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# ***WELCOME!***

## ***PROBATE LEADS & LISTINGS***

# ***TRAINING OBJECTIVES***



- Understanding **probate real estate**
- Recognizing **seller motives**
- Build your **probate lead list**
- Conduct thorough **market analysis**
- Master **negotiation skills**
- Handle legal considerations **with confidence**
- Become a probate real estate **EXPERT**





# ***WHAT IS PROBATE REAL ESTATE?***

Probate real estate refers to properties that are part of an estate left by a deceased person.

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## **What's the market significance?**

Probate properties often come at a **lower price**, presenting investment opportunities.



# ***WHY PROBATE REAL ESTATE?***

## **Market Potential**

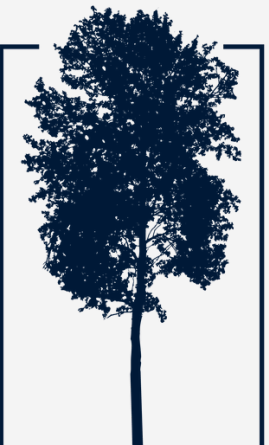
A growing segment due to the aging population and transfer of wealth.

## **Benefits for Agents**

Potential for quick sales and less competition.

## **Market Opportunities**

Increasing demand for probate properties.



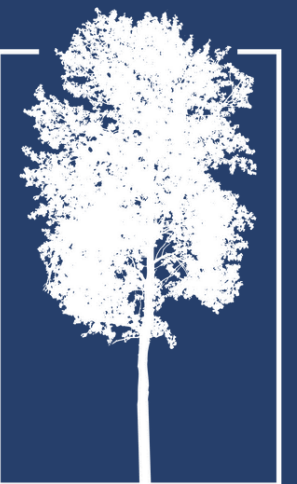




# ***MOTIVATORS OF PROBATE SELLERS***

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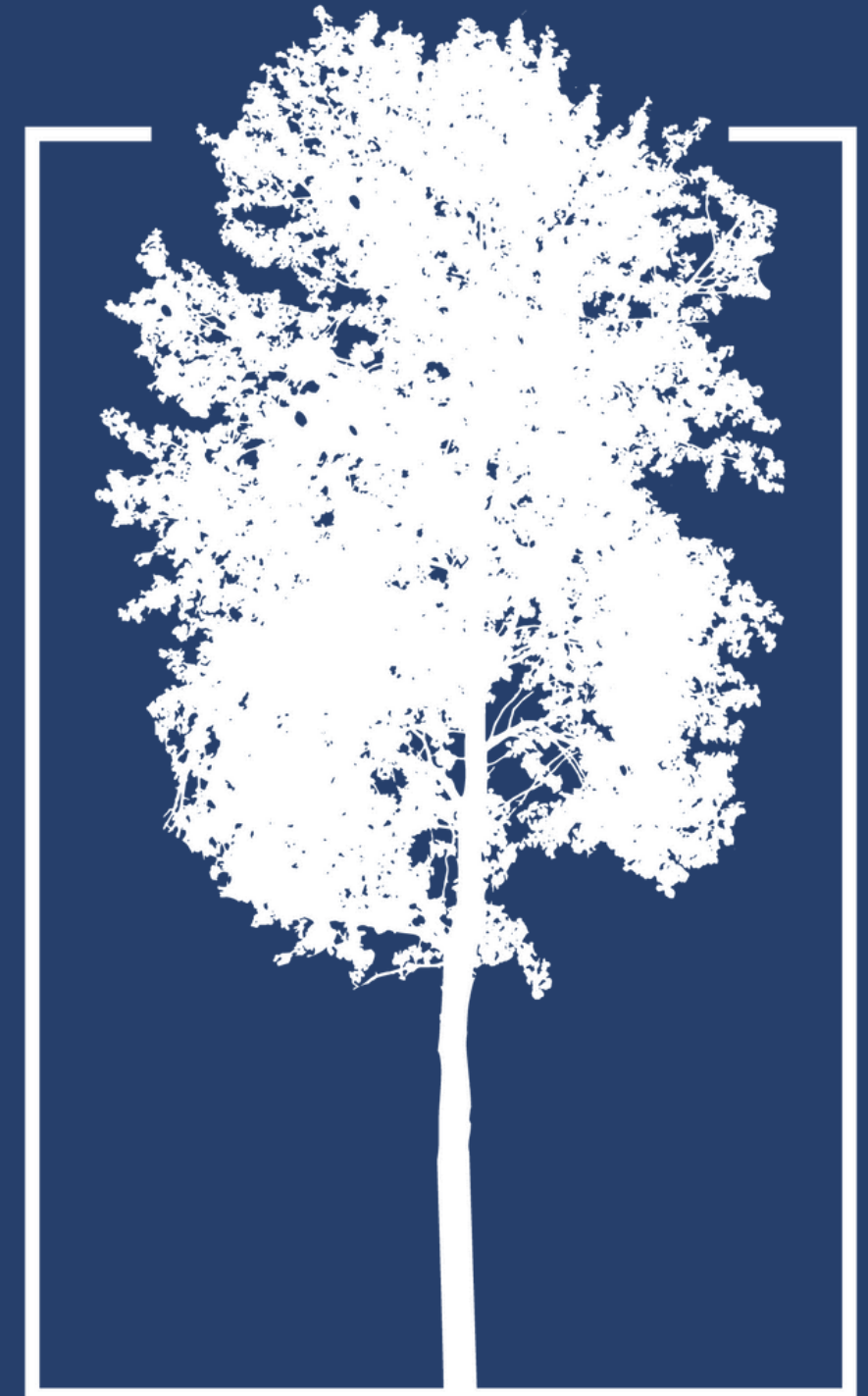
- Facing Foreclosure
- Inherited Property
- Quick Cash Need
- Avoid Lengthy Court Processes
- Divorce or Estate Settlements



# ***CREATE YOUR PROBATE LEAD LIST***

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- **Tools and Strategies:** DealMachine and other tools.
- **Effective Lead Generation:** Focus on probate records and networking with estate attorneys.

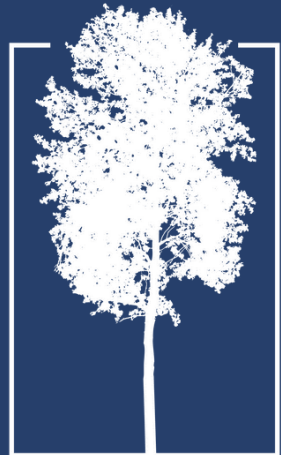




# ***HOW DO I ENGAGE WITH PROBATE SELLERS?***

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- Empathetic approach
- Clear and simple communication
- Build rapport and trust





# ***HOW TO MARKET TO SELLERS***

## **Email Marketing**

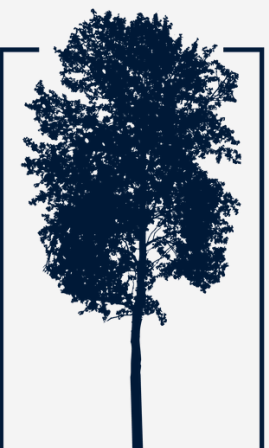
- Compelling **email campaigns**
- Personalization and **follow ups**

## **Calling Sellers**

- The new **DealMachine** feature
- **Scripts** and best practices

## **Mailers**

- Design **impactful mailers**
- **Timing** and **Frequency**

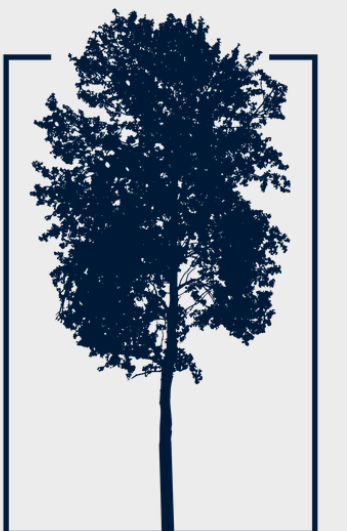


# ***HOW DO I IDENTIFY SELLER NEEDS?***

**Ask open-ended questions – Encourage detailed responses.**

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Show **genuine concern** and willingness to help. **Build trust** and understanding.



# ***NEGOTIATION STRATEGIES***



- **Build rapport:** Establish a strong relationship.
- **Ask open-ended questions:** Gain insights into seller's needs.
- **Find common ground:** Identify mutual interests.
- **Use silence strategically:** Allow sellers to consider offers without pressure.

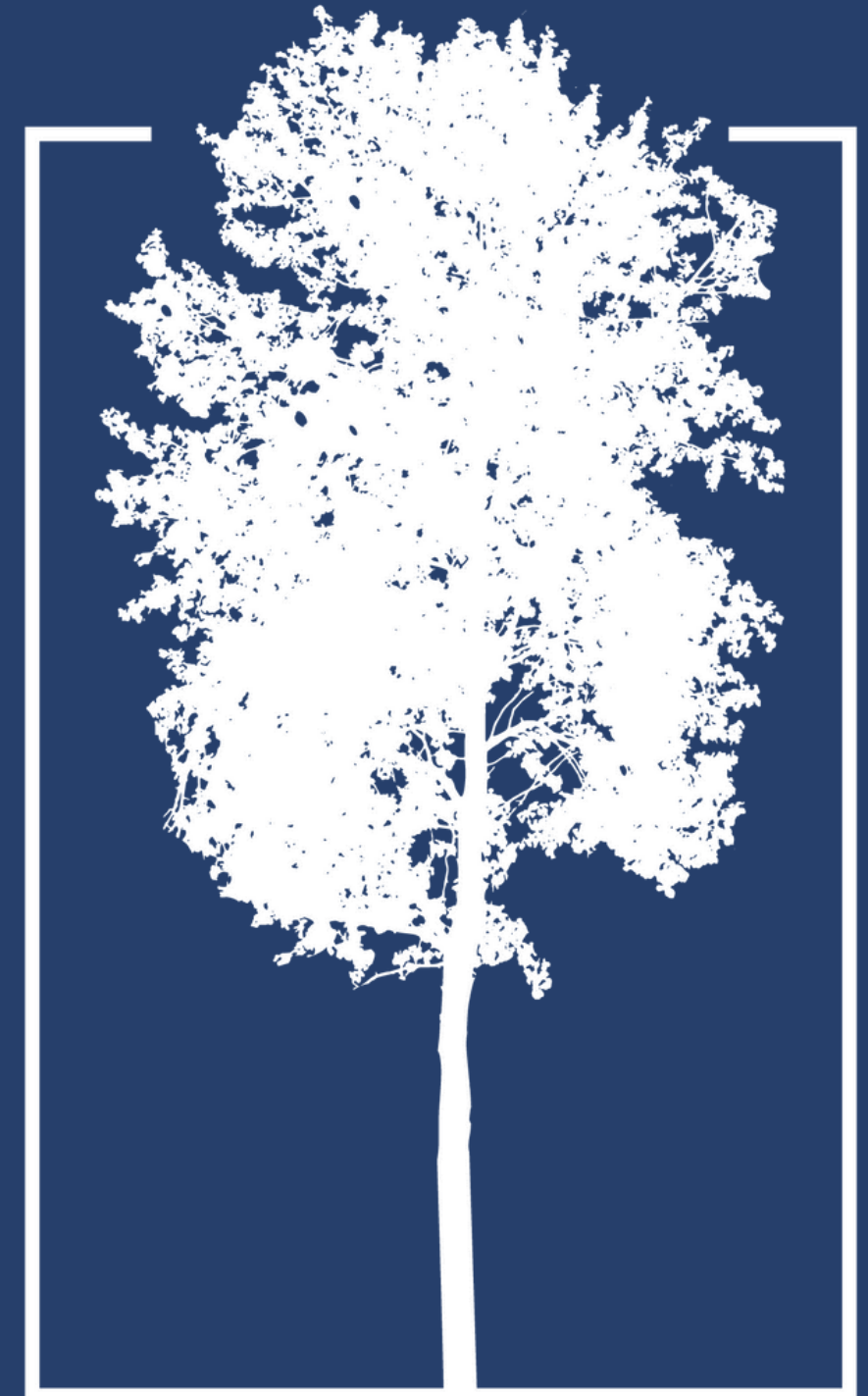




# ***PRESENTING SOLUTIONS AND CLOSING DEALS***

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- **Addressing objections:** Handle concerns confidently.
- **Finalizing agreements:** Ensure all parties are satisfied with terms.
- **Reassuring seller credibility:** Build trust in your professionalism.
- **Emphasizing benefits of quick and fair transactions:** Highlight advantages of a hassle-free process.



# ***LEGAL AND ETHICAL CONSIDERATIONS***

**Key probate laws and regulations:** Stay informed on legal requirements.

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**Important legal documents:** Ensure all paperwork is in order.

**[The Probate Law](#)**



# ***IN CONCLUSION***

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- Significant **investment potential**
- Understanding **seller motivations**
- Effective **lead generation**
- Strategic engagement and **negotiation**
- Legal and ethical **confidence**





# ***QUESTIONS?***

