

How To Set Yourself Up For Success In Real Estate Investing



Learn The Secrets To Getting Your
Head On Right From A Real Estate Veteran
So You Can Profit Big In The Long Game

By Louis Brown

If you are just starting out or a seasoned professional in real estate and you've said to yourself, "if I could just earn consistent income every month, life would be so much easier..." Then this might be the most important report you read all year. Here's why...

Have you ever said any of these things?

- Dealing with a bank on every deal drags makes this entire process take months even after the buyer and seller have agreed on the terms
- Some months are fantastic, but other months feel like I'm fighting to find money just to keep the lights on
- I've taken every course I can find but never seem to get ahead

I'm here to tell you that you can be in real estate and avoid borrowing from a bank on every single deal...

I'm here to show you that you can create a consistent revenue stream to avoid the peaks and valley that can come with this type of business...

I'm here to show you a different way of operating within real estate. One that puts you in control and allows you to truly help your buyers get the house they really want and sets you up with a future bank that is predictable and reliable.

But first, who am I? Why should you listen to me?

My name is Lou Brown. I've been involved in the real estate investment business for more than 40 years. I am a lifetime member and former president of the Georgia Real Estate Investors Association. I was the founding president of the National Real Estate Investors Association.

I decided to start sharing my experience in the industry after going to multiple events and having others that I looked up to asking me what I've been doing to be so successful.

I didn't think I was doing anything special. But I started to look around at what everyone else was doing and started seeing a big problem popping up.



Many of the gurus that I found and looked up to weren't even in the real estate business!

“Lou is the only guru in the country who’s legit” – Jeff Weiller

I wanted to provide others with the tools and strategies that continue to help me day in and day out put money in my bank account and help my clients find the right property for them.

What you're going to discover...

In this report, I'm going to show you:

1. Why you don't need to have tons of money at your disposal to work in this industry
2. How much influence our early mentors truly have over our success in life
3. What you need to keep in mind to balance your current needs and future needs within this business

Each of these are important if you want to end the race for the next sale and start building wealth in your life and business.

We are going to start with...

1. You don't need to have tons of money to start working in real estate

I've talked with thousands of real estate professionals and heard stories that range from being born into money to starting out being homeless. Both sides have the same opportunities for success.

I started out as the latter – I grew up just with me and my mom in a small town living in this small apartment.

We didn't have much growing up. We used S&H Stamps to buy our furniture and struggled to pay rent every month.

Growing up from that I knew that I needed to find a better way for me, my mom and eventually my own family.



Young Lou in front of the apartment he grew up in.

I started out buying my first home at the age of 19 and my first tenant was my mom paying a mere \$100 rent each month. Since then, I've invested in single-family homes, apartments, developed subdivisions, as well as building and renovating homes and apartments.

There isn't anything special about me. I'm just a normal guy that found a system that worked and continue to hone my craft each and every day. I've learned what works and what doesn't work.

And, I've learned that you truly don't need to come from a privileged background to find success in this industry.

So, here's the first thing you have to do if you want to build a profitable future in this industry... get out of your own way! You can be successful. Just find a system that works and trust that it will work for you. Then anything is possible.

“In the 80s, I was managing more than 80 associates in 3 offices. If I had Lou's systems back then, I can't even imagine what would have happened. His systems are truly the best in the business.” – Alan Strauss

Now, let's move on to...

2. The power and influence of early mentors

Did you know that most the ways you relate to the world are determined by the time you are 5 years old?

Think about that for a second...

Your view of the world is based around the ideas of a child who hasn't even started to go to school yet. Based on the views you develop before you learned to ride a bike. Based on the perspective of a child who hasn't had much time at all to experience life yet.

Most of how you relate to people starts forming young. In your professional life, it is very similar. The way you see the business world is influenced by the ideals put into your head from your first manager, your first mentor, the first leader you follow...

Now, can you fight this? Yes – but having a strong mentor showing you a better way from the start makes the process far easier.

I told you earlier that it was just my mom and I growing up. All of her family was in another country and my dad was out of the picture when I was really young.

But luckily, I had Aunt Mable. She wasn't my biological "aunt" but she was there for us and helped guide me growing up.

There came this time while I was growing up where Aunt Mable took me aside and told me that she just bought the duplex they were living in. No longer paying rent, they bought the entire home.



Aunt Mable and Uncle George

She went on to explain that she found a tenant and the rent they were paying was paying the entire mortgage!

So now, while my mom and I were avoiding visits from our landowner, Aunt Mable had someone else paying her entire mortgage.

And it didn't stop there. Over the next few years she went on to buy 3 additional duplexes and followed the same strategy. But now while one side covered the mortgage, the other was cash in her pocket!

It worked so well that they ended up being able to buy their own, brand new single-family home and kept earning the extra money from the duplexes they owned.

The biggest takeaway for me as a young kid watching all of that unfold – find ways to earn money back from properties that was predictable and would pay for years to come.

I didn't realize until years later just how much of an influence Aunt Mable and her lessons were for me. It comes about from talking to other people and their "flipping" mentality. Always trying to get a quick buck.

That's not what I wanted, and I doubt it is was you want for your future. Having a reliable source of revenue that pays every month was a better path to financial success.

“I’ve reached a consistent \$25,000 net revenue, \$15,000 in consistent rental income each month. When I started, I was working real estate for years and not turning a profit. I’ve turned that around in a few short years into a consistent, predictable and reliable revenue stream.” – Jeff Weiller

Let’s get into our last lesson...

3. The present bank and future bank

I have an insatiable desire to seek out and learn from the leading people in different fields that influence my business. From marketing to finance to construction, they all have wisdom that I can use to apply to my business.

One of these individuals in the marketing world is Dan Kennedy. He is the founder of No B.S. Inner Circle (formerly GKIC), multi-millionaire, entrepreneur and one of the top copywriters in the world.

He talks on this concept of the present bank and future bank in some of his material.

The present bank is what you have available right now and deposits are completely dependent on what sales you make today. No sales – present bank starts shrinking.

The future bank is what you’ll predictably be able to have available to you in the future. This could be investments, 401k, social security (maybe...).

In the real estate world, you need to balance both. The present bank provides for you immediate needs and you consistently build your future bank so that you don’t have to worry in the future.

Starting out, you need cash now. If you don’t have cash, you don’t have a business. In business, after all the dust settles, it comes back to the money.

But what you want to always keep in your mind for every deal you structure is growing that future bank. A quick flip might give you a little money now but holding that property and earning income from it for the next 10-, 15-, 20- years is worth far more.

That's what Aunt Mable focused on. She could have just bought the duplex, renovated it, and resold it. But she saw that there was far more in it by renting it. Then she figured if it works now, she can make it work again and again.

The richest people in the world all share this in common – they take the long view but aren't afraid to turn a quick profit.



Aunt Mable's first duplex

“Lou’s process is different because he has actual systems in place to make them work.” – Todd Dudley

So now you know three things that could lead to becoming a millionaire real estate investor and this is a good start.

So, what's next?

If you want to get started in real estate investing or take your business to a whole new level, I've put together a special webinar presentation for you.

In this webinar, you'll discover:

- What results you can expect within this business following my system
- How to cultivate multiple profit centers within your business and why it's important
- How mastering the art of deal structuring can set you up for life
- Strategies for avoiding ever having to go to the bank for a loan
- Plus much more!

I'm going to walk you through the foundational pieces you need to put into place so you can be successful in this industry. You can be like Jeff, Alan, Todd and even Aunt Mable...

Simply click the link below to register and I'll reveal tips and tricks from my 40 years in real estate investing that will leave you ready to jump in with confidence.

[Click here to sign up for the webinar](#)