

September 6, 2008

[Contact Name]

[Address 1]

[City] [State] [Zip]

A Five Minute Call Could Save You from Wasting Thousands on the Probate Process Only to Have the Proceeds End up In the Hands of the Estate's Creditors

Dear [Contact Name],

Did you know that most people who have been appointed personal representative of the estate, end up losing thousands, or even tens of thousands of dollars, for no other reason than that they don't fully understand the probate process?

As an expert in helping people manage the estate settlement process, I've seen it happen over and over again. Most people simply don't know that it commonly takes up to 18 months to close probate. They aren't aware that, in most cases, they won't have access to the estate's funds during that time. As a result, they aren't prepared to have to reach into their own pockets month after month to continue to pay all of the legal fees, property taxes, and utility bills that seem to keep piling up—not to mention the high cost of maintaining the estate's assets! No wonder so many of the personal representatives who call me describe feeling completely overwhelmed by these responsibilities.

Whether you're feeling overwhelmed or just want to find out more about managing the probate process, we can provide you with the expert guidance and practical solutions you need to navigate the estate settlement process successfully and keep more of your family's wealth intact.

One of the questions you may be struggling with is, knowing when to hold property and when to liquidate. Because most personal representatives don't anticipate the risks and costs associated with holding property, they often hold it too long and end up settling for far less than fair market value.

For example, many personal representatives have learned the hard way that their homeowner's insurance policy contains an exclusion clause only after being denied a claim for loss or damage due to robbery or vandalization of a vacant home. Renting can be problematic too. The horror stories are all too real; tenants destroying your inheritance, constant bill collection responsibility, evictions, and lawsuits, are just some of the risks associated with renting the estate property.

Even selling through conventional means can be costly. Real estate agents typically sell to people who need to qualify for bank loans. But often the bank may not be willing to lend money against probated property. Title issues sometimes scare away lenders concerned they may not be able to obtain clear title. Often, title agents are unable to get title insurance

on probated properties. That means the bank is not protected from loss. Finally, the property must be sold “as is.” This clause is a deal killer for many lenders. A real estate agent lists your house and *hopes* it sells—we buy your property, period!

[Company Name] helps liquidate all types of assets including: residential houses, rental properties, multi family units, luxury houses, commercial buildings, land, automobiles, boats, mortgages and more. It doesn't matter what shape your property is in. We purchase properties in perfect shape as well as those that need extensive repairs. When you think about all the money that you will have to spend just to prepare these assets for sale, your best and most profitable move is often to sell the property now, rather than sinking thousands of dollars into maintenance, repairs, and other holding costs that steadily drain the value of the estate, one dollar at a time.

We have solutions to help you liquidate your estate's assets in the fastest, most responsible manner possible. You don't have to waste thousands, or tens of thousands, of dollars to conclude the probate process and then pay thousands more in commissions only to have most of the proceeds end up in the hands of the creditors of the estate. In fact, in most cases, as personal representative, you have the authority to enter into an agreement to liquidate the holdings of the estate immediately. Remember, we can liquidate the entire estate or just one item, it's up to you.

Call us now at [Your Phone] and I'll be happy to talk with you about the estate settlement process and what you can do to maximize the value of your assets and keep more of your money. I'll explain everything to you in plain, everyday English and promise to be 100% direct, clear, and honest from start to finish. If you're in the area, why not meet for a cup of coffee and a chat? I look forward to speaking with you. Call today!

Sincerely,

[Your Company]
[Your Phone]
[Your Email]
[Your Website URL]

PS. Don't you want to get money to the heirs now? A five minute phone call could have a written offer in your hands in as little as 48 hours! Wouldn't it be great to get on with your life knowing the estate has been settled in the fastest and most responsible way possible? Call [Your Phone] today and leave the cleaning and paperwork to us!