

DistressShield AI

AI-Powered Distressed Property Lead System
Find Pre-Foreclosures, Probate & REO Before Your Competition

■ Sister Product to ProspectShield AI | Wealth Horizons Academy

DistressShield AI is a complete AI-powered system for finding and converting distressed property leads — pre-foreclosures, probate estates, bank REO, and bankruptcy sales — before your competition even knows they exist. This system uses FREE public data combined with AI automation to give you an unfair advantage in any market.

MODULE 1: THE DISTRESSSHIELD AI WORKFLOW

The DistressShield AI system operates in 4 phases. Each phase uses free public data and AI tools to find, qualify, and convert distressed property leads automatically.

Phase	Action	Tool Used	Time Required
1	Find — Pull fresh Lis Pendens and probate filings	County websites + AI sorter	30 min/week
2	Qualify — Research owners and properties	AI research prompts + Zillow	15 min/lead
3	Contact — Personalized outreach at scale	AI letter/script writer	10 min/lead
4	Convert — Follow up system and appointments	AI follow-up sequence	Automated

MODULE 2: PHASE 1 — FINDING LEADS WITH AI

Step 1: Weekly Lis Pendens Pull

Every week, visit your county recorder website and download the latest Lis Pendens filings. Export to CSV or copy to a spreadsheet. Then use the following AI prompt to organize and prioritize.

AI Prompt — Lead Sorter: "I have the following list of Lis Pendens filings: [paste your data]. Please organize them by: 1) Filing date (most recent first) 2) Estimated equity position based on the loan amount vs. current Zillow value 3) Neighborhood desirability (A/B/C grade based on zip code). Output as a prioritized table."

Step 2: Probate Filing Monitor

Visit your county probate court website monthly. Search for estates filed in the last 30 days that include real property. Copy the executor name, attorney name, and property address.

AI Prompt — Probate Qualifier: "I have these probate cases with real property: [paste data]. For each one, help me estimate: 1) Property value using Zillow 2) Whether the property likely has equity 3) Priority score for outreach based on recency and equity. Output as ranked list."

MODULE 3: PHASE 2 — AI PROPERTY RESEARCH

The 5-Minute Property Research Protocol

Before contacting any distressed property owner, run this 5-minute AI research routine to personalize your outreach.

- Step 1: Look up property on Zillow — note Zestimate and days on market history
- Step 2: Check county records for loan amount and tax status
- Step 3: Search owner name on LinkedIn or Facebook (business context)
- Step 4: Note neighborhood — school district, comps, trend
- Step 5: Feed all data to AI for personalized outreach message

AI Prompt — Research Summary: "Property: [address]. Owner: [name]. Loan amount: \$[X]. Zillow value: \$[Y]. Neighborhood: [Z]. Filing date: [date]. Write me a 3-sentence research summary and suggest the best approach angle for outreach."

MODULE 4: PHASE 3 — AI-POWERED OUTREACH AT SCALE

The 7 AI Outreach Templates

Use these AI prompts to generate personalized outreach for every type of distressed lead in seconds.

Template 1: Lis Pendens Direct Mail Letter

Prompt: "Write a compassionate 1-page letter to [Owner Name] at [Address] who has a Lis Pendens filed on [Date] for a loan of \$[Amount]. Their home Zestimates at \$[Value].
Tone: empathetic, not predatory. **Focus:** options available, no pressure. Include my name [Agent Name] and phone [Phone]."

Template 2: Probate Executor Letter

Prompt: "Write a professional and sensitive letter to the executor of an estate. They are handling the sale of property at [Address]. The estate was filed on [Date]. I am a local Realtor who specializes in estate sales. **Tone:** professional, compassionate, solution-focused. Make it clear I will handle everything."

Template 3: Pre-Foreclosure Phone Script

Prompt: "Write a 60-second phone script for calling a homeowner who is 4 months behind on their mortgage at [Address]. They owe \$[Amount] on a home worth \$[Value].
Tone: helpful not pushy. **Goal:** schedule a meeting to discuss their options."

Template 4: REO Offer Letter

Prompt: "Write a clean, professional offer cover letter for a bank-owned property at [Address] listed at \$[List Price]. My offer is \$[Offer Price] cash/conventional with [X] day close. **Emphasize:** clean offer, fast close, as-is, no contingencies. Make the bank want to accept."

MODULE 5: PHASE 4 — AI FOLLOW-UP AUTOMATION

Most deals happen on the 5th to 12th contact. Use this AI-powered follow-up sequence to stay top of mind without wasting time.

Day	Contact Method	AI-Generated Message Type	Goal
Day 1	Letter	Compassionate intro — options available	Plant seed
Day 7	Phone call	Check-in — have you considered options?	Open dialogue
Day 14	Letter #2	Market update — time is running out	Create urgency
Day 21	Text (if possible)	Brief: "Still here if you need help"	Stay visible
Day 30	Door knock	Personal visit — compassionate persistence	Face to face
Day 45	Final letter	Last chance — auction date approaching	Force decision

AI Prompt — Full Sequence Generator: "Create a 6-touch follow-up sequence for a pre-foreclosure homeowner at [Address]. Filing date was [Date]. Tone: compassionate, helpful, never predatory. Include: letter, phone script, text message, door knock script, and final urgency letter. Space touches 7-14 days apart."

MODULE 6: DISTRESSSHIELD AI MONTHLY ACTION PLAN

Week	Monday	Wednesday	Friday
Week 1	Pull county Lis Pendens	Research top 5 leads	Send 5 letters
Week 2	Pull probate filings	Phone 5 pre-foreclosures	BPO submissions
Week 3	Check REO new listings	Follow up week 1 leads	Attorney outreach
Week 4	Pull new Lis Pendens	Door knock 3 properties	Monthly review

MODULE 7: INCOME PROJECTION WITH DISTRESSSHIELD AI

Activity	Monthly Leads	Close Rate	Closings/Year	Annual Income
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Lis Pendens outreach	20 leads	5%	12/year	\$42,000
Probate/Estate	8 leads	10%	10/year	\$55,000
REO listings	5 leads	25%	15/year	\$63,000
Bankruptcy referrals	3 leads	15%	5/year	\$17,500
TOTAL			42 closings	\$177,500/yr

"\$177,500 in additional annual income — on top of your regular business. This is what DistressShield AI delivers when you work the system consistently for 12 months." — William C. DeShon

BONUS: COMPLETE AI PROMPT LIBRARY

50 Ready-to-Use Prompts Included

- 10 Lis Pendens outreach letters (different seller situations)
- 10 Probate/estate outreach letters
- 10 REO offer letters and follow-ups
- 10 Phone scripts for every scenario
- 5 Attorney networking letters
- 5 Complete follow-up sequences

Every prompt in this library has been tested and refined through 39 years of real estate experience. Copy. Paste. Customize. Close.