

The Truth About How To Invest And Profit In Real Estate

Avoid the common costly mistakes that cause failure and frustration, including being lured in and lied to by greedy opportunists who pose as experts...




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- So I did...
- I bought my first property at 18 yrs old
- Unlike 'Aunt Mable' I found another way - without banks or hard money loans.

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About Lou Brown...

- I was raised a broke kid, by my single mom.
- My "Aunt" bought a duplex and that piqued my interest in real estate
- Bought first property at 18 years old
- Been Buying, Selling and Holding for over 40 years
- Been teaching and training others how to do it since 1986




Founder of:

- *Street Smart®* Investor
- *Certified Affordable Housing Provider®*
- *The Path To Home Ownership®*
- Author of over 20 books
- Quoted as an expert by many publications including:
THE WALL STREET JOURNAL
SmartMoney
- Past President of *Georgia Real Estate Investors Association™*
- Founding President of the *National Real Estate Investors Association™*
- And more...

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I've learned so much from Lou and the Street Smart System. It's hard to know where to start. I'm making deals I would have never made, have leads I would have never had, have Personal growth I never would have never experienced. I can easily say that this has added millions to my bottom line and I am so GLAD I came to that first training to discover it. Listen, this is, No Joke, the system and training you should absolutely get!

Jim Stallings - Jacksonville, NC



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Step 1: Understand there is a Better Way

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That's right...NO Banks needed to buy!




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NO MONEY DOWN!

Yes, That's real and doable... when you have the Magic Words!






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This may seem unimportant but it's vital. Your mindset needs to shift.

There are many ways I and my students do real estate that are different than what you might think, have heard or have been taught.

Having been in this business for over 40 years, I've had a chance to learn where the profits and the pitfalls are.

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A BIG PITFALL is holding costs... so let's start there. Let me teach you what it took me decades to learn...

*When it comes to the quickest way to make the most money in real estate safely, it's to **get your buyer before you buy.***

That's right. Have the person (or lots of them) tell you exactly the type of property they want, when they want it and where they would like it to be.

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Don't present yourself as a real estate investor, or agent, you become a "Housing Counselor."

Talk to and interview (chat) anyone and everyone...

from the restaurant server to the shoe store clerk

from the nurse to the policeman...

from the teacher to the fireman...

Yes...Business Owners too – the banks don't love many - so you interview everyone you meet.

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I started with Lou and Street Smart as a mother of five. I knew real estate was the place to be but had no real guidance and let's just say, it was not pretty... Since getting with Street Smart we have expanded our business greatly with over 100 doors, an office, a team and a great cash flowing business.

I could not have been this far along and have such a solid and growing foundation without it!

Shelly Fonner, Terre Haute, IN

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Money Now - Learn to find and evaluate the buyers, first.

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Your success in this business is DIRECTLY related to your ability to capture, manage and convert leads.

That's what the entire Street Smart® system is all about.

Everyone you meet is a prospect.

Everyone.



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When we joined Lou we knew so little about real estate. I realized if we were going to make it we needed a good system and a great mentor. Well we are so blessed to have attended an event where Lou Brown spoke. I know right then and there this was for me. That was four years ago and now we have a very successful real estate enterprise. We are changing Lives as Certified Affordable Housing Providers... And the experience has changed us too. Doing Good While Doing Well. Such a great plan with such a wonderful system. Thanks for creating it and Thanks For letting us be a part of it!

Tangela Slaton and daughter, Victoria Washington - Atlanta, GA

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Step 3: Talk to People Using the Magic Words Script and Practice, Practice, Practice



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Step 4: Uncover Your Money



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Once you have found the prospect and generated interest, then you uncover any money the potential buyer may have.

Your "Preliminary Home Ownership Application" form, which I'm going to give you at the end of this webinar, will do the work for you.

Ask, "How much do you have to work with towards your next home?"




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The reason is that there is plenty of money when you have something that works for people. The Street Smart® solution I'm sharing with you transforms the typical investor strategy into a way to help people and make money at the same time.

Action Step: Determine how much cash your prospect has, or has access to.



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I used the things Lou taught me to create over a million dollars in equity! I tell anyone who wants to succeed in real estate... "Don't delay anymore... GET TO Lou's INVALUABLE TRAINING!"

Mark Schmale
Past President REAPS
of Seattle, WA

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Step 5: Create a Business with a Greater Purpose than Money

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I discovered that most humans really do want to help others when they can.

Our mission statement is "Transforming Lives Through Affordable Housing to Empower Families and Individuals to Enjoy the American Dream of Home Ownership™"

Do you believe owning your own company that does this is a good thing?

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Do you feel your company would be blessed if you embrace this mission?

We believe that and you should, too. We call it "Doing Good While Doing Well™."

This can attract publicity that you simply can't buy. It opens doors with churches, government, non-profits and especially hungry buyers.

Best of All – Sellers, Buyers AND Lenders Love It!

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Step 6: Discover How You Can Serve




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So let's go to work.

You'll use my Preliminary 'Path To Home Ownership®' Application to ask questions to discover how you can serve them.

Interview every lead you get and every person.

You need to ask some personal questions in order to help.

These answers will make you huge money.

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The answers give you an order for a house or apartment.

It tells you the number of bedrooms and bathrooms they want.

It tells you where they want to live.

It tells you how much money they have to spend.

It tells you what they can afford monthly.

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That's your order... now, it's time to go fill the client's order.

Action Step: Use the Preliminary PTHO Application (order form), and gather information.



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Step 7: Understand Your 'Client' and Their Issues



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Most folks who want to own homes but don't, often will have credit issues.

This will be your specialty. It opens doors for many more clients than the few who can qualify for traditional loans.

You can even get real estate agents and mortgage brokers to give you all of their leftovers – those people who can't qualify.

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Being willing to work with those who have had credit problems in the past gives you so much more opportunity and profits than the traditional investor gets.

During the interview process you will uncover core issues that have prevented these prospects from buying in the past and worse yet, stopped them from even considering it.

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My Mom tried to buy this house when I was 12 years old, but... she was turned down for the loan. It so devastated her that she never wanted to talk about it again.

I guess that set the stage for me to create the 'Path To Home Ownership' for people just like her in situations that look hopeless.

If this program had existed, I would have been raised in a home that was not just a rental.



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When you reveal that it is possible for someone who never saw themselves owning a home ending up with one, it blows them away. Not only that, but this makes you feel really good about yourself and your business. It doesn't stop there because this is really profitable for you and your family as well.

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Step 8: Have Many Solutions to Solve People's Problems



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Your Exit Strategy is critical to your success... The real magic of the Street Smart® way is the versatility of it. Most investors have only one way to sell... All Cash, usually paid with a new loan from the buyer's lender. With the Street Smart® method you have up to 12 ways to sell your properties (4 ways with 8 variations):

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1. Rent
2. Rent-To-Own
3. Owner (In-House) Financing – Agreement for Deed
4. Cash (typically FHA or conventional financing)
5. Rent with Work-For-Equity Grants
6. Rent-To-Own with Work For Credit Grants

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7. Owner Financing with Work For Credit Grants
8. Cash with Work For Credit Grants
9. Rent with Auction of the Move-In Fee
10. Rent-To-Own with Auction of the Option Fee
11. Owner (In-House) Financing with Auction of the Down Payment
12. Cash with Auction of the Purchase Price

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Having been involved with Lou and the Street Smart System for over five years we can truthfully say that after taking a lot of other training and buying a lot of 'systems,' This has been the best investment we have ever made! We went from a couple of properties to over 76, and each with over \$30,000 in equity. This is producing over \$56,000 per month income. We did this while holding down full time jobs and two teenagers too! This system is the real deal so all we would advise is for you to Get It!

Kevin and Cynthia Shriver
Edwardsville, IL

P. S. We've helped over 20 of those to transition to FULL Home Ownership!

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Step 9: Show Your Inventory



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When you have a vacancy... show it to the prospect.

The careless way of sending people by to look the property doesn't work as good with this program.

You need to get very up close and personally involved with your new leads.

You want them to feel really good about working with you.

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Show all your leads that you care about them. Find out about their family. Uncover the house they dream of.

Know what kind of house they are looking for. Discover their repair and redecoration skills and resources. Why?

Because this relationship building will allow you to find out what house will work as a match for them.

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Action Step: Meet with leads, sign them up for your Membership, collect money before you sell or rent a house or apartment to them.



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Step 10: Discover All the Ways to Add More Money to their Down Payment



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There are MANY sources of down payment money!

Earlier I told you to discover how much money your client has to put down. Your questionnaire will do this.

The next step is to find where there is more.

Ask if they have an IRA or 401k.

They can borrow from these accounts for down payment money!

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Another source is Government grants. City, County, State and Federal - Government grants for housing are plentiful.

You can check <https://www.grants.gov/> and also find it locally and I'm going to tell you how.

And who gets the money? You get the money!

Again, you will scoop your competition as they do not know these things.

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These 10 steps have given you a glimpse of what the Street Smart Method® is.

I hope you truly grasp the power in it.

With it, you will be able to buy all the houses you want because you'll already have them sold!

And We'll show you how to buy them too in truly unique and highly profitable ways as well - without banks - using Private Money and How to Protect them too!

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Now, you may be thinking "Well that's great and all Lou, but I still don't feel like I have the confidence to go out and take these steps."

Well, that's okay. I'm going to solve that for you too by sharing the story of three people.

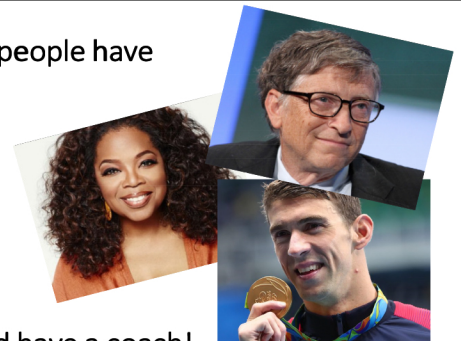


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What do these people have in common?

Oprah Winfrey
Michael Phelps
Bill Gates



They all had and have a coach!

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Why might you need additional guidance or mentoring?

I can't cover everything you might want to know in a one-hour webinar.

Not even in one full day.

You may already feel overwhelmed or unclear about some of what I've already covered today.



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So, like these fine people, you too have options.



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OPTION #1 -

Go it Alone, Waste Time, Throw Away Money

You can go it alone, spend hundreds of hours and thousands of dollars trying to figure things out on your own or paying some "celebrity" real estate guru for his or her trendy method of investing... none of which is going to prevent you from wasting 2 to 10 years of your life and end up making you mad as hell...

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OR... OPTION #2

Take advantage of my FREE breakthrough real estate cash creation consultation.

Here's how it works...



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Book a time for us to talk

We schedule a time to talk within 48 hours from now

We talk for 15 minutes

We figure out your goals, obstacles and opportunities

We create a prescription for what you need

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During this one-on-one strategy session, we will determine where you are currently in your process of real estate investing and what you need next.

We'll then provide you with the resources and information you want and need to get to the next level.



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This is NOT for You IF...

- You expect to get rich by the end of next week
- You expect to get results without any effort at all

Again, this session is absolutely FREE, but we can only do a few of these per week, and I can't keep this offer open long. So, if you want to make your dreams of profiting from real estate come true, you have to hurry and request your session.

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Here's What to Do Next

[Click HERE right now to](#) schedule your call one of my team.

Let us help you figure out how to get the results you want as a real estate investor. Without the hassle, confusion and wasted time or money!



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To Schedule Your Call NOW! [Click Here](#)