



More
Deals

Bigger
Profits

Proven
System


certified
affordable
HOUSING PROVIDER®

The tools you need to
build wealth in real estate



Certified Affordable Housing Provider®

Certified Affordable Housing Provider®

Professional branding, resources, and positioning

Old school investing is based on a single owner or mom and pop "Joe Buys Houses" model. Today's society gravitates towards established brands. Coke, McDonalds, Wal-Mart, etc., are known, trusted brands. Real Estate brokers such as ReMax, Coldwell Banker and Century 21 have proven this point. Until now real estate investors had no brand or umbrella to stand under.



Street Smart®Systems has been known since 1992 as an industry innovator and thought leader. The introduction of the Certified Affordable Housing Provider® (CAHP) brand has led to transformation of an entire industry. Never before has there been a way that anyone can enter an industry and step right into branded marketing with specific forms, formats and formulas along with training similar to those enjoyed by franchises.

CAHPs offer a program called the Path To Home Ownership® (PTHO). This is a specific marketing program designed to attract a huge slice of the market that also delivers a significantly higher profit margin to real estate investors.

Supported by marketing pieces including color tri-fold brochures both in English and in Spanish; Signs, Postcards, internet ads, flyers, audio testimonials, both national and local websites, logo wear, branded giveaways and more, CAHPs are positioned to enhance profits while focusing on their core business of buying and selling properties.

Higher profit with less effort with the ability to totally focus on implementation. How does that sound?

We take the right to access this brand very seriously. Current CAHPs have already proven the Certified Affordable Housing Provider® brand opens doors. Local politicians, non-profit organizations and thought leaders have galvanized to this brand. Resource providers have lowered prices and offered incentives exclusively for CAHPs. And we have big plans for access to political leaders, to property packages and to management opportunities that will only be available to CAHPs.

We invite you to join us and become a Certified Affordable Housing Provider®. This requires a proven foundation of Tools, Training, Technology and Team... the 4 T's of Financial Freedom.



The 4 T's of Financial Success



What separates Certified Affordable Housing Provider® from the rest of the real estate investor trainings out there? A proven system of real estate investing, designed to work in any economy.

Certified Affordable Housing Provider® was created with the intention of helping investors and real estate professionals build long term income while helping others in their own communities to obtain affordable housing. What started as Lou Brown's own desire to help others reach their dreams of home ownership, quickly evolved into the nation's premiere housing certification program. Today, hundreds of Certified Affordable Housing Providers® are building wealth while helping improve their local neighborhoods. Now anyone can experience success in real estate thanks to this proven system.

Why are we so confident that Certified Affordable Housing Provider® is right for you? Unlike other real estate trainings and programs that often only address one area of real estate investing, the Certified Affordable Housing Provider® system is built on four pillars, or the four T's of financial success; Tools, Training, Technology, and Team™. The 4 T's is a comprehensive approach to building and sustaining a successful real estate investing business. Using this system, nothing is left to chance. By utilizing the 4 T's approach, just about anyone can become a successful real estate investor and Certified Affordable Housing Provider® can get you there.





Certified Affordable Housing Provider®

Doing Good While Doing Well™

More than 277 investors now call themselves Certified Affordable Housing Providers®(CAHPs) whose mission is to help more than 100 million people achieve the American Dream of home ownership. 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 are the Training Courses You Need

Millionaire Jump Start™	3-day classroom training teaches you how to buy and sell properties right for maximum return, manage the property and protect your investment.	\$995	INCLUDED
Affordable Housing Provider Field Training™	Field and classroom training on home-study DVD's with hands-on guidance to help you find and evaluate properties, find qualified buyers & sellers and generate passive streams of revenue for years to come.	\$1995	INCLUDED

Here are the Tools & Technology You Get

HouseMonster™	Find buyers before you buy property. A proven widely tested system investors are using that includes: tools to find buyers, time-tested ads that work, ready-to-use marketing flyers, postcards, presentation kit, and proprietary forms you can use right away.	\$997	INCLUDED
The Whole Enchilada™ Jr.	Maximize your profits with the least risk using your step-by-step manuals, audio CD's and proprietary forms for Buying, Selling, Negotiating plus forming Land Trusts and Personal Property Trusts.	\$4099	INCLUDED
National CAHP® Licensing, Certification, and Branding	The power of a trusted national brand lends credibility and prestige to your business. In addition to receiving a turn-key system for real estate investing, you receive access to professionally designed logos, websites, signs, billboards, apparel and more.		INCLUDED
Path to Home Ownership® Program Branding & Licensing	All the tools you'll need to attract and help first-time home buyers purchase their home including: brochures, scripts, flyers, letters & branding.		INCLUDED
VoiceWiz™	All-in-one phone system comes with a personal toll-free number, professional auto attendant, ad tracking, fax on-demand, unlimited extensions and unlimited voicemail boxes and pre-recorded Buying and Selling messages.	\$399	INCLUDED
WebWiz™	Professionally designed, done-for-you websites custom tailored to attract buyers and sellers 24/7. Comes with a lead generation system and back office database to automatically manage your leads from any computer or device.	\$3990	INCLUDED



Millionaire Jump Start™

3 days worth of investing secrets to make you a millionaire!

Overview

This is the can't miss real estate training. This 3 day training is the essential training event for those interested in learning how to make money investing in real estate. You will learn the basics of buying, selling, negotiation, asset protection and everything in between.

Benefits

- Get buyers and sellers to call you first
- Structure deals for maximum profit
- Negotiate deals to put more money in your pocket
- Protect your assets and your investment
- Dozens of strategies for making money in real estate!

Also available as a prerecorded DVD set!



Includes

- 3 Days of Live Training
- MJS training manual

"The amount of learning in Millionaire Jump Start is enormous. The emphasis on teaching you to become wealthy through real estate is a huge shift from other seminars."

Cynthia Walker - CA

AHP Field Training™

Focus on your foundation and build wealth!

Overview

Loaded with valuable content, AHP is the perfect "real world" course those just getting started in real estate investing to seasoned investors looking to improve their skills and make bigger profits. Join Lou Brown as he shows YOU how to take advantage of today's record numbers of bank-owned foreclosures. How to buy AND how to sell!

Benefits

- Follow Lou on a virtual tour as if you were right there with him looking at homes and learning how to buy & sell right
- Learn secrets and strategies to maximize your profits
- Learn secrets and strategies to minimize risk
- See Lou's investing strategies live in action



- 3 Day Training by Lou Brown
- 16 DVDs of Complete Training

"No others focus on the whole business nor do the others really equip you to succeed in the biz. The AHP field training is unique and valuable."

Ken & Cynthia Shriver - IL

House Monster®

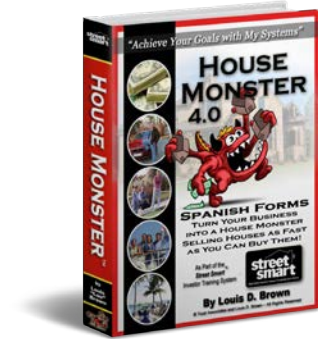
How to Sell Houses as Fast as You Can Gobble Them Up

Overview

Turn worn out real estate strategies on their head. The House Monster System 4.0 is designed for today's market so you don't get stuck buying properties you can't sell. House Monster 4.0 lets you eat up as many buyers as you can and sell them all property that matches their income.

Benefits

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



Includes:

- 203 Page Guidebook
- 1 Audio CD
- 1 DVD
- Complete Forms Disc

"This is one of the best investments I've ever made, because for a few thousand dollars we were taught how to make millions."

Stanley Sisk – AL

Volumes 1-5: The Whole Enchilada® Jr.

How to Make Real Money in Real Estate

Overview

The Whole Enchilada®, Jr. is a key foundational piece to your real estate investing success. All the forms, formats and formulas complete with details about how to attract the customers right down to filling out the paperwork. Nothing is left to chance.

You'll Get

- Volume One: Lou Brown's comprehensive guide to Buying
- Volume Two: Proven strategies for Holding and Selling
- Volume Three: The art of successful Negotiating
- Volume Four: Protect all you create using Land Trusts
- Volume Five: How to protect your personal property including vehicles, bank accounts, stocks, and more using Personal Property Trusts



Includes:

- Volumes 1-5
- 25 Audio CDs
- Complete Forms library
- **Bonus** Seller Presentation Kit

"Lou Brown is committed to the success of anyone who is willing to 'do what it takes' without question."

- Jame Vitale, NY



Certified Affordable Housing Provider® - Branding

Why Certified Affordable Housing Provider®?

Becoming a Certified Affordable Housing Provider means you have the power of a national brand behind you. 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 the credibility you need to build your business and "do good, while doing well" including:

Branding

- Official Certified Affordable Housing Provider name tag
- Professionally designed business card template
- Official CAHP logo wear
- Inclusion in the national CAHP directory and our national website
- Your own local CAHP buying website
- Your own local CAHP selling website
- Letter of certification and certificate to display in your office and much more...





Professional marketing to elevate your business

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 database of sales and marketing documents built specifically to market your business and ensure that you're getting maximum exposure and more sales opportunities. Certified Affordable Housing Provider marketing collateral includes:

Marketing

- Use of trademarked Certified Affordable Housing Provider® logo
- Use of trademarked Path to Home Ownership® program logo
- Professionally designed brochures and flyers*
- Real estate yard signs*
- Sales and promotional banners*
- Billboard designs*
- Internet marketing ready buying and selling websites
- 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 cost of certification.



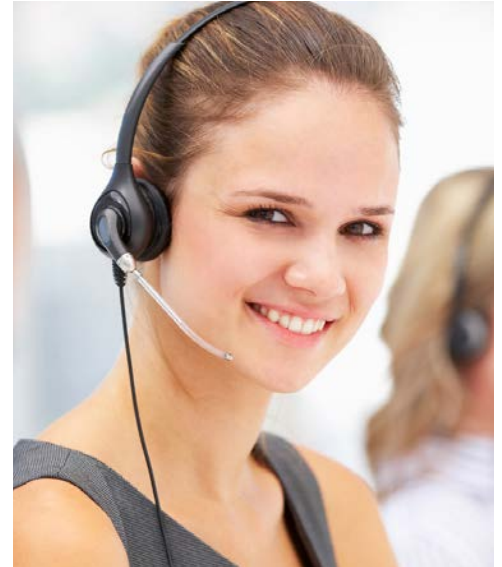
Your VoiceWiz

A complete communication system for your business

A small business communication system with all the features you've always wanted but thought you couldn't afford!

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

- Street Smart® proven scripts that get the message across to your client and make them want to work with you and only you
- 24/7 Automated Call Answering and forwarding
- Enhanced Voicemail records your messages as mp3 files
- Hold music & prerecorded messages for your listener
- Call Log showing who called and for how long
- Unlimited number of message extensions allows you to record "This House Talks" messages for every property
- Includes your own 800 number and access to local telephone numbers as well.
- Online access to all your voice leads



We can also provide access to 24/7 trained live operators as well.

Your WebWiz

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. Show you can deliver on your promises with this online, page-by-page proven presentation, explaining your home Buying and Selling/Renting program so you don't have to.

Your back office manager is designed to manage prospects as they come in. Your back office manager provides a step-by-step process of marketing specific properties to qualified prospects. You'll be able to prioritize leads by potential profit, cash requirements, rate of return and more! It's like having a 24/7 silent employee and without the cost.



- Buying and Selling websites
- Online Private Back Office
- Leads Manager
- Online Forms
+ Much More
- Low monthly hosting fee
- *Free upgrade to CAHP look once certified*

The Path to Home Ownership®

Helping people achieve their dreams of home ownership

Overview

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. The Path to Home Ownership program presents a unique way for individuals and families to find their way into home ownership by working with a Certified Affordable Housing Provider. 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.



The 4 Steps to Home Ownership

- Step One: Rent - Learn how to find, place, and negotiate with renters for your properties.
- Step Two: Rent to Own - Help your renters build a down payment and start on the path to ownership.
- Step Three: Owner Financing - Make the dream of ownership a reality and make money while your clients build credit and prepare for home ownership.
- Step Four: Traditional Sale - Using traditional financing and bank loans, learn how to navigate the sales process and ultimately sell your property to your renters for top dollar.

Your new Mission:

Our Mission is to Transform Lives Through Affordable Housing to Empower Families and Individuals to Enjoy the American Dream of Home Ownership™

Become a Certified Affordable Housing Provider

and achieve your dream of financial independence while helping others own a home!

Now you can get the tools, training, technology, and team you need to generate higher profits and turn more deals into cash cows by becoming a Certified Affordable Housing Provider.

This unique approach to buying, selling, and holding real estate in today's market puts you in the driver's seat on every deal you do. Lou shows you how to attack the real estate investing market from a unique angle that allows you to work with buyers and sellers that the competition can't help – and make serious money doing it.

More than 100 million American's don't own their own home. Many of them are searching for a solution. Certified Affordable Housing Providers are that solution. This unique approach to real estate ensures that you have the resources you need to make any deal profitable.



This a huge opportunity to make the kind of living you've dreamed of, while helping others achieve their dreams of home ownership.

Join the thousands of real estate professionals building personal wealth and making a difference in the lives of others by becoming a Certified Affordable Housing Provider today!

Call 1-800-578-8580 or visit us online at CertifiedAffordableHousingProvider.com to get started.

Coaching and Mentoring or Go it Alone

Why use a mentor?

There are two ways to learn: *Mistakes* or *Mentors...*

1. When you invite correction you remove the pain of it.
2. Mentors are shortcuts to success.
3. Mentorship is learning through the pain of another person.
"I'm glad you failed so I don't have to. Now tell me how to do it right."

Three things that will help you that a true mentor provides:

Provision, Promotion and Protection...

- Your mentor provides the path to your success and direct access to the resources of the *Street Smart*® system.
- Your mentor is tasked through their training, experience and success to elevate your business to the next level.
- Your mentor supports you in protecting your business, as they have themselves, using trusts and entities.

Exclusive Fast Track Mentorship™

Becoming a CAHP will certainly have its share of questions, concerns and Deals!! I'm excited to announce a special level of support designed to get you up, running and with money in your pocket faster.

If you are serious about getting your business off the ground and dramatically growing it in a short period of time then this program is right for you.

What you'll receive:

- Weekly Live One-on-One Mentoring Call with an authentic *Street Smart*® licensee who has grown their business dramatically using the *Street Smart*® System
- Unlimited text, email and/or fax Q & A plus Deal Structuring assistance
- Blueprint Plan to leverage your business quickly to the next level
- Weekly Progress Reports
- Special VIP seating at 3 and 4 day *Street Smart*® live training events
- Inclusion into VIP training sessions at live events
- Special recognition as *Fast Track Mentorship™* member
- Access to grow into the exclusive *Street Smart*® *Platinum Mastermind™* Network, One-On-One Coaching with Lou and Mastermind Roundtable™ live event sessions
- Spouse or Family Member or 100% Business Partner included
- Mentor supported by Lou – This unmatched anywhere program is further enhanced as your Mentor is required to remain active in Lou's private, invitation only *Platinum Mastermind™* Group and has direct access to Lou for any questions they are unsure of... including advanced needs and questions
- Program lasts for 24 weeks (during a 6 month period) at which time you can choose to renew at the *Fast Track Mentorship™* level or to move up to the *Platinum Mastermind™* level if you are ready

We currently have a coaching program called *Platinum Mastermind™*. This is coaching by me, Lou Brown, and we've seen some pretty awesome results from this group. Some of these members have been with me for many years and have built quite impressive businesses. Now they are ready to support you with a much more intensive level of mentoring than we have ever offered in the past.



About Lou Brown

When you become a Certified Affordable Housing Provider® you're not just becoming a member of an exciting community of real estate professionals, you're also learning from one of the most successful names in real estate investing.

Real Estate investors in all fifty states across Canada and sixteen foreign countries including as far away as Australia and New Zealand have long regarded the training, systems and forms created by Louis Brown as the best in the industry. Quoted as an expert by many publications and authors, "Lou" draws from a wide and varied background as a real estate investor having been buying property since 1976. He's invested in single-family homes, apartments, hotels, developed subdivisions and built and renovated homes and apartments. Each of these experiences has given him a proving ground for the most cutting edge concepts in real estate today.

Lou is widely known as a creative financing genius with his deal structuring concepts. Being a teacher at heart he enjoys sharing his discoveries with others.

He has served the industry in many volunteer positions such as past President and designated lifetime member of the Georgia Real Estate Investors Association, the world's largest real estate investor group. He is also founding President of the National Real Estate Investors Association, which serves as the umbrella association of local investor groups. Many of today's real estate gurus originated from Lou's training.

Lou founded CAHP because he believes that you too can experience the wealth and success that's become synonymous with the Street Smart® name.

Join us and become a



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