

The background of the entire image features a stylized illustration. At the top center, a dark silhouette of a person stands on the peak of a jagged, pink mountain. The person's arms are raised in a 'V' shape, and a red tie is visible. Behind the person, numerous light blue lines radiate outwards in all directions, creating a sunburst or starburst effect. The mountain itself is composed of several overlapping, angular pink shapes. The overall composition is dynamic and celebratory.

Street Smart® Cash Flow Accelerator

Louis "Lou" Brown

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Chapter One: How to Create a Plan So You Succeed in Real Estate Investing

Have a plan of action such as a business plan before you start. Well, it's a funny thing. I've worked with real estate investors all across the country and for many years I've been teaching since 1987 and one of the things I discovered is that a lot of people, whether they've already started or just getting started, don't have a plan. Now, what I mean by plan is you got to figure out what you're up to. What are you trying to create with your life, with your business? And one of the things that I always think about is the fact that when you get on an airplane, the oxygen mask drops down.

And what do they say? They say, put it on yourself first. So one of the things that you got to do is take care of yourself first. Your ego. You got to get the stuff that you want. You know, God created an amazing planet and there's all kinds of wonderful things on here for us to take advantage of. So what resonates with you? What makes your heart sing? What's your list of stuff that you want? I've got a few examples for you here. Now, what is it that you want? Is it houses? Is it cars? Is it boats?

And you know, I've got students here, right? Is it college? Is it college for yourself? Is it college for a family member, for kids, for our grandkids? Is it something that you want to give to someone else in terms of education? How about travel? Travel to where, where do you want to go in this incredible world?

It's a beautiful planet. The only problem is all the good stuff is not together. It's spread out all over the place. So where do you want to go in your life and what kind of experience do you want to have? Do you want an RV? You know, what kind of RV do you want? Now what are you going to do? And what I want you to do is when you make this list, be specific like houses. Where do you want these houses to be and how large do you want the house to be and how much is that house going to cost?

Start to think about what it is that you want. Start to cut out pictures of things or print out pictures off of the internet. What is it that is in your dream, in your vision of what you want. Cars? What brand do you want? What year, what make, what model? What color? Boats, what model, what length of boat, what style? Is it a yacht? College? Where? How much does that cost? Let's put a list together.

What I want you to do is make that list, add everything up and a line and that's your number. That's your big number, but there's a second number I want you to come up with and that's your monthly number. How much does it cost to own these things? What's the monthly that we need to have coming in in order to be able to accomplish those goals in order to have those things and to keep those things too.

I had one student, she wanted a budget of \$10,000 per month for her shoes now. So it's whatever you want in your life. Let's make a list. Let's have a great plan. What we're going to do is follow a formula in order to build the size of business that you need in order to accomplish those things.



Chapter Two: How Real Estate Investors Can Eliminate Competition

Avoid competition by creating outgoing leads. Examples are divorce and probate attorneys. All right, let me explain. It's a very competitive thing out there in real estate and there's a lot of competition that are already mailing certain lists. They're already doing things in your marketplace. What I teach you is no competition deals where you're getting deals that other people don't even know about. Never went on the radar.

Nobody ever saw it coming and he got a great chance to just get a deal and you're the only market for it. So how are we going to do that? Well, let's start with attorneys, attorneys of all kinds, but particularly real estate attorneys, probate attorneys and general attorneys.

Those kinds of attorneys have people come to them all the time with situations. Sometimes it's a partnership breakup. Sometimes it's a medical issue and somebody's got to sell something. Sometimes somebody went to jail and they got to get some cash to get him or her out of jail. So there are all kinds of different reasons that people need to get rid of their property quickly.

So this is exactly where you come in. Go ahead and connect with attorneys, let them know who you are, what you do, and that you pay referral fees as well. Now, sometimes ethically, they can't take those referral fees, but I bet you they will take that box of Omaha steaks when it comes to their doorstep.

Chapter Three: Get Help!

Get help! Use bird dogs that can bring leads, knock doors and follow up on leads you give to them.

A bird dog is the name we give to people who are in a neighborhood anyway and looking for deals for us. Examples, could be a homeowner you know, the mailman, the UPS driver, the local school teacher, anyone really.

Now, what do I mean by that? Well, listen, if you're really going to build a team, if you're going to build a flow of leads coming to you, it's amazing that in every neighborhood, sooner or later somebody's going to need to sell that house, not want to sell that house, but need to sell that house. Sometimes it's because a family member passed away and they need to get rid of the real estate because the inheritors just already have a home and they don't need another one. Others is because they're in some kind of emergency may be they just got a job transfer and they need to move someplace else.

If you've got somebody going and knocking on doors and asking; Hey, do you know anyone in this neighborhood that has a home for sale? And then opening the door to what about this one? Then you're getting leads that nobody else knows about. And that's one of my favorite things to teach my clients is how to build an amazing business receiving leads, no competition leads that nobody else knows about. You can make amazing profits with those.

Chapter Four: How To Properly Knock On Doors Of Those In Foreclosure

Knock on doors of those in foreclosure. Now be careful in your state. There may be restrictions to approaching people in foreclosure. Find out, but there are only a couple of states in the country that have a problem with that. The rest of the days have no problem, and if you think about it, when does somebody really need you? They need you when they're having an issue. Maybe they lost their job, maybe something happened in their life and they just need to get rid of this problem of this real estate.

You can step in, maybe you can reinstate the loan. Maybe there are things that you can do to take over that property and take care of the issue. Now you say, well, that sounds great, Lou. But here's what I want you to be careful about. Don't just go to somebody and say; "Hey, I hear you're in foreclosure. Would you like to sell your home?" That's not a good plan. Just knock on the door and say; "Hey, do you know of any houses for sale in this neighborhood? I'd love to buy a house in this neighborhood."

Then see what their response is. That might open the door for you to come in and talk to them about their situation. Now, couple of thoughts you might ask. Well, where is it that I'm going to find out about these foreclosures? Well, we have an amazing piece of software. You can look at it. It's at streetmartwiz.com/propwiz. You can look at this amazing piece of software that we use every day in our business and one of the aspects of the software is when we can step in and find out all the foreclosures within a particular neighborhood. You literally draw a square around a neighborhood and you can find out all the people that are in default in that neighborhood.

Chapter Five: How To Correctly Send Letters And Post Cards To Out-Of-Town Property Owners

Send letters and postcards to out of town owners. You may have heard that one before and some of you may have actually done that before with not too much success and I can understand why because a lot of investors are cheap and they go for the cheapest price for the list. Well, let me explain. The list is the most vital thing you can do. Get a good list. So you want to get a good list broker that actually can determine if that list is oversold in your area. If so, they can customize a list for you. We have such a thing. In fact, our clients love our mail home wiz program.

You can go to streetsmartwiz.com and you'll find out more about the amazing program that we use that we're able to generate so many additional leads because we've got that list broker in there and then we've got the most amazing marketing postcard you've ever seen in your life. One of the things is that it's so important that when you mail, don't stop mailing. Mail again and again and again because what we've determined is that sometimes people see your marketing, but they don't respond right then or they're not ready right then. Will you touch him again in three months? You touch them again in six months. You touch them again and nine months and suddenly they're ready for you.

Chapter Six: An Overlooked Way To Make Real Estate Profits - Marketing To NEW Neighborhoods

Market to newer neighborhoods where the owners have little or negative equity. If you think about it, newer neighborhoods, they paid retail for those homes and in many cases; the builders are still building theirs and competing now against someone who may want to actually get rid of their property. So that can be a real opportunity for you to step in and take over the existing financing on the property. I bought my first house when I was 18 years old by taking over the existing financing on the property.

One of the most powerful things I've ever learned in real estate in my entire 40 plus year career in doing real estate. It's been fantastic and I will tell you that when you don't have to go to the bank, you don't have to qualify for loans. You don't have to resource. It's a phenomenal way to buy real estate.



Chapter Seven: Are You Using “I Buy Houses” Signs To Generate Seller Leads

Use signs to direct incoming seller leads to your investor websites or your telephone system. Now I'll tell you that signs have been amazing in my career and when I got started in this business there was a lot of competition and let me tell you, people used to put a lot of signs on telephone poles, so you heard or seen signs on telephone poles.

“I buy houses” everywhere.

I threatened to get a sign that says “me too” and my telephone number. I'll tell you what, it is so wonderful because that does work. Now in your area, you may have some problems with that. I call him the sign Nazis. The sign Nazis might come after you and say, don't do that anymore. Well nowhere you put your signs. That's an important tip as well. So that if you ever have to remove your signs because the city is not so crazy about what you did, at least you know where to go to get those and you won't be fined.

They usually give you a warning first and once you get your warning, okay, move on to another of my many. I've got over 200 different ways to s to find deals, so that's just one of them. To find out more and to see some of Our signs that we use, you can go to streetsmartwiz.com/. Take a look at the layouts for the signs that we've got for you.

Chapter Eight: A Brilliant, Easy and FREE Way to Find Vacant Properties

Look for vacant properties needing repairs. Find the owner, use a skip tracer. Alright, so vacant properties exist in almost every neighborhood. Some of them don't look so vacant. How can you find out if they're vacant or they're not vacant? Get in relationship with the mail carrier for an area and one of the things I teach you to do is create a target market. Target market is so important because there are relationships you can build in a target market to find deals that nobody else knows about.

One of my favorite things is no competition deals. I've identified over 200 different ways that you can or 200 different ideas on how you can find deals that other people don't know about. That's in my buying volume one system. You can go to streetsmartinvestor.com and you can find out more about my systems.

I love to share these ideas with you. Now, vacant properties have been extremely powerful in my life and one of the things I teach is something called “\$10 houses”. Think about it. When somebody has already moved out, their lives has changed. There's a reason they're not in that house anymore. Usually they don't care about that house. Sometimes that house hasn't been paid, sometimes several months, sometimes several years that they haven't made payments on that home. And amazingly, the lender hasn't foreclosed on that home yet.

So there's an opportunity there. We call them “\$10 houses”, and I love to teach that to you because it has made a difference in my life. And amazing things can happen when you take over those homes. Now I'll teach you about a way that you can take over those homes without having to go to the bank, without having to qualify for loans simply by taking over the deed on the property.

That's another thing that's very powerful in creating an amazing real estate business. So now getting in relationship with that mail carrier in that neighborhood, they can tell you every house in that neighborhood that's vacant. And another thing is you tell them that you pay referral fees, \$250 referral fee for every referral that is sent to you, where you actually end up doing business, you actually end up buying that property. Mail carriers get very excited about that.

Chapter Nine: Give The Seller A Reason To Do Business With You - Use A Credibility Kit

Use a credibility kit; give the seller a reason to do business with you. What I use is something that I designed many years ago. I come from a sales background. One of the first jobs I ever had was in sales. One of the most powerful things I learned is that if you have a story to tell and you take it through and explain exactly who you are, what you do, how you operate to a seller, then they're much more inclined to do business with you or someone who might be buying from you, much more inclined to do business with you.

So I created a seller presentation kit, a buyer presentation kit or lender presentation kit. For example, when I'm going to a seller's property, I set up my seller presentation kit and actually go through with them about our story. Relax. We can buy your house today, Pretty House, ugly house, upside down house. And then I go through my entire presentation. I explained to them what they're going to see in the presentation and then explain who we are as certified affordable housing providers, making a difference, being a community based business and really being able to solve problems within the community. Problems that sellers have.

What I do is explain, I just take a moment to explain who we are and what we do. "We help people regardless of their credit or financial background to end up with ownership of a property and we work with sellers like you and houses like this in order to offer those to our clients who will be buyers sometime in the future. So Mr and Mrs. Jones, I really do appreciate you allowing us to work with you on your home because this is going to serve and bless another family. How does that sound?"

So it really does invite and entice them to do business with us. And then I go through a complete presentation about who we are, what we do, how we operate, our award winning program, and so much more about how our program works. Now you, one of the things that you want to do is get yourself a presentation kit. Whether you create it yourself, we've got them available. You can go to streetmartinvestor.com and you can actually look at our seller presentation kit right there under tools.

Chapter Ten: Always Have The Right Contract With Language To Protect You And Yield All Possible Profits

Over the years as I've been in this business now for over 40 years and I've learned a lot of things in what to do and what not to do. I can tell you that one of the most powerful things I ever learned way back in the beginning was to have the right paperwork. And I'm not talking about a standard realtors agreement because the realtors agreement first is designed to protect the realtor, second, to protect the seller and third, to protect the buyer.

What I found is that I really needed two different contracts. I needed a buying contract and I needed a selling contract. I needed one that had negotiation built into the paperwork and I needed one that had profit centers built into the paperwork.

Over the years I designed one that was truly amazing and it helped a lot of my students. I've got clients in all 50 states and 16 foreign countries and they just brag about my paperwork and I say it's best in the industry and I'm very proud of that. I've worked hard to do that. I figured out what works and what doesn't. A paragraph, a phrase, a word, it can make all the difference in success in your paperwork.

I put together something and it may be valuable to you and I've got a standard real estate purchase and sale agreement. One of the things I've got in there is the seller pays all closing costs and I break it down what the closing costs are. Well, of course that's negotiable, but what if they don't negotiate? You could pay for all of your cost of funds just by the seller paying all the closing costs and there's a lot more in there that can protect you.

Things like when does the contract expire and what if you had the never ending contract where if a seller wasn't going to close or didn't come to the closing, you had a contract that didn't expire and there's so many other protections in there that are necessary for you. It's important because you could spend a lot of money getting ready to close on a transaction. You could have a title search done, you could have inspections done on the home, you could have a survey done, and then all of a sudden the seller doesn't show up to close.

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How do I know this? Yes, I have lived it. So I've learned that there's some things I've got to do to protect myself and I've got mediation and binding arbitration built in so we don't have to go through a protracted legal battle and just things to entice the seller to get themselves to the table if they changed their mind or want to change their mind.

And I'm not saying that I don't give people an out, but we've got some things that can protect you from losing a lot of money. And that's really what it's designed to do. Now, my system called "Buying Volume One" and it is available for you at streetsmartinvestor.com now, under tools, you'll see what buying is all about, but it's got all of the forms, the step by step processes, the marketing, everything that we do to buy properties that I've used for many, many years and proven that it absolutely works. So check it out when you get a chance.



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