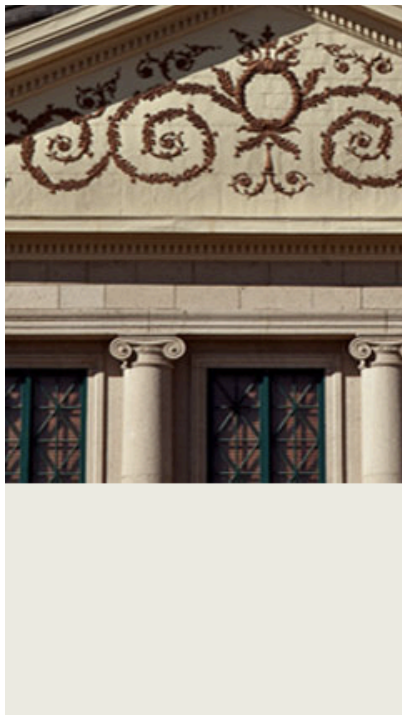
Results for Search Term “Probate”



[willCase](#)

Maricopa	2017/03/01	NOTICE OF HEARINGNO. PB2017-071010IN THE SUPERIOR COURT OF THE STATE OF ARIZONA IN AND FOR THE COUNT	Record Reporter (Phoenix)
Maricopa	2017/03/01	Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Jo Ann Rose, a/k/a Jo	Record Reporter (Phoenix)
Maricopa	2017/03/01	Notice Of Informal Probate Of Will And Appointment Of Personal Representative/Irving W. ZirbelKile &	Record Reporter (Phoenix)
Maricopa	2017/03/01	NOTICE OF HEARINGNO. PB2017-000479(Assigned to Commissioner Lisa Ann Vandenberg)IN THE SUPERIOR COUR	Record Reporter (Phoenix)
Maricopa	2017/03/01	NOTICE OF HEARING ONPETITION FOR ADJUDICAITON OF INTESTACY, DETERMINATIONOF HEIRS AND APPOINTMENT OF	Record Reporter (Phoenix)
Maricopa	2017/03/01	PROBATENOTICE TO CREDITORS PB 2017-090146Superior Court of the State of Arizona in and for the County	Record Reporter (Phoenix)
Maricopa	2017/03/01	NOTICE TO CREDITORS(A.R.S. § 14-6103)In the Matter of theLaMARR D. PETERSON AND ELINORE PETERSON FAM	Record Reporter (Phoenix)
Maricopa	2017/03/01	INDEXBusiness-Civil-Government-Legal Notices-Maricopa County-Phoenix-Probate-Public Auctions/Sales-T	Record Reporter (Phoenix)
Maricopa	2017/02/27	NOTICE OF INFORMAL PROBATE OF WILL AND APPOINTMENT OF PERSONAL REPRESENTATIVE. NO. PB2017-002286ARIZON	Record Reporter (Phoenix)
Maricopa	2017/03/01	NOTICE OF HEARINGNO. PB2017-070031IN THE SUPERIOR	Record Reporter

Decedents Name



Public Notice:

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** (½Decedent½). 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 Search

New Recent Saved



Quick Search

Jo Ann Rose

Search

Clear

Save

Cards Rows Map

Sort by Price: High to Low

Showing 1 - 4 of 4 properties (0 selected).

1. PAUL & JO ANN SEGERT LAURA SEGERT 3015 E ROSE LN Phoenix, AZ 85016 Maricopa	Year Built 1979	Lot Size 1,141	Sqft 1,185	APN 164-12-943 MLS 4853701	Sold \$282,500 01/17/2013
2. WILLIAM & ROSE KITTERMAN 5720 N JO ANN DR Rimrock, AZ 86335 Yavapai	Year Built 2000	Lot Size 52,708	Sqft 1,080	APN 405-15-002-B MLS 505426	Sold \$135,000 04/28/2016
3. FREDRICK M JR COLLINS JO ANN ETAL ROSE , AZ Cochise	Year Built 0	Lot Size 217,800	Sqft 0	APN 301-29-009	Sold \$0 03/12/1986
4. JO ANN ROSE 6919 E MORELAND ST Scottsdale, AZ 85257 Maricopa	Year Built 1959	Lot Size 6,651	Sqft 1,850	APN 129-14-047 MLS 5569763	Sold \$0

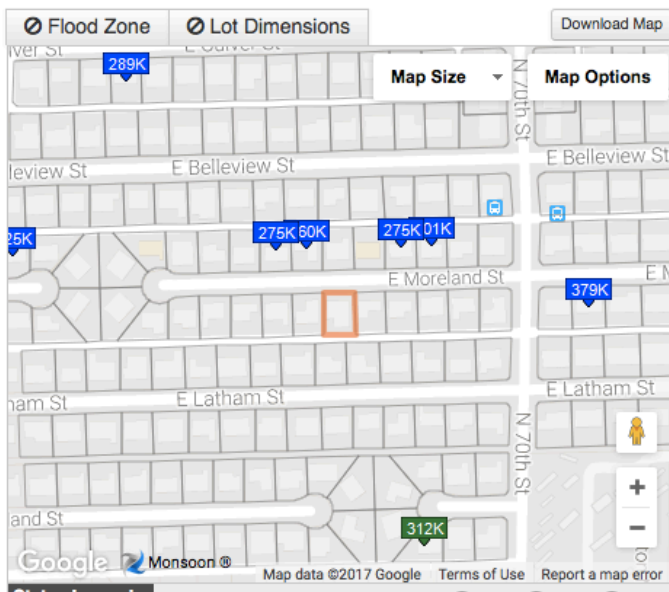
Tax Records List 1 Property for Decedent

Maricopa Assessor Parcel #
129-14-047

[Report a Tax Error](#)

[Tax](#) [MLS](#) [Comp](#) [Email](#)

Options Current Screen [PDF](#) [Print](#)



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	218100	
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

ARMLS # 5569763 Residential

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Active \$325,000 03/03/2017 [Full screen](#)



Property Information		
Beds	Baths	Sqft
3	2	1,850

Home Highlights	
Type	Residential
Stories	1
Interior Levels	1
Year Built	1959

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	
Bernadette T Labat (hs086)	

February 2nd



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 (½Decedent½). 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.

In the beginning I mailed and called all of the leads.

I have a proven sequence of letters that are sent 1 per month.

I mail a letter and call 1 week later then wait 3 weeks and mail the next letter etc. 4 letters, 4 calls = listing.

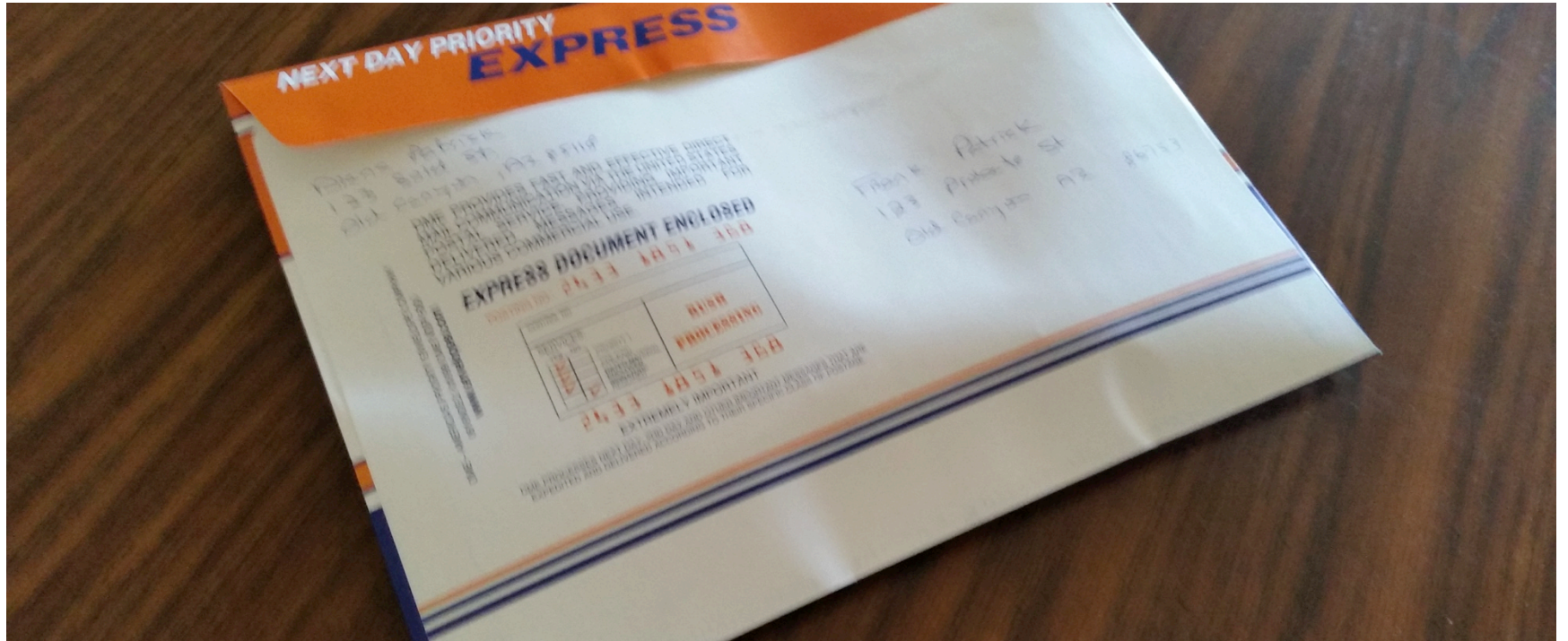
Secret #3 — You must mail 4 times. Most agents give up after first mailing. Investors are generally mailing 4 times.

In the beginning, we tried calling the leads. It was a failure. We could find phone numbers for about 50% of the leads but it was a cold call. We went to mailing first, then calling a few days after the letter. Our results were OK.

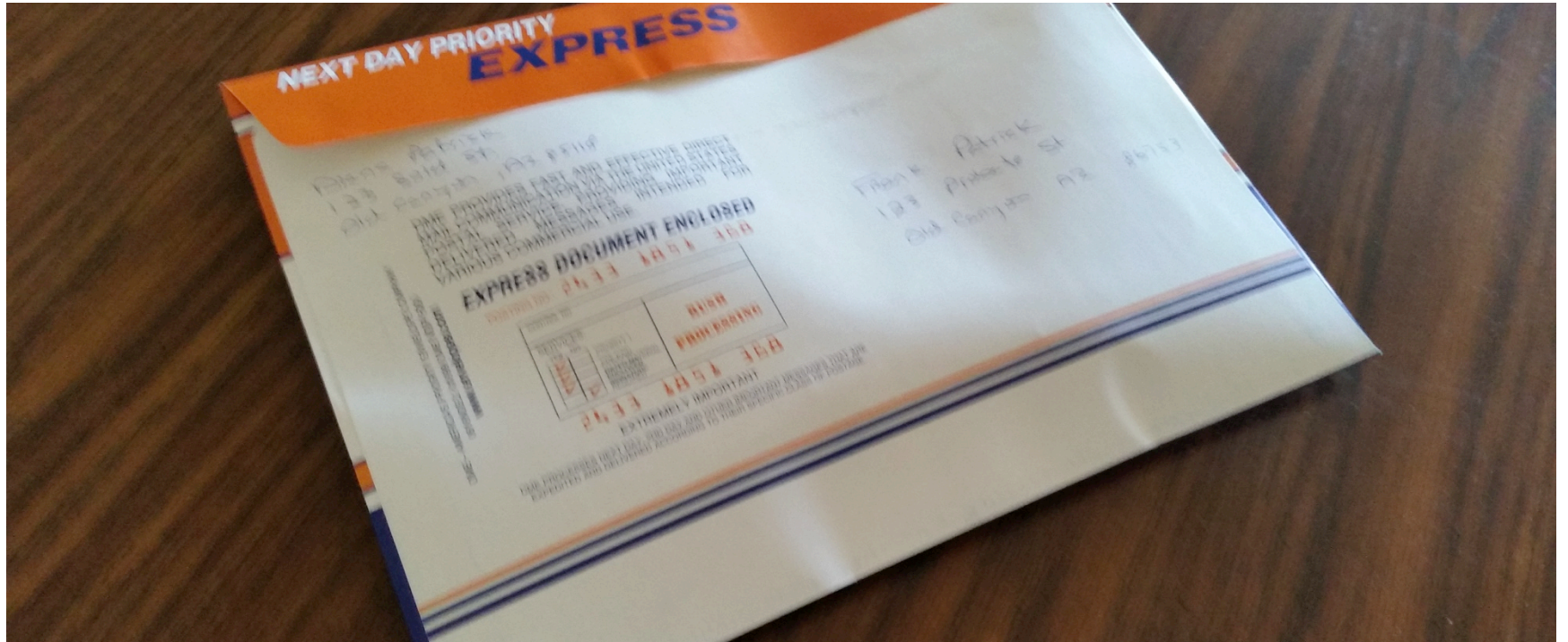
We went to mailing and calling once a month for 9 months and our results went through the roof. We also experimented with a half dozen different types of mailers. Post cards, business envelopes, Express envelopes etc. We have also tested different messages.

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.

Mailer #1



Lumpy mail is 90% more likely to be opened.



Secret #4 – What you mail is important.

- 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.
- 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.
- 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.
- 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.

The System

- Gather leads
- Sort out the best leads
- Enter into your CRM
- Mail
- Call
- Repeat

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 of your leads should turn into listings.

6% conversion is our goal

- In most cases no cost for lead
- Mail x 4 times = \$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?
- I can't Cover Everything You Need In An Hour Webinar
- 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 have only shared this information with a handful of private coaching clients. There are only a few people in the entire country using this system.

This is your chance to attend a live, small group webinar training and learn my complete Probate Listing System.

Who wants to copy my system?

- I am holding an in depth training for a small group of agents.
- 2 webinars – 1/18 & 1/25 (9am p,10am,11am c,12e)
- Each session will be recorded.
- 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?

- 2 Live 1-Hour Webinars
- Webinar 1 (1/18)– Understanding the probate process and lead acquisition
- Webinar 2 (1/25)– Mailing and calling leads
- Access to my marketing letters

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...?

\$5K? \$10K? \$25K? More...?

**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.**

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Total Value: \$5,169

Get Started NOW For Just
\$297 Today

Signup Here:

www.HowToGetProbateListings.com

Here's what I ask in return...

- Take action.
- Replicate before you innovate.
- Email me a testimonial I can share with prospective coaching members and students.

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www.HowToGetProbateListings.com

www.HowToGetProbateListings.com

How to get Probate Listings Bootcamp

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Your Shopping Cart Your order is safe and secure

Quantity	Product	Price	Total	Remove
1	Probate Training Webinar Series This live training includes: 2 webinars 4 probate sales letter templates access to my private Facebook Mastermind Group	\$297.00	\$297.00	X

Subtotal: \$297.00
Total: \$297.00
(before shipping & taxes)

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Get Started NOW For Just
\$297 Today

Signup Here:

www.HowToGetProbateListings.com



Brett Domescik Frank thanks for sharing your knowledge & expertise. I have recently listed & sold a couple of homes using the system. I will continue to persist with leads to try & pick up more leads. Thanks again.

Like · Reply ·  1 · June 10 at 6:20pm