

**Would you like to increase your business?**

If so, then it is time to subscribe to **"The List"**.

**What is "The List"?**

**"The List"** is a weekly newsletter, e-mailed every Monday night, containing the following information obtained from newly probated wills in Manhattan:

- Decedent's name, address and date of death
- Executor's name and address
- Attorney's name, address and phone number

**Why should I subscribe to "The List"?**

After a will is probated, the Attorney and Executor are responsible for ensuring that the will's instructions are properly executed. They often need to turn to various professionals to assist in their task:



- Auction Houses**  
Consign items the family wants to sell
- Antique Appraisers**  
Determine valuation for estate taxes and/or sale
- Real Estate Stagers**  
Help sell apartment at its maximum value
- Realtors**  
Sell condo, co-op or townhouse
- Antique Dealers**  
Purchase items the family wants to sell
- Professional Organizers**  
Help overwhelmed families sort through the effects (especially helpful when the family lives out of town)
- Asset Managers**  
Provide financial planning services for estates
- Senior Downsizing Companies**  
Help surviving spouse decide whether to leave their apartment for more suitable accommodations
- Storage Companies**  
Store items that the family is undecided about
- Real Estate Appraisers**  
Determine the value of the apartment for estate taxes and/or sale
- Rubbish Removal Companies**  
Remove property of little or no value
- Moving Companies**  
Relocate items that the family wants to keep

**How much does "The List" cost?**

**"The List"** is offering a special 3 month trial subscription at the low introductory price of **\$177** (\$59 a month).

Afterwards, the standard subscription rates apply: **3 months for \$207** (\$69 per month)

**6 months for \$390** (\$65 per month)

**12 months for \$708** (\$59 per month)

**How many leads will I get each week?**

It is not something that can be predicted, but there are usually between 20-30 new estates each week.

**In what format does "The List" come in?**

You will receive **"The List"** in PDF format. You can also get **"The List"** in Excel format at no extra charge.

**How can I subscribe to "The List"?**

Complete the attached form and mail it along with your \$177 check payable to **"The List"**:

**"The List"**

14 Murray Street, Suite #161  
New York, NY 10007

If you would like to pay by credit card or PayPal, just let us know and we will send you an invoice which contains a link to make a secure payment.

**When can I start?**

Anytime. Once payment is received, your subscription to **"The List"** will begin the following Monday.

**Do you have any questions?**

Call **"The List"** at (212) 234 - 4326 or e-mail **"The List"** at TheList212@aol.com

	Decedent's Information		Executor's Information	Attorney's Information	Notes
1	Regina Smith 217 East 65th Street Apartment #E24 New York, NY 10021	* Assets : 500k DOD : 3.31.2013 * Age: 89	Kevin Johnson 145 Adams Street Garden City, NY 11531 ** Relationship : Friend	Steven Winger Corn & Bennet 6 Crossways Park Drive West Woodbury, NY 11797 516-444-1234	
2	Dorie Bundy 20 West 7th Street Apartment #11E New York, NY 10004	* Assets : 45K DOD : 6.11.2013 ** Age: 85	Jason O'Hara 60 West 59th Street Apartment #4J New York, NY 10019 ** Relationship : Friend	Anne Bateman Wilson & Philips 8 Miles Avenue White Plains, NY 10606 914-555-1234	
3	Delores Seinfeld 149 East 85th Street Apartment #3C New York, NY 10028	* Assets : 980k DOD : 7.5.2013 ** Age: 84	Kathleen Seinfeld 3120 Margaret Place Perrystown, OH 43551 ** Relationship : Cousin	Sean Summers Garret, Weinberg and Christie 231 Fifth Avenue 9th floor New York, NY 10036 212-666-1234	
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23	Mark Simpson 50 Sutton Place South Apartment #4D New York, NY 10021	* Assets : 12 mil DOD : 7.1.2013 ** Age: 86	Maria Simpson 50 Sutton Place South Apartment #4D New York, NY 10022 * Relationship : Spouse	Petra Price Menendez & Booker 263 Sixth Avenue New York, NY 10036 212-111-1234	
24	Ann Griffin 500 Grand Street Apt #E12B New York, NY 10002	DOD : 6.12.2013	Joan Giffin-Basset 15 East 87th St Apartment #47 New York, NY 10029 ** Relationship : Daughter	Vinson Gordon 109 Garden City Plaza Garden City, NY 11530 516-222-1234	
25	Joan Jones 15 East 93th Street Apartment #1D New York, NY 10122	* Assets : 240k DOD : 6.20.2013	Katie Schwartz 32 West 73rd Street Apartment #1D New York, NY 10025	Stephen Alexander 26 Fifth Avenue Suite #107 New York, NY 10001 212-333-1234	

\*The approximate value of the assets does not include real property

\*\*The approximate value of assets, age of the decedent and the relationship between the decedent and executor are not always available for every estate

\*\*\*The information presented in this sample is fictitious. It is used to demonstrate the format that you will receive from *"The List"*.

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New York, NY 10007

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If you would like to pay by credit card or PayPal, just let us know and we will send you an invoice which contains a link to make a secure payment.

**Requested Information:**

E-mail address: \_\_\_\_\_

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone numbers: \_\_\_\_\_

Type of business: \_\_\_\_\_

Would you like to receive **"The List"** in Excel format (in addition to PDF)?    Yes:     No:

**Contact us**

If you have any questions, you can contact **"The List"** by phone at (212) 234 - 4326 or by e-mail at [TheList212@aol.com](mailto:TheList212@aol.com)