



BUY, RENT, MANA
HOUSES, APARTMENTS

A large group of diverse people, many wearing blue jackets, are gathered outdoors in front of a brick building. They are holding white certificates or awards. Some are giving thumbs up or making peace signs. A blue van is partially visible in the background.

The Ultimate Real Estate Investor Success Guide

The Tools You Need To Build
Wealth In Real Estate!



Lou Brown
Founder of Street Smart®



Take control of your financial future and build success with proven real estate investing systems.

What separates Street Smart Investor® from every other real estate investor training out there? It is both comprehensive and holistic. A real estate investing cash flow system that leaves nothing out and is proven and designed to work anywhere -in any economy -regardless of your experience level.



Your One-Stop Resource For the World's Most Comprehensive Real Estate Investing System

Welcome to Street Smart®. I'm so glad you're here!

My name is Lou Brown, and I founded Street Smart® Systems for people like you who seek a better life through high-quality, no-nonsense real estate investing information, training and mentoring. Since 1986, thousands of people have discovered how to use the Street Smart® real estate investing methods to build a streamlined, 24/7 "Profit Producing Machine."

If you want a lifestyle that gives you the income, time, and freedom to live on your terms, you're in the right place. We cover all aspects of investing, from buying, holding, renovating, managing, and selling single-family or multi-family properties. We even offer private lending to our Street Smart® Licensees, and we're here to help you achieve your real estate dreams.

If you spent any time watching TV or YouTube, you've seen plenty of people promise you that buying and selling real estate is as easy as falling off a log. The truth is, just one wrong move can take you out of the game. To navigate the threats, traps, and pitfalls, you need to know where to step.

What is unique about the Street Smart® System is that we have identified the fail points many real estate investors have experienced and created a path to avoid those pitfalls with systems, strategies, and scripts. Business is a formula. It would be best to have the proper processes, forms, procedures, and blueprints for success.

We have designed an unparalleled path for you to follow, backed by Lou's 40-plus years of real estate experience. This support will ensure you don't make the wrong moves; it'll keep you in the game and help you to win.

The Four Ts of Financial Success

A proven foundation of financial freedom.

What separates Lou Brown's Street Smart® system from the rest of the real estate investor trainings out there? A proven system of real estate investing, designed to work in any economy.

For more than 30 years, Lou Brown has been buying, holding, managing, and selling real estate for maximum profits. Over 25 years ago, Lou started sharing his knowledge with other real estate investors looking to build wealth and achieve financial freedom of their own. Lou's system has helped thousands of investors build successful real estate businesses and reach their dreams. Now anyone can experience success in real estate thanks to this proven system.

What are the Four T's?

1. Tools

The Whole Enchilada™
13 Systems
Guidebooks
Audio CDs

2. Training

Millionaire JumpStart
CAHP Field Training
Millionaire Deal Maker
Massive Passive Income
Maximum Asset Shield
Mastering Business Advancement

4. Team

Group Q&A
Direct Q&A
One-On-One Coaching
Mastermind

3. Technology

Buying, Selling, & Borrowing Websites
WebWiz - Online Leads Management
VoiceWiz - Phone System and Leads Management



Why are we so confident Street Smart® is right for you? Unlike other real estate training and programs that often only address one area of real estate investing, the Street Smart® system is built on our four pillars, or Four Ts of financial success; tools, training, technology, and team™. The Four Ts is a comprehensive approach to building and sustaining a successful real estate investing business. Using this system, nothing is left to chance. Using the Four Ts approach is a method that has enabled countless people to become successful real estate investors, and if you're committed to succeeding, Street Smart® can get you there too.



The System for Success

Welcome to the Four Ts of financial success.

Tools

House Monster®

Buying

Selling & Holding

Negotiations

Land Trusts

Personal Property Trusts

Borrowing

Business Management

Property Management

Lease Options

Owner Financing

Renovations

Buy Offers & Deal Structures

Auctions

Accounting

Short Sale Profits

Work for Equity

Collections & Evictions Kits

Seller Presentation Kit

Buyer Presentation Kit

Lender Presentation Kit

Training



Millionaire JumpStart



CAHP Field Training



Millionaire Deal Maker



Massive Passive Income



Maximum Asset Shield



Mastering Business Advancement

Technology

Websites - Buying, Selling, Borrowing

WebWiz - Online Lead Management

VoiceWiz - Call and Lead Management

Team

Support - Consultation, Coaching, Mentoring

Audio - CDs or Choice of Media



"Lou's techniques to create outside the box deals have changed our business. It has allowed us to hit an all time high success level and make amazing money while still helping others."

~ Tammy & Clarence Carlisle, Jonesboro GA.

" Since graduating from your Millionaire Deal Maker training just a year ago, we now have 24 properties producing passive cash flow, and are looking at our biggest year of income ever. Our net worth has tripled. I cannot afford to miss anything Lou Brown has to offer." ~ Karen Rittenhouse, Greensboro, NC



"We made \$100,000 off a deal I thought was dead! Lou taught us that we are non-traditional investors focused on finding solutions. This training gets you to really think differently. It's step-by-step, succinct and provides tools to get the deals done and get the money now!"

~ Mark & Lynn Jackson, Atlanta GA

Even Kevin Harrington · Inventor of the Infomercial, Shark on Shark Tank, Fortune 100 Investor, Philanthropist, and Author (in other words, a guy who has done it all), knows that Lou Brown is the man to turn to when you want the most comprehensive system for real success as a real estate investor!



TOOLS



House Monster

Overview

Turn worn-out real estate strategies on their head. House Monster taps into the 100 million who don't own a home. It provides the marketing to bring you ready and willing buyers. House Monster 4.0 lets you eat up as many buyers as you can and sell them all property that matches their income.

Benefits

- Sell properties with lightning fast speed
- Get top dollar for your properties
- Revolutionary new strategies designed for today's market
- Includes all the marketing materials you need to get started



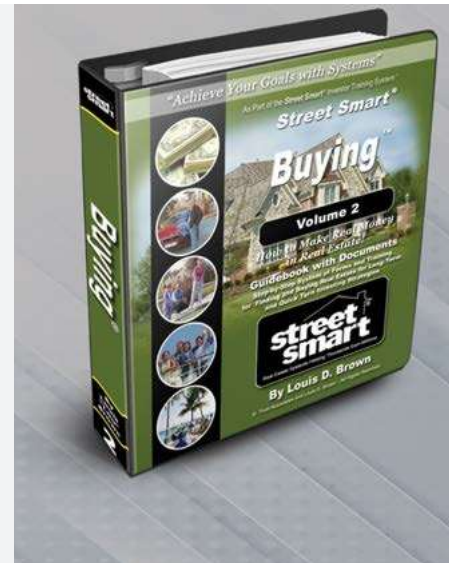
Buying

Overview

Discover how and where to find the best deals, buy property with the least effort, and how to quickly make the most money on your real estate purchases. This extensive training on the ins and outs of buying real estate will provide you with the techniques, tools, and resources to get started... and keep going in the real estate investment business.

Benefits

- Learn what properties to buy and what to avoid
- Negotiate the best deals with the least effort
- Ready made forms and documents
- Proven techniques to make more money, faster!



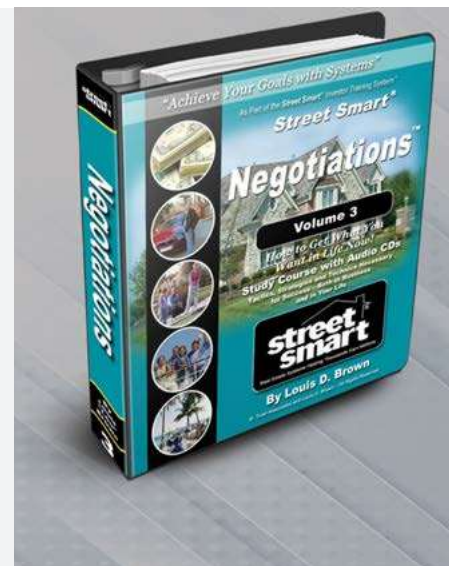
Negotiations

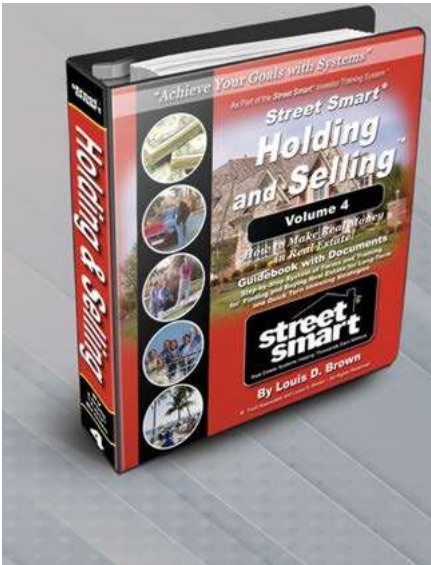
Overview

Negotiating is one of the most valuable areas of investing and one of the most overlooked. Not anymore! Get the step-by-step, nuts and bolts secrets of NEGOTIATION so that you will never ever have to pay retail for anything ever again. This extensive training teaches you how to get the most money out of every deal.

Benefits

- Learn how to recognize and react to different personalities
- Negotiate the best deals with the least effort
- Identify areas you can negotiate to maximize your profits
- Sign more deals and get what you want in the first offer





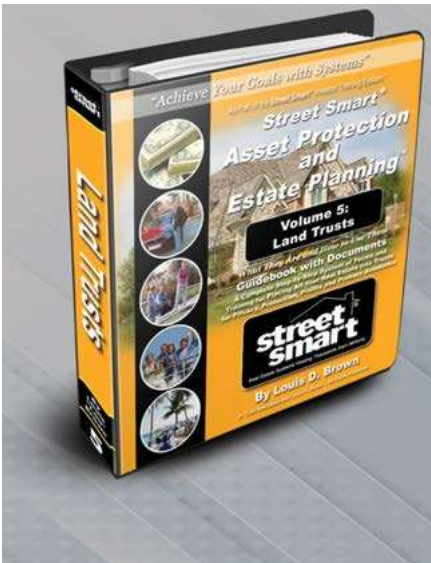
Holding & Selling

Overview

Discover how to hold, lease and sell properties to make the most money quickly and with the least effort. This extensive training on the “ins and outs” of selling real estate will provide you with the techniques, tools, and resources to get started... and keep going in the real estate investment business.

Benefits

- Learn which properties sell fast and make the most money
- Identify qualified buyers and negotiate sales
- Structure deals to minimize risk and maximize profits
- Ready-made forms and documents for selling and leasing



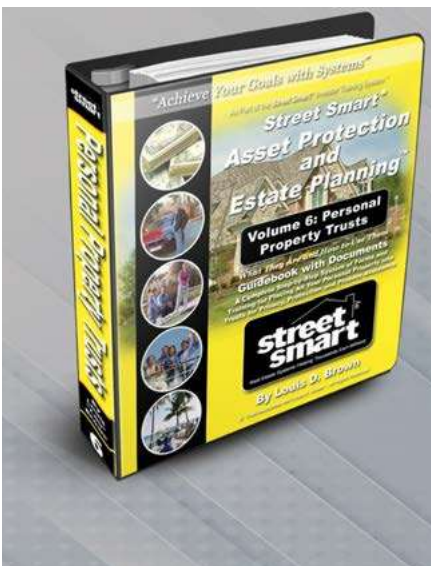
Land Trusts

Overview

Discover the realities of trusts; what they are, how to use them, and how they can protect your liability and assets. Taught in plain English, this course takes the mystery out of trusts, making them easy to understand and use. Learn how to avoid probate, how to protect your assets, and how to avoid being a target of lawsuits.

Benefits

- Learn the ins-and-outs of trusts and how to use them
- Ensure your assets are protected
- Structure deals to minimize your risk and liability
- Get peace of mind regarding your estate



Personal Property Trusts

Overview

Along with Land Trusts, this course enables you to protect your other assets, including; cars, boats, jewelry, stocks, bank accounts, and more, from personal and professional liability. Protecting yourself with a personal property trust is one of the most important things you'll do and is your easiest and least expensive front line of defense.

Benefits

- Learn how to protect your personal income and assets
- Ensure your property is protected and get peace of mind
- Reduce and eliminate personal liability
- Ready made forms and documents

Deal Funding

Overview

Street Smart® Deal Funding gives you the financing tactics, strategies, and techniques necessary for success in the real estate business. This training course reveals how to supercharge your income from your real estate investments, costing you less on every deal you make - therefore increasing your profits on every deal!

Benefits

- Secrets to borrow money privately
- Learn how to borrow at the lowest cost
- How to compare various options
- Increase your profit margins on every deal



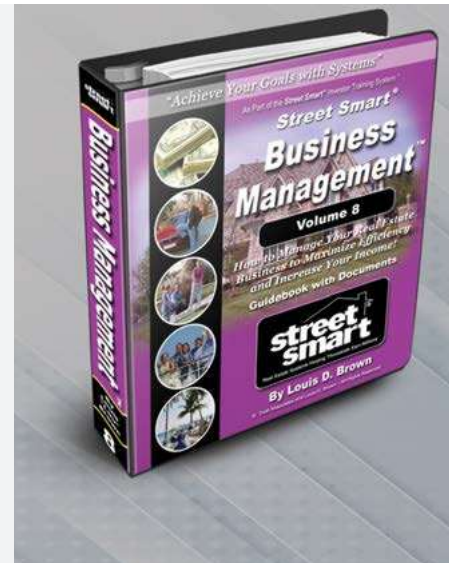
Business Management

Overview

Discover how to run your real estate business with ease. This detailed course is designed to assist and guide you through effectively and efficiently running your own REI business. Learn how to prevent profit loss, improve, and expand your business by following the steps taught here.

Benefits

- How to set up your office
- How to set up property files
- Record keeping systems
- Using independent contractors



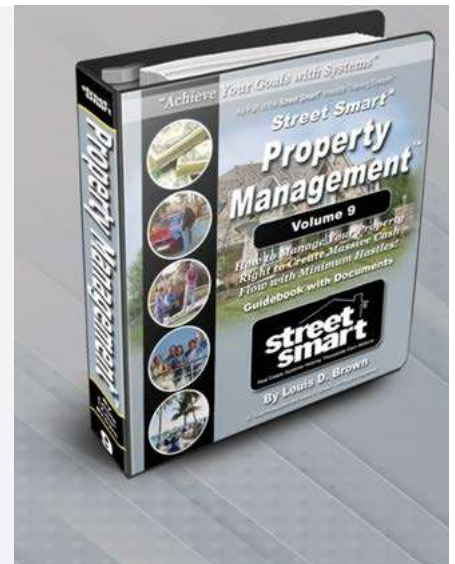
Property Management

Overview

Get the secrets to managing your property and tenants. This detailed course gives you the resources you need to manage both your assets and the people occupying them. Learn how to control your property, find quality tenants, and maximize your profits. Everything you need to simply, effectively, and profitably manage your rental properties hassle-free.

Benefits

- Get best practices approach to property management
- Maximize your rental property's cash flow
- Develop and improve renter relations
- Increase your profit margins on every deal





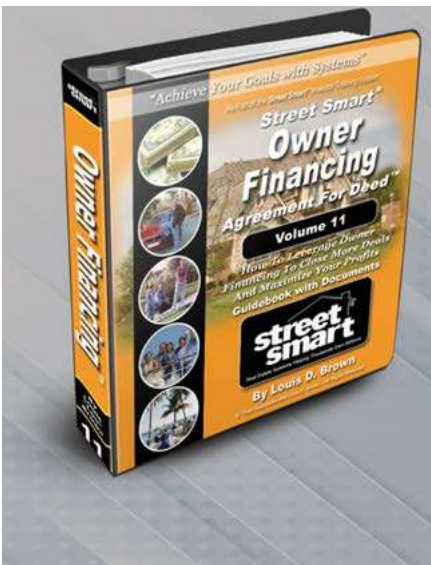
Lease Options

Overview

The foolproof system for buying and selling real estate with lease options. This course provides detailed information on buying and selling with nothing down and a fast turnaround. Containing complete forms and a guidebook, this course presents a turnkey system to both buy and sell real estate using this high-profit, low-cash technique.

Benefits

- Learn how to buy real estate with nothing down
- Sell your investment property faster and for more money
- Leverage the most profit out of your deals
- Ready made forms and documents



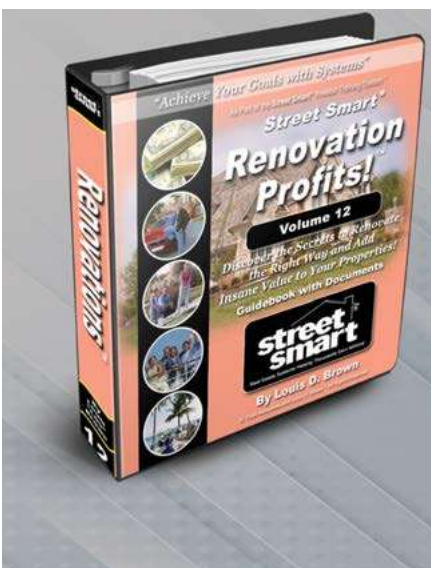
Owner Financing

Overview

How to leverage owner financing to close more deals and maximize your profits. A complete system of forms, tools, and information specifically designed for buying and selling real estate. Learn how to buy and sell without giving the buyer a deed while still giving all of the tax advantages of ownership.

Benefits

- Learn how to buy and sell without traditional financing
- Avoid the cost and delay of foreclosure
- Save points and closing costs
- No need for credit or bank delays



Renovations

Overview

Learn the secrets to renovating the right way and adding real value to your properties. This course contains proven techniques that create real value in your rehabs and renovations. The course covers everything from design features to flow ideas, along with tried and true methods of finding and dealing with reputable, qualified contractors.

Benefits

- Learn which renovations create value and which don't
- Get the most out of your rehab projects
- Proven techniques to manage renovations and every level
- Ready made forms and documents

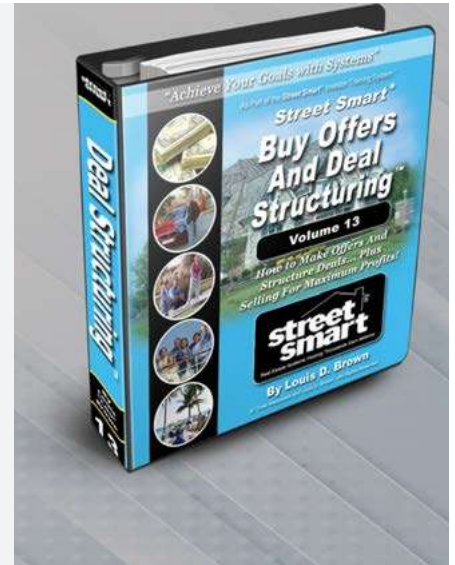
Deal Structuring

Overview

A complete 6-hour seminar audio CD set including TWO professionally recorded "How To" seminars (with guidebooks) which teach you how to create huge profits using ZERO interest owner financing, create winning offers to lenders, create deals within deals, sell properties quickly and using the right contracts, and protect yourself from unscrupulous parties.

Benefits

- Learn how to use ZERO interest financing
- How to structure win-win deals
- Sell properties with speed and ease
- Easy to remember ways to structure your deals



Auction Profits

Overview

Learn how to sell properties with lightning-fast speed. This course contains detailed information with over 47 painstakingly crafted forms creating a simple, fool-proof system for selling any property at record speed and top dollar using revolutionary twists to the classic auction technique. A MUST for anyone interested in selling property faster than you can buy them!

Benefits

- Sell properties with lightning fast speed and get top dollar
- Revolutionary twists on classic auction techniques
- Over 47 ready made forms and documents



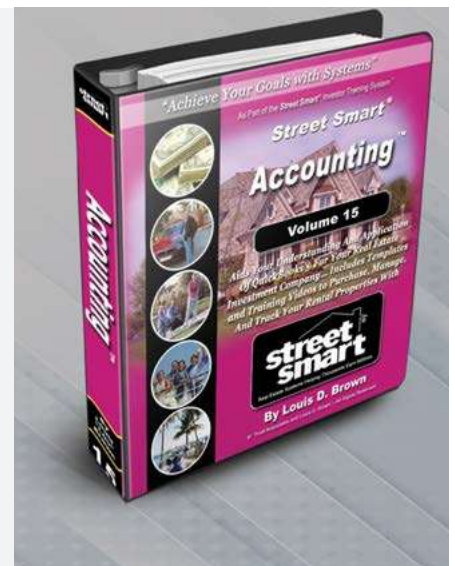
Accounting

Overview

The right way to track the income and expense details of your rental homes, apartments, and commercial units. This overlay of QuickBooks® shows you how to easily set up your books with live real estate investor examples. The screenshots in the book and software easily guide you step-by-step through the process and give you everything you need.

Benefits

- Shows you how to structure your finances
- Guidebook with step-by-step instructions and examples
- Track & maximize profits on every property
- Includes everything you need to get started



The Whole Enchilada Jr.

Our best value approach to getting started and growing your real estate business.

Overview

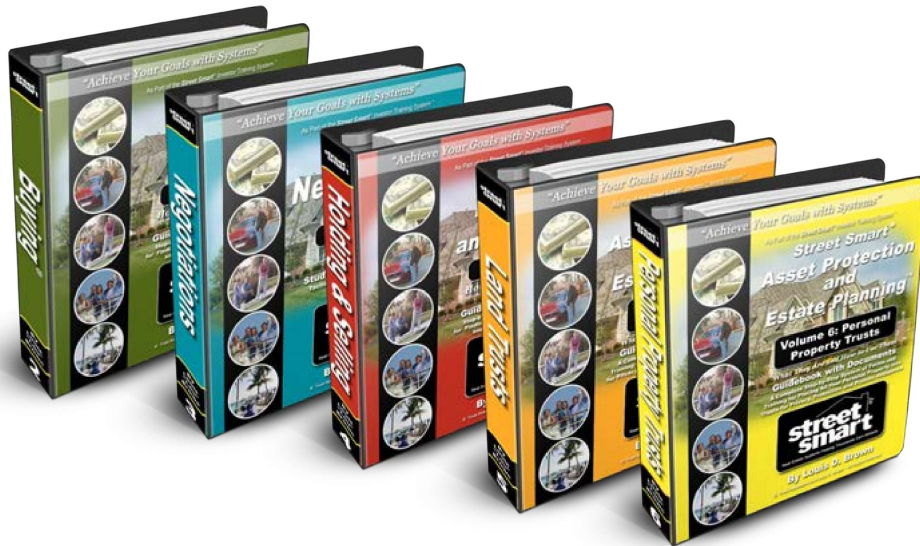
When you have the knowledge and understanding of how Real Estate Investing REALLY works, you can use that to your advantage and convert it into MORE money for your business and your family! This system is designed to get you headed in the right direction and get back on track with your Real Estate Investment business.

With The Whole Enchilada Junior, all your fears and obstacles can be removed. No more excuses. We have done all the work for you, so you don't have to reinvent the wheel.

Package Highlights

Everyone from first-time investors to seasoned experts will come away with the strategies, resources, and tools you need to maximize your profits and take your real estate investing business to new heights.

You get Lou Brown's comprehensive guide to Buying, proven strategies for Holding & Selling, the art of successful Negotiations, protecting your properties using Land Trusts, and protecting your personal estate with Personal Property Trusts.

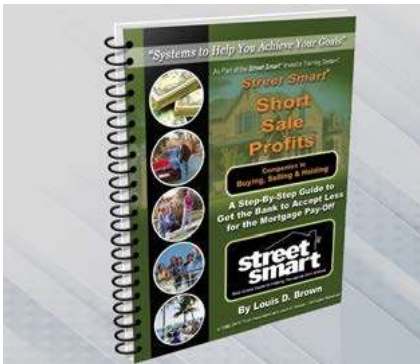


Street Smart® Companion Kits

The tools you need to turn your real estate investing business into a real estate investing empire

Want to stand out and separate your business from the countless other real estate investors looking to buy and sell properties to your audience?

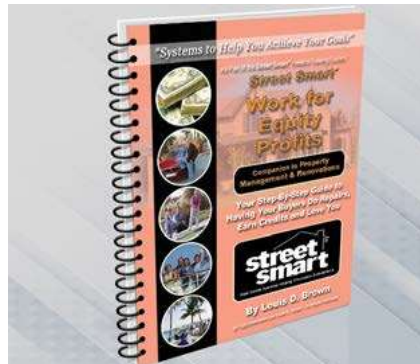
The Street Smart® Companion Kit series of products gives you prebuilt presentations and displays to build credibility with buyers and sellers, and invest with confidence.



Short Sale Profits

Getting great discounts from banks

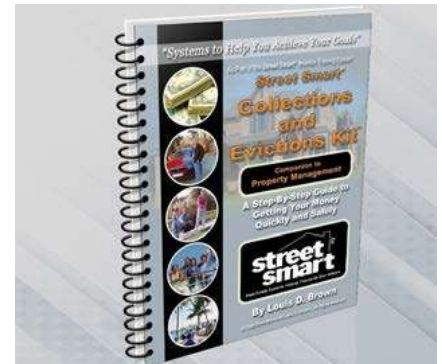
Street Smart® SHORT SALE PROFITS gives you the tools you need to cash in on the latest dirty little secret in the world of real estate investing.



Work For Equity

Fill properties fast without repairs

Depending on the market and our available cash, we will sometimes offer properties on a "come fix me up" program where the potential buyer can come into the property and provide work in exchange for credit toward their purchase of the property.



Collections & Evictions Kits

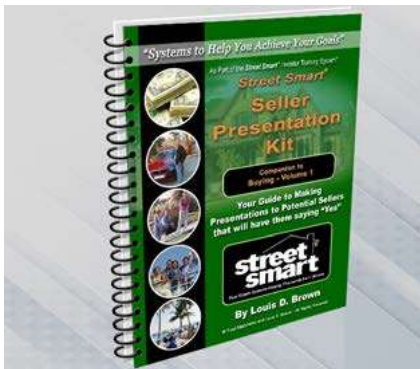
Avoid the hassle of deadbeat tenants

This companion to the Street Smart® Property Management™ system gives you the tools to avoid the usual hassles of getting your deadbeat tenants to pay up or move out of your properties.



Street Smart® Companion Kits

The tools you need to turn your real estate investing business into a real estate investing empire



Seller Credibility Kit

Getting sellers to say yes to your offer

This presentation, “flipchart,” takes you through explaining your home-buying program to a seller. It represents how the process flows, explaining who you are, the benefits you are offering to the seller, what you do, how you can help, and the types of offers that you can make. It is designed to give you instant credibility when you meet with a seller and puts you in a professional light as a serious investor.



Buyer Credibility Kit

Why buyers choose to buy from you

Street Smart® BUYER PRESENTATION and DISPLAY Kit is a presentation “flip chart” with displays, which takes you through explaining your unique home buying programs available for your home buyers.



Lender Credibility Kit

Why lenders should work with you

Street Smart® LENDER PRESENTATION Kit is a presentation “flip chart” which takes you through explaining your unique home buying and renovation programs that may be in need of available funding.

TRAINING





Millionaire Jump Start®

The can't miss real estate training for investors!
Three days of classroom training where you will learn the fundamentals of real estate.

It's possible this three-day, immersive experience has inspired more real estate millionaires than any other real estate training event in history. During this Friday through Sunday training you'll be with both new and seasoned real estate investors from all over the country. You'll be on the edge of your seat as we unpack the foundational Street Smart® investing process and reveal the necessary steps to take if your goal is to be a real estate millionaire.

You'll also hear from others who have become experts within the Street Smart® community on how they are making more money than ever with this system. But the best part is you will create your own success action plan that you can literally start using the day you leave the event. Whether you're looking to earn your first real estate profit or make even more on the deals you already do, the Millionaire Jumpstart is the next stop on your journey.

You'll learn the exact system Lou Brown uses to this day to find, target, and profit bigger on real estate deals. You'll hear from experts within the Street Smart® community on how they are making money than ever with this system, and develop your own action plan for success - that you can literally start using to make more money on every deal the minute you leave the event.



The Money Making Secrets You'll Discover

- How to get motivated sellers to call you.
- How to structure deals for maximum profit.
- Negotiation secrets revealed.
- Using trusts to buy and sell with limited liability.
- Lou's proven blueprint plan for finding success in real estate.



AHP Field Training™

Join Lou Brown as he takes the show on the road. The AHP Field Training™ shows you how to take advantage of today's real estate market.

Learn how to take correctly acquire bank-owned foreclosures, how to buy, and how to sell! This limited-size exclusive and private two-and-a-half-day training is designed to give investors like you a unique insight into Lou's strategies to buy, sell, and build wealth. The AHP Field Training collection takes you through real-world investing scenarios and advice filmed live. Lou will show you what to look for when you invest and what to avoid, complete with real-life examples.

This live recorded training will take you from a good investor to a great one. Loaded with valuable content, AHP is the perfect "real world" course for those just getting started to seasoned investors looking to improve and make bigger profits.



Chalked Full of Valuable Benefits

- Learn the secrets and strategies to maximize your profits
- Learn how to minimize risk
- See Lou's investing strategies - live - in action
- Discover what to look for in any market conditions
- Get the experience you need to take your real estate business to the next level





Millionaire Deal Maker™

The single most important skill for a real estate investor in deal structuring. Get it here.

The single most important skill for a real estate investor is deal structuring. It is an art that is the key to creating wealth faster and more effectively than anything else you can do as an investor. You make your profit when you buy... but you only realize your profit when you sell.

If the deal isn't structured right up front, there's no way to pull that profit out later. Most investors don't know how to structure deals that make BIG money because there just aren't many places to learn it. But, at Millionaire Deal Maker, you'll see how to structure deals to make \$5,000, \$20,000, even \$100,00 almost out of thin air, by resurrecting deals you thought were dead.



You'll also get the exclusive, proprietary Real Deal Maker™ Software valued at almost \$2,500. It's like having a \$600 dollar an hour real estate attorney at your fingertips. Simply pop it in your computer, add a few pieces of information and PRESTO!!!! It creates different offers to make complete with all the docs! Real Estate Deals don't exist – they are created. At Millionaire Deal Maker you'll get the techniques that can make you a world class deal creator.

Unlock The Secrets To Becoming a Millionaire

- Master 36 different ways to structure your deals
- Turn no-can-do deals into real cash
- No bank financing strategies including zero interest, subject to, seller pays you, and much more...





Massive Passive Income™

Build your own 24/7 CASH machine! You make the money when you buy. You realize that money when you hold and sell.

Do you own rental properties? Are you a landlord? Do you have any management problems with tenants who won't do as you say, ignore your rules, or won't pay on time?

If you're frustrated, overwhelmed or perplexed over people and property problems, or if you don't have enough cash flow... we've got 24 secret profit centers proven to make thousands of extra dollars each year on your rental units.

At Massive Passive Income™ you'll discover the simple tweaks that will transform your real estate investing, so you consistently find better buyers, better deals, sell more houses, and fill your vacancies at lightning speed. Go from making good money into making life-changing, massive passive income! The secret is to approach your investing like a franchise. To follow a step-by-step, proven system that makes managing properties MORE profitable and easier.



The Keys You'll Discover

- The right way to build long-term wealth
- How to maximize income using profit centers
- How to collect payments effortlessly
- The best paperwork in the industry



Maximum Asset Shield™

A simple and straight forward system to protect your assets from crooks and thieves

Trusts are awesome! They provide privacy, protection, and probate avoidance. Learn what they are, how to use them, and the step-by-step process to create a Land Trust, a Personal Property Trust, and a Living Trust right in class. Learn how they connect with LLCs, Corporations, and Partnerships, access huge tax advantages, Equity Stripping protection, and more!

When you attend Maximum Asset Shield, you'll be shown how to do this yourself, and you'll be given the software to create trust after trust, an unlimited number in just minutes... at a fraction of the cost!

At Maximum Asset Shield, you'll learn how to protect yourself and your assets—this is true hands-on training where we will physically show you how to structure that protection on the spot! There are at least 30 benefits of Trusts that you can NOT get from any other entity and we cover them ALL. You'll go home with tested and proven ways to ensure Protection from lawsuits, more Profits from your real estate investing, complete Privacy regarding what you do, and Probate Avoidance for your loved ones. Invest four days at this event and sleep better at night every day after.



Protect Your Assets With

- 30+ benefits of trusts over other entities
- Save a fortune a lawyer would charge you
- Create ownership privacy
- Create trust bank accounts for privacy and protection
- Save on taxes and much more



Mastering Business Advancement™

Catapult your real estate business to the next profit level.

Transform your business from a hobby into a multi-million-dollar money-maker by adding systems and help. Business is a formula. You can build your business and get the money of your dreams by learning the step-by-step process successful businesses use. Business plan, systemization, financing, job descriptions, and more!

When you graduate MBA you'll know what to do, when, and how to do it. This training is only open to Street Smart® clients. At MBA, you will spend three days with Lou to see how to transform your business into the multi-million-dollar money maker it can be.

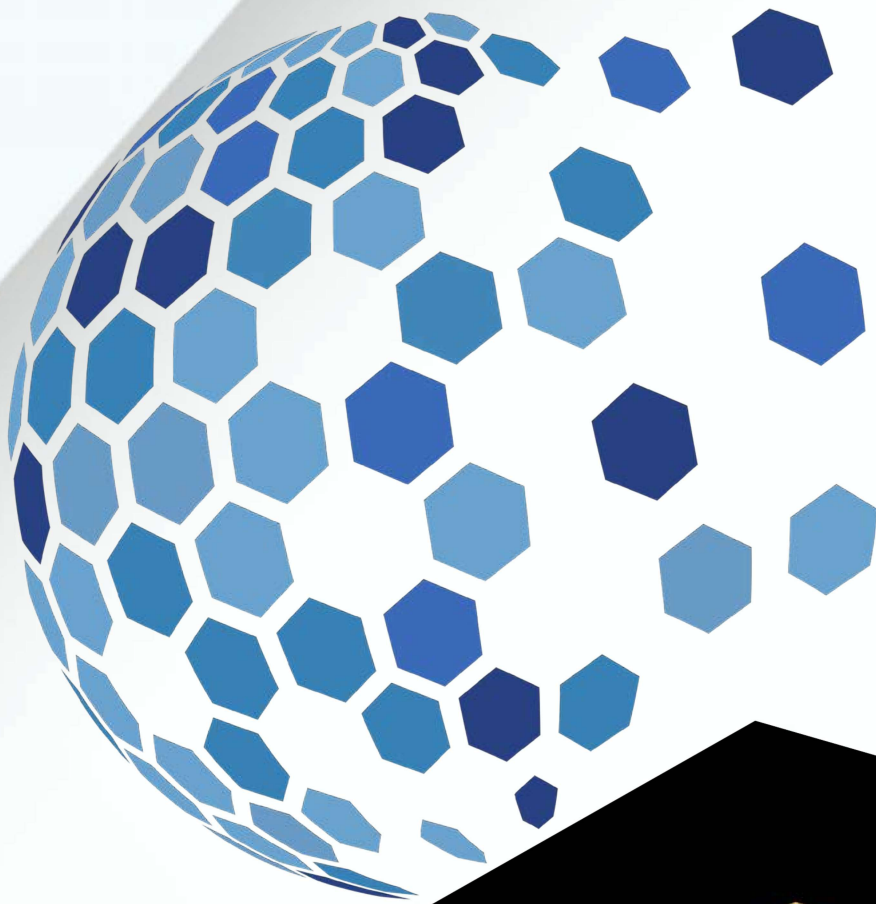


This specialized training is only for investors with two or more properties who want to take their real estate business to the next level. If you really want a business that lasts, you need to create a real business plan. Master your ability to profit in the short and long term, increase your monthly cash flow, simplify the role of being a landlord, eliminate the complexity of property management, gain massive tax benefits, beat inflation and the stock market, and see how to totally grow your business to the next level.

You'll Be Shown How To

- Master your ability to profit in short & long term
- Increase your monthly cash flow
- Simplify the role of being a landlord
- Eliminate the complexity of property management
- Gain MASSIVE tax benefits
- Beat inflation and the stock market

TECHNOLOGY



Your VoiceWiz™

A complete communication system for your business

Imagine having a small business communication system with all the features you've always wanted but thought you couldn't afford! VoiceWiz™ gives you all those advanced features to give your Real Estate business the professional image you want at a price anyone can afford.

VoiceWiz™ gives you a series of impressive small business tools:

- Carefully designed professionally recorded scripts for both buying and selling the Street Smart® way.
- Automated call answering and forwarding for two calls simultaneously
- Enhanced Voicemail records your messages as mp3 files
- Paperless eFaxes uses the same phone number as your main line
- Call Log showing who called and for how long
- With your message extensions you can record "This House Talks" messages for all of your properties



24/7 live answering can be added

Your WebWiz™

Real estate websites for each area of your business

Designed and proven to give you credibility before you ever talk to a Buyer or Seller. Your website provides the polished, professional, and confident look of a multi-million dollar company that shows you can deliver on your promises with this online, page-by-page proven presentation, explaining your home Buying and Selling/Renting program so you do not have to.

Post all your properties with up to 12 photos each and show Sell, Rent, Lease Option, and/or Owner Finance for each listing. Now you'll show your properties online 24/7 where prospects can sell themselves without wasting your valuable time.

Manage prospects as they come in. As you receive leads you or your prospect will fill out the questionnaire. It auto-loads the back office of your website, where you'll be guided step-by-step through the process of marketing specific properties to qualified prospects. It's password accessible 24/7 for any computer allowing you to travel carefree and use virtual assistants to support leads.



- Buying website
- Selling website
- Online private back office
- Leads manager
- Online forms
- plus much more

TEAM



Schedule Your First Coaching Session

Don't make the mistake of going it alone. No matter what phase you're in as a real estate investor, we have a level of coaching that is perfect for you. Take the next step today and get on the phone or schedule a meeting with one of our team to find out more. Whether you need help with your first single-family property or your next multi-million-dollar commercial property, we can help. Call us today at 1-800-578-8580; there is no cost and no obligation to find out more.

The All New Street Smart® Coaching Plans

Bridging the gap between the classroom and real world. Having the right coach matters.

When Experience Matters

Lou Brown has been referred to as the man who perfected “do-it-yourself” real estate investing. With over 40 years as a successful real estate investor, educator, speaker, and bestselling author, Lou has taught thousands of people how to create wealth with real estate. As former president and designated lifetime member of the Georgia Real Estate Investors Association (GaREIA) and the founding President of the National Real Estate Investors Association (NaREIA), Lou brings a strong background and conscious capitalist perspectives, to help you create wealth, even in the toughest times.

A Team of Experts At Your Side

Our team of consultants has years of real estate investing experience and is dedicated to delivering that knowledge to you. Our goal is to provide you with the latest, most effective investment strategies, coupled with informative resources and support tools, and deliver them through an easy-to-use system to help ensure your real estate investing success.

A Knowledge base of Masterminds

As a member of our coaching programs, you receive real estate investor guidance emphasizing your specific educational needs, goals, and objectives. We are actively involved in investing, which helps to ensure that we are constantly updating course materials and creating new content.



certified
affordable
HOUSING PROVIDER®

certified
affordable
HOUSING PROVIDER®

Today!

Own this Home

Certified Affordable Housing Provider®

Professional branding, resources and credibility

Close more deals and get bigger profits with the proven complete system that builds wealth in real estate!

Old-school investing is based on a single owner or mom-and-pop “Joe Buys Houses” model. But think about what today’s society gravitates towards. Its established brands like Coke, McDonald’s, Wal-Mart. Franchises such as Keller Williams, Century 21, and RE/MAX have proven that this approach works for real estate too. But real estate entrepreneurs have never had a brand or an umbrella organization to stand under.

Street Smart® Systems proved once again to be an industry innovator and thought leader with the introduction of the Certified Affordable Housing Provider® (CAHP) brand. This has transformed the entire industry. Never before has there been a way for you to enter the real estate investing business and step right into having branded marketing with specific forms, processes, formulas, and training similar to those enjoyed by franchises.

Certified Affordable Housing Provider® (CAHP) offers people the Path To Home Ownership® (PTHO). This specific marketing program is designed to attract a huge slice of the market while also delivering you a significantly higher profit margin.



Supported by marketing materials including tri-fold color brochures (both in English and Spanish); signs, postcards, internet ads, flyers, national and local web-sites, logo wear, branded giveaways, and more, CAHPs are well positioned to enhance profits while focusing on their core business of buying and selling properties.

Higher profit, less effort and the ability to totally focus on more profitable deals. How does that sound?

The distinction of affordable housing is merely what your prospect can afford, so using this brand gives you a serious advantage. Current CAHPs have proven that the Certified Affordable Housing Provider® brand opens doors. Due to important community benefits, local politicians, nonprofit organizations, and thought leaders enthusiastically support this brand. Further, resource providers have lowered prices and offered incentives exclusively for CAHPs. Future plans include access to government and large property packages, plus management opportunities that could be available exclusively to CAHPs.

We invite you to take this important step for you and your family and become a Certified Affordable Housing Provider® today.

Certified Affordable Housing Provider®

Professional branding, resources and credibility

More than 600 investors now call themselves Certified Affordable Housing Providers® accepting the mission to help more than 100 million people achieve the American dream of home ownership. By providing options to these under-served Americans, CAHPs earn more money, and more families are living in affordable homes. If you want to earn more and make a difference, you too can become a Certified Affordable Housing Provider®.

Here is the training and technology enjoyed by CAHPs:



Millionaire Jumpstart

3 day classroom training teaches you how to buy and sell properties right for maximum return, manage the property, and protect your investment.



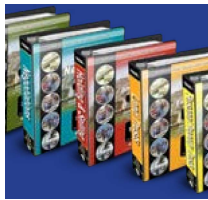
AHP Field Training

Field and classroom training with hands on guidance to help you find and evaluate properties, find qualified buyers and sellers, and generate passive streams of revenue.



House Monster

Find buyers before you find the property. A tested and proven system investors use that includes tools to find buyers, time tested ads, ready to use marketing, and forms.



The Whole Enchilada Jr.

Maximize your profits with the least risk using step-by-step manuals, audio CDs, and proprietary forms, formulas and processes for buying, selling, negotiating, plus land trusts and personal property trusts.



National Licensing and Certification

In addition to a turn-key system for real estate investing you receive the power, prestige and support of a national brand including marketing assets and resources.



Path to Home Ownership Program

The ready made program you need to attract and help first time home buyers purchase their home including: brochures, scripts, presentations, letters, paperwork and branding.

Why Certified Affordable Housing Provider®?

Grow your real estate investing business with the power of a national brand

Becoming a Certified Affordable Housing Provider® grants you the power of a national brand. Once certified, you'll be provided with exclusive access to hundreds of resources, all professionally designed to set you apart from your competition and help you build credibility with first-time home buyers and sellers. Using our unique Doing Good While Doing Well™ approach helps you provide opportunities and close deals that other investors simply cannot.



Support

- Fast track™ six month mentorship
- CAHP social media access/membership to exclusive private Facebook group
- Street Smart® Success weekly online group Q&A



Branding

- CAHP certification to show sellers, buyers and lenders
- Official Certified Affordable Housing Provider® name tag
- Professionally designed business card template
- Official CAHP branded logo wear and vehicle wrap access
- Inclusion in the national CAHP directory and our national website
- Your own local CAHP buying and selling websites
- Certification starter kit to show and much more...



Professional marketing to elevate your business

Proven professionally designed marketing collateral to give your business maximum exposure and sales

You'll also receive professionally designed marketing collateral to help promote your position as a Certified Affordable Housing Provider® and grow your real estate business. When you become a Certified Affordable Housing Provider® you'll gain access to a library of sales and marketing resources built specifically to market your business, ensuring maximum exposure and more sales.

Certified Affordable Housing Provider® marketing collateral includes

- Use of trademarked logo
- Use of trademarked Path to Home Ownership program logo
- Professionally designed brochures and flyers*
- Real estate yard signs*
- Sales and promotional banners*
- Vehicle wrap and billboard designs*
- Internet marketing ready websites for buying and selling
- CAHP branded document templates and forms you won't see anywhere else
- And much more...

*Includes licensing and access to resources only. Physical materials not included in the cost of certification.

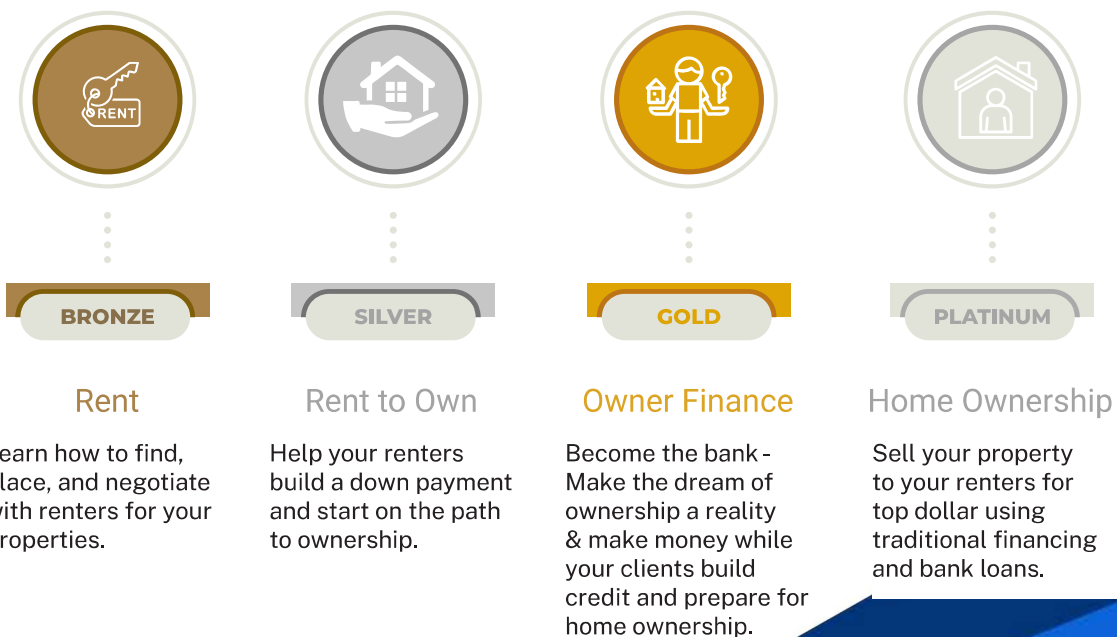




The Path to Home Ownership®

Helping people achieve their dreams of home ownership!

Certified Affordable Housing Providers® have exclusive rights to market our exclusive Path To Home Ownership® program. There are more than 100 million families in America that don't own their own home. Nearly 80% of Americans cannot qualify for a traditional bank loan. By working with buyers using 4 simple steps, you can generate long-term income while helping others reach their goals. This patent-pending copyrighted program is only available to Certified Affordable Housing Providers - there is no one else in the country using this groundbreaking formula! When you become a Certified Affordable Housing Provider, you'll receive all the training and tools you need to offer the Path to Home Ownership to your clients.



Testimonials about the Street Smart® System

Why more investors put their trust in Lou Brown and Street Smart Investor®

What is unique about the Street Smart® System is that we have identified the fail points that many real estate investors have experienced and we have created a path to avoid those pitfalls with systems, strategies and scripts. Business is a formula. You need the proper processes, forms, procedures and blueprints for success.

Lou has designed an unparalleled path for you to follow, backed by his 40 years of Real Estate experience. This support will ensure you don't make the wrong moves; it'll keep you in the game and help you to win.



Kevin & Cynthia Shriver

Win Win Solutions Trust

"After investing in many so called systems, no others focus on the whole business nor do the others really equip you to succeed in the biz. Additionally, the AHP field training is unique and valuable. Great "hands on" training the Street Smart® way. And the value of the system and certification is what I need to make the real estate business work."



Stephen Seal

LandCentral

"When I met Lou over 20 years ago, I had no idea what I was in for. We bought his system and started using it. What's happened all these years later? Well, not only did I succeed as an investor, I went on to found LandCentral, and we've grown into the 13th largest owner of single-family homes in the country, owning over 1200 houses. We've done over 11,030 land deals and real estate transactions in 35 states."





Bill receiving his Millionaire Club™ award



Tracy receiving his Millionaire Club™ award

Bill Flum

VolunteerProperty.com

“I have been a CAHP for 7 years. My net worth has more than tripled during that time. My personal debt has disappeared. I am now able to do things on a regular basis that I could only have wished for the last 50 years. Conversations and negotiations with sellers have become the same thing when a “cost to sell” work sheet is involved. The information THEY provide proves the real value of the transaction to THEM for you. No negotiating required. Just reality in black and white staring them in the face. Huge!

My life is more scheduled now with regular eating and sleeping habits. I physically feel better. Stress is less. A lot less. The website saves me a ton of time from having to explain everything to everybody. It is a great place to store information and schedule communication. My ownership of assets is practically invisible to lawyers, government agents, and sue happy people. I feel protected and prepared. There are no fees or dues to pay for government-issued entities.

My education, CAHP wear, presentation, website, and paperwork make me look and feel very professional. Confidence matters. These leave a good first impression with potential customers.”

Winston Tracy Mills

lolhomebuyers.com

“Becoming a CAHP has opened conversations that have opened doors I would not have been able to do on my own! With the Street Smart® System, almost anything related to real estate, there is a Program with paperwork to participate. This has opened so many opportunities!”





You can do it. We can help.
Become a Street Smart® Investor today and learn the secrets to
becoming your own boss and building long term wealth and
happiness with your own real estate business.

Learn How You Can Become a
Street Smart® Investor
Call 1-800-578-8580
or online at www.streetsmartinvestor.com

Disclaimer: Results depend on the individuals commitment to succeed. Testimonials shown herein exemplify those who have made that commitment. Time, resources and goals differ from person to person so results are not the same for everyone.