



EMAIL CAMPAGIN

EMAIL 1

SUBJECT: Why Smart Families SEEK OUT Probate Specialists (Before It's Too Late)

[First Name],

I will cut straight to the point.

There are two types of families who go through probate:

Type 1 tries to figure everything out on their own. They make costly mistakes because they do not know what they do not know.

Type 2 works with a trusted authority who has handled this process many times before. They avoid the common pitfalls and protect their inheritance.

Here is the truth most people learn too late:

The families who protect their inheritance are not smarter or luckier. They simply work with someone who has done this before and knows where the landmines are.

I do not chase clients. Families SEEK ME OUT because they value experience and want to avoid costly mistakes.

I have created a FREE Probate Real Estate Sales Kit — a roadmap to help you understand the probate real estate process and avoid common pitfalls.

I do not send this to everyone. Just to families who are serious about protecting their inheritance.

If that describes you, reply "SERIOUS" and I will get it in the mail today.

[Your Name]

The Probate Real Estate Authority

[Your Phone]

P.S. — The families who reach out early typically have more options and less stress. The meter is already running on your probate property. Are you ready to take control?

EMAIL 2

SUBJECT: The monthly cost question nobody asks...

[First Name],

Quick question:

Do you know exactly how much that probate property is costing you RIGHT NOW?

Most families have no idea until they do the math:

Property taxes: Varies by property
Insurance: Often \$100-200+/month
Utilities: \$150-300/month if kept on
Maintenance/lawn care: \$100-200/month
Liability exposure: Real and often overlooked

These costs add up every month, starting from day one.

I reached out a few days ago about the FREE Probate Sales Kit. Inside, there is a section called "The True Cost Calculator" that helps you understand exactly what you may be spending — and strategies to reduce those costs.

It takes 30 seconds to request.

Reply "SEND IT" and I will get it in tomorrow's mail or if it's easier for you, it's available digitally in the previous email but I certainly can send it again. Just let me know, I'm happy to help.

[Your Name]

[Your Phone]

P.S. — Understanding your true holding costs is the first step to making smart decisions. The kit includes a worksheet to help you calculate your specific numbers.

EMAIL 3

SUBJECT: Inside the FREE kit (everything revealed)

[First Name],

People keep asking what is actually IN the Probate Real Estate Sales Kit.

Fair enough. Here is everything you get:

THE PROBATE TIMELINE ROADMAP

Know exactly what happens and when — so nothing catches you off guard

THE PROPERTY OPTIONS GUIDE

Sell, keep, rent, or transfer — pros/cons of each, explained in plain English (not lawyer-speak)

THE REPAIR OR SELL AS-IS DECISION TREE

The exact questions to ask so you never waste money on renovations that do not pay off

THE AGENT INTERVIEW CHECKLIST

7 questions that separate probate specialists from pretenders (question #4 exposes 90% of unqualified agents)

THE COMMON PITFALLS REPORT

Common mistakes that cost families time and money — and how to avoid them

THE COST CALCULATOR WORKSHEET

Know your exact monthly holding costs in under 5 minutes

This is not a sales pitch in disguise. It is 47 pages of hard-won knowledge from real probate real estate experience.

Yours FREE. No strings.

Reply "YES" — I will have it in the mail within 24 hours.

[Your Name]

[Your Phone]

EMAIL 4

SUBJECT: I understand if now is not the right time

[First Name],

I want to be honest with you.

I know you are dealing with grief. I know the last thing you want is someone pestering you about real estate.

This is not that.

I pride myself on helping families through probate real estate sales process. I have sat with widows, held hands with adult children, navigated family disagreements that felt impossible.

The one thing I have learned: information reduces stress.

Not pressure. Not sales pitches. Just clear, honest information so you can make decisions when YOU are ready, not when someone else tells you to.

That is all my FREE Probate Sales Kit is.

When you want it, today, next week, next month, just reply "SEND IT" and it is yours.

I will be here.

With respect,
[Your Name]

P.S. Grief does not follow a timeline. Neither should you. This kit will be waiting whenever you need it.

EMAIL 5

SUBJECT: The #1 question every family asks (answered)

[First Name],

I can tell you the most common question:

"Do we HAVE to sell the house?"

The answer: Not necessarily.

Here are your REAL options:

SELL — Get cash, split proceeds, move on

KEEP — One heir buys out the others

RENT — Generate income while you decide

TRANSFER — Gift to family members

HYBRID — Sell part, keep part (yes, this is possible)

The RIGHT choice depends on your family financial situation, the property condition, and 7 other factors most families never consider.

My FREE Probate Sales Kit walks through all of these options, with a decision framework that takes the guesswork out.

No pressure. No obligation. Just clarity.

Reply "OPTIONS" and I will rush it out.

[Your Name]

[Your Phone]

P.S. Different options have different tax implications. Some families discover significant savings by understanding ALL their choices before deciding.

EMAIL 6

SUBJECT: The 3 most common probate mistakes (and how to avoid them)

[First Name],

I have seen the same mistakes happen over and over:

MISTAKE #1: Spending money on repairs that do not increase value

Not every repair pays off. Some renovations return pennies on the dollar while others can significantly boost your sale price.

MISTAKE #2: Missing important court deadlines

Probate has specific timelines. Missing them can delay your case by months and add to your costs.

MISTAKE #3: Hiring an agent who does not understand probate

Probate sales have unique requirements. A regular agent may not know how to handle them properly.

The good news: all of these are avoidable with the right information upfront.

That is why I created the FREE Probate Sales Kit. It walks you through these common pitfalls and how to avoid them.

Want me to send it?

Reply "AVOID MISTAKES" and it is on the way.

[Your Name]

[Your Phone]

P.S. Learning from common mistakes before you make them can save you significant time, money, and stress.

EMAIL 7

SUBJECT: The silent drain on your probate property (see the math)

[First Name],

Let me show you something that keeps me up at night:

THE HIDDEN COST FORMULA

Every month you hold a probate property without a plan:

\$350 property taxes
+ \$175 insurance
+ \$200 utilities
+ \$125 maintenance
+ \$??? liability exposure
= \$850+/month MINIMUM

That is \$10,200+ per year. Silently draining away.

But here is what really hurts:

While you are figuring things out, the property may also be:

- Deteriorating in value
- Attracting vandalism or squatters
- Creating legal liability
- Accumulating deferred maintenance costs

I am not trying to scare you. I am trying to ARM you with information.

My FREE Probate Sales Kit includes a complete Cost Analysis Worksheet. Know your EXACT numbers in 5 minutes.

Reply "NUMBERS" and I will rush it out.

[Your Name]

[Your Phone]

P.S. Armed with real numbers, you can make a confident decision. Flying blind is what costs families thousands.

EMAIL 8

SUBJECT: Quick check-in (no pressure)

[First Name],

Just a quick note.

How are you holding up?

I know probate can feel like a second full-time job on top of grieving. If any questions have come up about the property at [Property Address], I am here.

No agenda. No sales pitch. Just help.

And if you would still like that FREE Probate Sales Kit I mentioned, it is yours whenever you want it.

Reply "YES" and it is on the way.

Thinking of you,

[Your Name]

[Your Phone]