



THE PROBATE ASSET MAXIMIZER

The Fiduciary's Guide
to Preserving Equity &
Honoring a Legacy.

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CERTIFIED PROBATE REAL ESTATE SPECIALIST (CPRES)

Part 1: The "Probate Discount" Trap (And Why "As-Is" Is a Fiduciary Risk)

Being a Personal Representative is a heavy burden. You are dealing with grief, complex court documents, and family members asking, "When is the house selling?"

For decades, the "standard" way to sell a probate home was simple but flawed:

- Hire a generalist agent.
- Take minimal photos.
- List the home "As-Is" (warts and all).
- Wait for investors to make low-ball offers.

This is not a strategy; it is a liquidation.

I call this **The Probate Discount Trap**. When a home is marketed as a "Probate Listing," the market assumes it is distressed. Investors circle like sharks, offering 20-30% below market value.

The Fiduciary Danger: As an Administrator or Executor, you have a legal **fiduciary duty** to maximize the value of the estate. Selling "As-Is" for a low price doesn't just hurt the heirs' inheritance—it opens you up to disputes and liability.



My Philosophy: We do not sell "Probate Houses." We sell **Market-Ready Homes** that happen to be in probate. We strip the "distressed" label off the property to protect your liability and secure the highest possible equity for the estate.

Part 2: The 3-Pillar Fiduciary Framework



DEFENSIBLE VALUATION

Pricing a probate home is high-stakes. Price it too low, and heirs claim you gave it away. Price it too high, and it sits, draining estate funds. We use predictive data to create a **Defensible Valuation**—a price that creates competition and stands up to court (and family) scrutiny.



THE "ZERO-COST" TRANSFORMATION

Most estates are "Asset Rich, Cash Poor." You want to fix the house to get top dollar, but the estate has no liquid cash. **We solve this.** We front the cost for clean-outs, repairs, and staging. The estate pays \$0 upfront. We are paid only when escrow closes.



COMPETITIVE LAUNCH

We don't just "put it on the MLS." We build a competitive environment. By treating the estate sale like a luxury launch, we generate multiple offers. This creates a "paper trail" of competition, proving to the heirs and the court that you achieved the highest and best price.

Part 3: The 5-Phase Playbook

1 Asset Assessment & Protection

The Action: Immediate site securement. We re-key locks, install monitoring sensors, and assess liability risks (squatters, insurance).

My Role: Deputy Executor. I handle the physical security so you don't have to worry about the vacant home.



2 The Estate Clear-Out

The Action: Professional liquidation. We identify valuables for sale, coordinate donations, and handle the trash-out.

My Role: Logistics Lead. I manage the physical removal of items with dignity and speed. You don't lift a single box.



3 The Value-Add (Revive)

The Action: Strategic capital deployment. We front the cost for paint, flooring, and landscaping to maximize ROI.

My Role: Project Manager. I manage the contractors and the budget. The estate pays \$0 until closing.



4 The Legacy Launch

The Action: Narrative-driven marketing. Professional photography, drone footage, and digital storytelling to position the home as a premium asset.

My Role: Marketing Director. I control the perception, ensuring buyers see a "Gem," not a "Bargain."



5 Fiduciary Vetting

The Action: Forensic offer analysis. We cross-reference proof of funds and demand tight contingency timelines.

My Role: Meticulous Analyst. I ensure the buyer is real and the deal will actually close, protecting the estate's timeline.



Part 4: The Case Study

Creating Wealth Where Others Saw "As-Is"

The Situation: A classic probate property. Dated, cluttered, and showing signs of deferred maintenance.

- **The "Old Way" Valuation:** A generalist agent suggested listing it "As-Is" for \$850,000.
- **The "Playbook" Action:** We managed a strategic \$107,000 renovation, paid for by my partners, with \$0 upfront cost to the Personal Representative.
- **The Result:** The home sold for \$1,200,000.

THE BOTTOM LINE:
\$243,000 in Additional Inheritance

By refusing to settle for "As-Is," the Personal Representative significantly increased the distribution to the heirs.

Part 5: The "Silent" Risks of Probate Real Estate

1. The "Zestimate" Trap Automated values (Zestimates) are often 30 days old and based on standard sales. They do not account for the nuances of probate title issues or recent market shifts. Relying on them is a breach of accuracy.

2. The "Squatter" Window Probate homes often sit vacant for months. A "For Sale" sign on a vacant home is a beacon for squatters. My team implements physical and digital security protocols immediately.

3. The "Family" Factor The biggest threat to a probate sale isn't the market; it's family conflict. By using a data-driven, professional framework, we professionalize the process. We move the conversation from "emotional opinions" to "fiduciary facts," keeping the peace among heirs.

Part 6: Your Unfair Advantage

A Network Built for Fiduciaries

When you hire me, you don't just get an agent. You get a "Probate Department."

- **Revive (Renovation Capital):** My partner for funding estate improvements. From simple trash-outs to full renovations, they cover the cost until closing.
- **Probate-Specialist Title Officers:** We spot title clouds (missing heirs, old liens) weeks before they can blow up a deal, not days before closing.
- **Estate Sale Logistics:** Partners who handle sensitive personal items with dignity and integrity.
- **Eviction & Security Specialists:** For when the property isn't vacant, or needs to be secured immediately.

Part 7: About the Architect

Christian Buitron *Realtor® / Mortgage Loan Originator / CPRES*

I am not just a Real Estate Agent. I am a **Certified Probate & Trust Specialist**.

My background combines the precision of an analyst with the heart of a community advocate. Born and raised in Northeast LA, I saw families struggle with the complex, often predatory world of probate real estate.

I realized that Personal Representatives didn't need a salesperson. They needed a **Project Manager** and a **Financial Guardrail**.

I hold an NMLS license, giving me a 360-degree view of the financial landscape, and I bring a "Meticulous Analyst" mindset to every transaction.

My goal is simple: To take the weight of the sale off your shoulders, maximize the value of the estate, and help you close this chapter with confidence and peace of mind.

Ready to Close This Chapter?

SCHEDULE YOUR STRATEGY SESSION

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