



# HOW TO HELP HEIRS, TRUSTEES & EXECUTORS LIQUIDATE ESTATE ASSETS

Specialized Program Yields Top Dollar and Minimum Hassel

## CASE STUDY

### SUMMARY

An 80-year old widow in the Memorial section of Houston recovers from a stroke and is relocating to an assisted living facility near her son in Austin. Son assumes Power of Attorney for her estate. **The estate sits empty for 3 months while the son juggles his job, family responsibilities and the logistics of selling his mother's home in order to help pay for her living expenses.**

Real Estate Attorneys charge \$150+ an hour resulting in zero marketing and still ask for their 6% broker fee at closing

### CHALLENGE

- **Eliminate carrying costs of home (Insurance, HOA fees, property taxes, utilities, etc.)**
- Avoid logistics of selling property (market analysis, appraisal, marketing costs, travel involved, etc.)
- Achieve highest sales price in shortest amount of time

**No "low ball" offers from investors or builders.**

### SOLUTION

Executor or POA meets with our Team to review options and implement a strategy involving:

- Appraisal & title verification
- Sourcing estate sale coordinator (for additional non-realty items)
- Pre-Sale preparations (staging, landscaping, haul-away cleaning, etc.)
- Aggressive marketing campaign in print publications, HAR, social media and network of Brokers & Buyers

### RESULT

- Property sold in two weeks at \$50,000 over list price to a family interested in renovation
- Estate property sold with "as-is" provision eliminating costs of requested repairs from inspection involved with conventional transactions for buying party
- Client spent zero beyond one-time house cleaning and minor tree trimming
- Zero client involvement (other than weekly status updates) until closing. Remote closings available for those out of town.

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