"My Systems Help You Achieve Your Goals"

A Part of the *Street Smart*® Investor System™

Street Smart® Investor Websites WebWiz™

Your Back Office Guide

street smart®

Real Estate Systems Helping Thousands Earn Millions

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IMPORTANT NOTICE

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Welcome to your *Street Smart*® *WebWiz*™ Tutorial!

Congratulations! You've made a wise decision to add ***Street Smart*® Technology** to your business plan. As you will see, we've helped you use your *Street Smart*® Tools in conjunction with our Technology to help you build your business faster, safer and for much less cost than if you tried to design it on your own. As we're sure you'll agree, these business tools are well thought through and are very user friendly. Designed by investors for investors, these sites use the copyrighted system of Louis "Lou" Brown. You'll probably recognize that many of the paper systems included in your written *Street Smart*® volumes have come to life in these Buying and Selling Websites.

Your Buying and Selling websites will provide you Public Credibility and Lead Generation. Your "**Seller Presentation Kit**" is brought to life on the public side of your Buying site. Your "**Buyer Presentation Kit**" is brought to life on the public side of your Selling/Renting site. Your lead management and marketing tools included in your Buying and Selling volumes have been made interactive and dynamic in your ***"WebWiz™"*** back office management system.

Your ***Street Smart*® *WebWiz*™** will become ***the way*** to efficiently manage your leads along with many other features we'll discuss here. Combined, these give you the right solution to your basic real estate technology needs.

Public Site- Your buying public site is very user friendly and is designed to answer many of the questions your sellers, buyers, and renters will have. This will make you look very professional and have you appear to be a multi million dollar company. It also gives the seller a place to answer all of the really important questions you need details on to create an offer. Tour the public site on your own as the uses and benefits should be self explanatory.

This tour focuses on your Back Office. We call your private Back Office "***WebWiz***™". ***WebWiz***™ will allow you to objectively evaluate leads generated through the public site exposure and others you find through other marketing methods. Now let's get started on your ***Street Smart*® *WebWiz*™** Back Office tour!

Step 1 – Set Up Your Domain Name

Before we set you up with a website, we need a domain name for you. That's your own address on the World Wide Web. We need one for each of your buying, selling, and lending websites. Unless you've already selected one, you are probably thinking "What kind of name should I use?" That is a common question. Let's give you a few hints. You can choose to be creative. One student has sackmylandlord.com, or you can use your company name alone or with homebuyers / home sellers or buys houses / sells homes after it. You can also use your geographical region such as: www.TriStateHomeSellers.com, metroatlhomebuyers.com. When deciding your name, just keep in mind that the website name has to fit on a sign, business card, or ad in a newspaper. We recommend keeping your name under 25 characters. To check if a domain is available, you can go to www.StreetSmartInvestorDomains.com, click on the text box where it says: 'Enter a Domain Name:" and insert your possible name and click search. When the page loads it will tell you if your name is available and give you some options. If you have not already purchased your domain names, you can do it here for $8.95 per year, per name reserved.

Step 2 – Point Your Domain Name Server (DNS) Settings

Once you have purchased your domain names, the Name Server setting needs to be set to point to our server where your websites reside. To change your current DNS settings, click on "Manage Account", then click on "Manage Domains". Select the domain names that you are changing the settings of then click on "Name Server Settings". On the right you should see a place to type in your new settings. Please change each domain name to both **ns1.streetsmartinvestor.biz** and **ns2.streetsmartinvestor.biz**. Be sure to click "Save Changes". If you don't, your website(s) won't be found. Try it, it's easy. If you have any problems, we can do it for you- just email us or give us a call with the username and password for your domain account and tell us where you purchased the domains. We'll take it from there and send you an email when it is done. By the way, as we are often on the phone making outbound setup calls, it is highly recommended you communicate with us by email. This often gets you a quicker response time.

Step 3 – Fill out your Setup Sheet

Please fill out ***1 sheet per site***. If you licensed both the Buy and Sell sites, we need 2 setup sheets from you with 2 different domain names. The sheet is self explanatory, however if you still have questions, please email StreetSmartWeb@LouisBrown.com or call.

Step 4 – Set Up Your Email Account

You'll need an email account to keep your lead emails separate from your other email. To setup your e-mail account, you have two options: Option A) SMTP email, or Option B) POP3 email. Option A is a separate email account that would forward to any existing email account you already have. Any email sent to you at your special website email account, for example: You@YourDomainName.com would be forwarded to your regular email account, for example: You@gmail.com (your existing account).

Option B is hosted on our servers. It is a web email account similar to hotmail. You would be able to send and receive email from You@YourDomainName.com. We recommend this option as this allows you to appear more professional – which gives you more credibility. Once you've made this decision, fill out the email account setup sheet and fax it in. If you have any questions, please email StreetSmartWeb@LouisBrown.com or call.

**Any domain name you wish to use for your email account must be owned by you. We suggest you use the one you set up for these websites.

Step 5 – Fax your Setup Sheets to us at 770-939-3177

Once we receive your setup sheets, we will use them to set up your websites. As soon as this is input, your websites will be up within 2 days (usually less).

Yeah Baby! Your sites are up!!

Once your websites are up, check the public side to make sure all your contact information is correct. We also recommend you test the sites by filling out all the forms the public will fill out. This will give you a feel for the system and how it works. Having done that, it's now time to check out where that data went.

Step 6 – Check out your *Street Smart*® *WebWiz*™ Back Office

To login to your back office go to www.StreetSmartInvestor.biz – **BOOKMARK THIS PAGE**. You will use this page to login each time you visit your site. In the beginning this may be daily. Some of our power users login several times per day to manage their leads. Type in the user name and password you gave to us on your setup sheet. Once on the main page, take a look to see what is there. Explore all the links on the left hand side of the page. The top link is **"Account Info"**. Click there to change anything on your website- your contact phone numbers, company name, email where notifications get sent, and most important, your theme. Once you change anything, **make sure you click UPDATE on the bottom of the screen.** ** Changes you make on one site DO NOT transfer to the other site. You will need to change each site (buying, selling, and lending) yourself.

Email Login

To login to your email account, go to http://webmail.yourdomainname.com. Bookmark this page as well if you chose the email option B. Your user ID is your WHOLE email address: you@yourdomainname.com and then your password choice. If you have any questions, email us at StreetSmartWeb@LouisBrown.com or call.

FAQ's – Here's a collection of frequently asked questions. Yours is probably answered here.

- ### My websites are up - now what?

  Start marketing!!! This is critical. Get your website out there! This is the single most important item needed to build your business. To see our recommended buying and selling marketing materials click the **"Resources"** link on your Back Office ***WebWiz***™ **"Paperwork"** page. Your marketing should always include your buying or selling website address depending on the type of marketing you are doing. You will also use your websites to load leads from other sources so you can manage the lead and follow up from there. You will get occasional "leads from the sky" (folks surfing the web) but do not depend on these. They are often not from your area. Remember, your public websites are primarily a credibility tool and a place to gather information from leads who visit the site. The ***WebWiz***™ is your online office used to manage these leads, both buying and selling leads.

- ### How do I load my current leads to *WebWiz*™?

  To load your current leads, just go to the public site and fill out the questionnaire. That will load your leads into your online back office.

- **How do I change my theme (graphic design appearance)?**

From the main page of your back office, click **"Account Info".** Scroll down to the bottom of the screen. Under Keywords and Description you'll see "**Website Theme**". You have over 95 designs to choose from. Click that link to the right of the pull down menu to preview what the themes look like. Just be sure to change the theme in the drop down menu before clicking **"Update".** **Note- the back office theme does not change, only the public side will.

- **How do I upload Testimonials?**

From your ***WebWiz***™ main page on the left hand side, click on the **"Testimonials"** link. From there it takes you to the page where you can manage all your testimonials. Since you have not added any, it will say click here to add a testimonial. At the top of the screen where you are going to add your testimonial, **be sure to click the Testimonial Switch "ON"**. Then fill in what the clients have said about you. You can also add a photo of your clients or their house. If you don't have any testimonials, email us and we can add some for you. Just tell your clients "here are testimonials of colleagues of ours."

- **Why won't my picture load?**

If you are going to upload a picture to ANY part of your website, it *needs* to be in JPEG format and under 1MB each.

- **How do I upload a property onto my Selling site?**

On your Selling site, click **"Add A Property"**. Fill out ALL the information for the property then click **"Go to Step 2"** at the bottom of the screen to upload any photos of your property. You can add up to 12 photos for each property. To have the property show on your website, go to **"Archived Properties"** and click **"edit property".** Right underneath **"Property ID"** is the **"Property Switch"** – **click the "ON" circle then click "Update".**

- **How do I access my *Street Smart*® Lou Brown Paperwork?**

From the ***WebWiz***™ main page, click **"Paperwork"** on the left. If the volume name is in red, you have access to the paperwork. You will only have access to the volumes you have purchased through *Street Smart*®. If you own a volume and you cannot access the paperwork, click the **"verification form"** link at the top of the page. Check the boxes that need to be turned on and click **"Send".**

- **How do I add a Free Report?**

From the ***WebWiz***™ Admin page of either site, click the **"Free Report Follow-Up"** link. On the far right you will see **"Manage Free Reports".** Click that link. On the page that comes up, all you need to do is enter the title of the free report and click the **"Browse"** button to find the file on your computer. You can upload Word, Word Perfect, Notepad, and PDF (Adobe Acrobat) files. When you have found the file, click **“Open”** and then click **“Add”.** You should then see the report in red below. Check the box to the left of the Title and click **“Assign”** to have your report live on the public side. There is no limit to the number of free reports you can have. If you own Richard Roop’s Marketing Magic you may upload his free report. You can also customize your own report and even add details about your company and photos of yourself.

- **Complimentary Material**

  If you own the products of any of our affiliates such as Richard Roop, you will also be able to access their product from your website as well. Provide proof of ownership, or have their office email us and we’ll turn you on.

- **Other things to do:**

  If you haven’t already done so, change your theme to fit your business and you. Explore your website and find out how it works front and back. Add properties and testimonials.

For additional help and support, please call 770-939-8283 or email StreetSmartWeb@LouisBrown.com.

Your *Street Smart*® Investor Buying Website

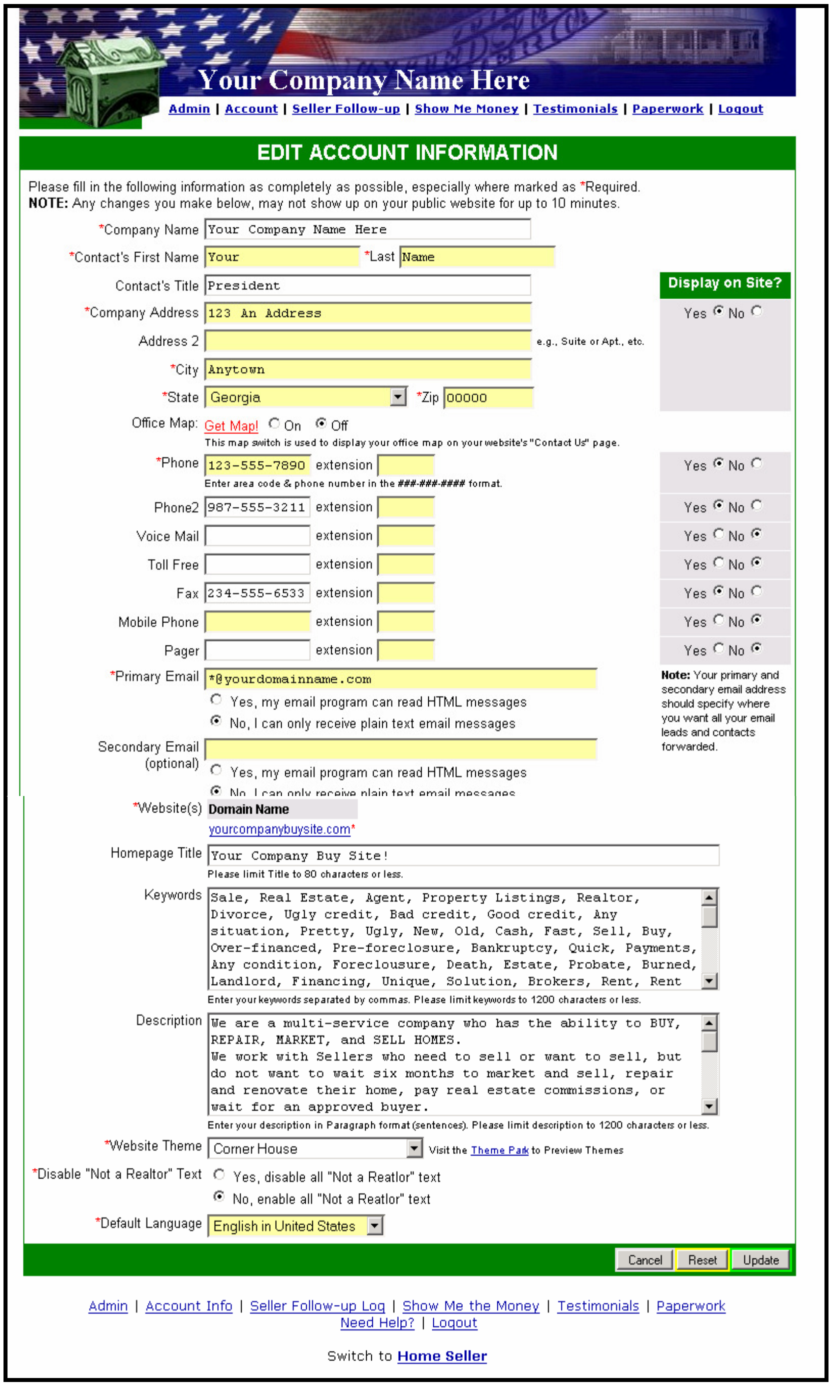
Once you have logged in, you will either be taken directly to your Buy ***WebWiz***™ Back Office or you will see a page that says “Click here to Buy” and “Click here to Sell” depending on what websites you own.

Please click on the Buy site. This is what you should see:

Notice the links on the left hand side of the page. They will become your best friends. Let’s start with the first link: **“Account Info”**.

Once you have clicked on Account Info, You should see this:

Account Info Page:



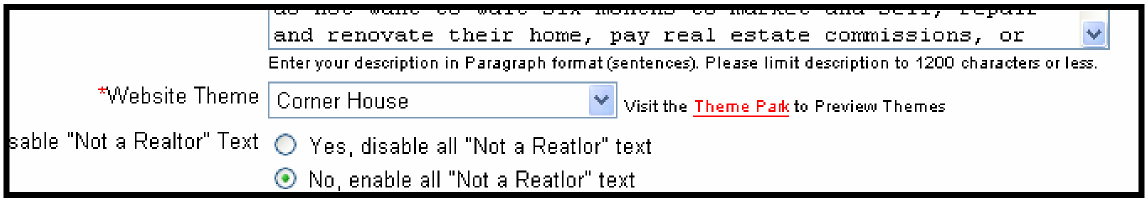
Here's where you edit your information and decide if you want to make it available for exposure on your public side. You should notice there are 2 spaces for emails. The email address you put there are where your leads and 'contact us' notes are going to go. The public will not see your email address, but they can get in touch with you through the Contact Us page which will send the message to your email.

Account Info Page Item Descriptions:

Your Keywords – These are words search engines such as Google, Yahoo, or MSN pull from to find your site. We preload keywords that we know work, but you are welcome to modify or add words if you like. We recommend adding your city or areas where you are, or will be working.

Your Website Description- This is the little blurb that appears beneath the link when you use a search engine. Again, we've preloaded this for you.

Your Website Theme- This is where you change your graphic design theme. Notice the theme park link just to the right of the drop down menu.



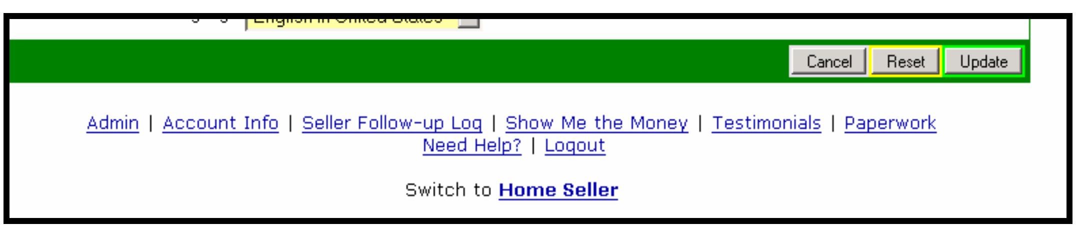
To see all the different themes we offer, click the **"Theme Park"** link. A new window should open and look like this:

You can see the default theme is corner house. If you click on **Arizona Desert**, the theme changes:

This is what the public side of your site will look like if you choose this theme. Keep in mind that your ***WebWiz***™ Back Office theme does not change even though your front will. Please look through all our themes to see which one best suits your location and/or your business. Once you have decided on your theme, close the window to go back to your **"Account Info"** page, and choose the theme from the drop down menu and click **"Update"**.

The Realtor® text option is also on this page just below the Theme area. This allows you to automatically change over all the text to "Realtor friendly" text. Choose the version best for your situation, then click **"Update"**.

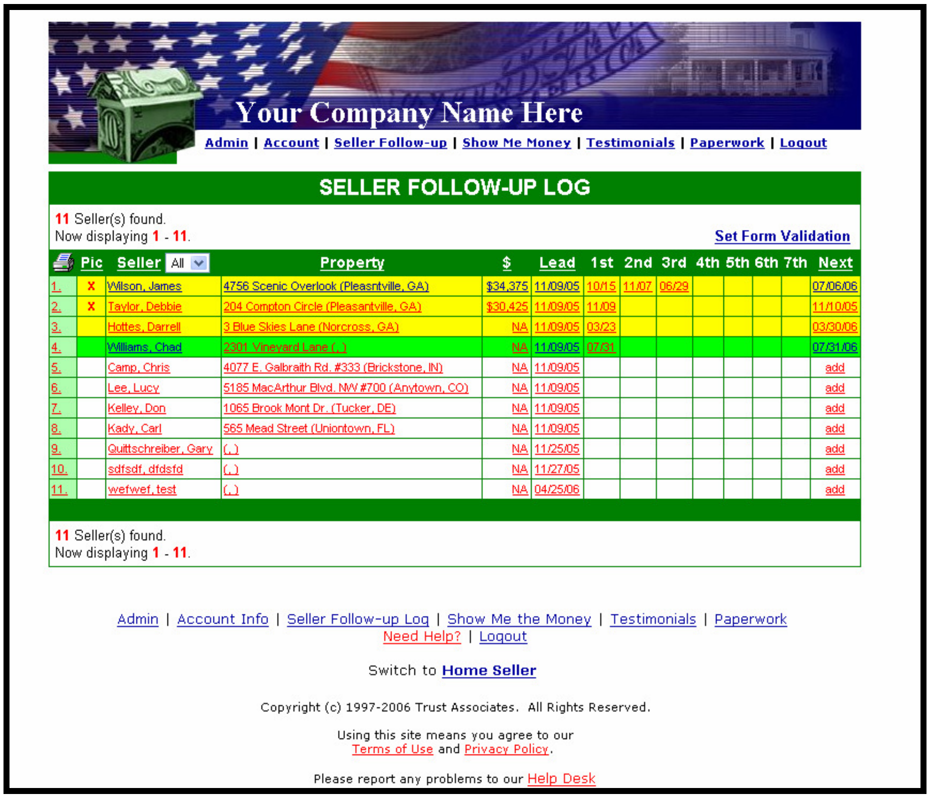
You should also notice there are several links in blue at both the top and bottom of the page:



These links in the box above take you to the other interactive pages of the website so you can navigate more easily. You can also switch to your other website(s) from the bottom set of links. **<u>** Note- Making changes on one site DOES NOT reflect on the other site(s). ***</u>** You will need to make your changes there as well.

<u>**Seller Follow-up Log**</u>

When you click on the **"Seller Follow-up"** link, you will view a page that looks like this:


Your Company Name Here

Admin | Account | Seller Follow-up | Show Me Money | Testimonials | Paperwork | Logout

SELLER FOLLOW-UP LOG

11 Seller(s) found.
Now displaying 1 - 11.

Set Form Validation

	Pic	Seller All	Property	$	Lead	1st	2nd	3rd	4th	5th	6th	7th	Next
1.	X	Wilson, James	4756 Scenic Overlook (Pleasntville, GA)	$34,375	11/09/05	10/15	11/07	06/29					07/06/06
2.	X	Taylor, Debbie	204 Compton Circle (Pleasantville, GA)	$30,425	11/09/05	11/09							11/10/05
3.		Hottes, Darrell	3 Blue Skies Lane (Norcross, GA)	NA	11/09/05	03/23							03/30/06
4.		Williams, Chad	2301 Vineyard Lane (,)	NA	11/09/05	07/31							07/31/06
5.		Camp, Chris	4077 E. Galbraith Rd. #333 (Brickstone, IN)	NA	11/09/05								add
6.		Lee, Lucy	5185 MacArthur Blvd. NW #700 (Anytown, CO)	NA	11/09/05								add
7.		Kelley, Don	1065 Brook Mont Dr. (Tucker, DE)	NA	11/09/05								add
8.		Kady, Carl	565 Mead Street (Uniontown, FL)	NA	11/09/05								add
9.		Quittschreiber, Gary	(,)	NA	11/25/05								add
10.		sdfsdf, dfdsfd	(,)	NA	11/27/05								add
11.		wefwef, test	(,)	NA	04/25/06								add

11 Seller(s) found.
Now displaying 1 - 11.

Admin | Account Info | Seller Follow-up Log | Show Me the Money | Testimonials | Paperwork
Need Help? | Logout

Switch to **Home Seller**

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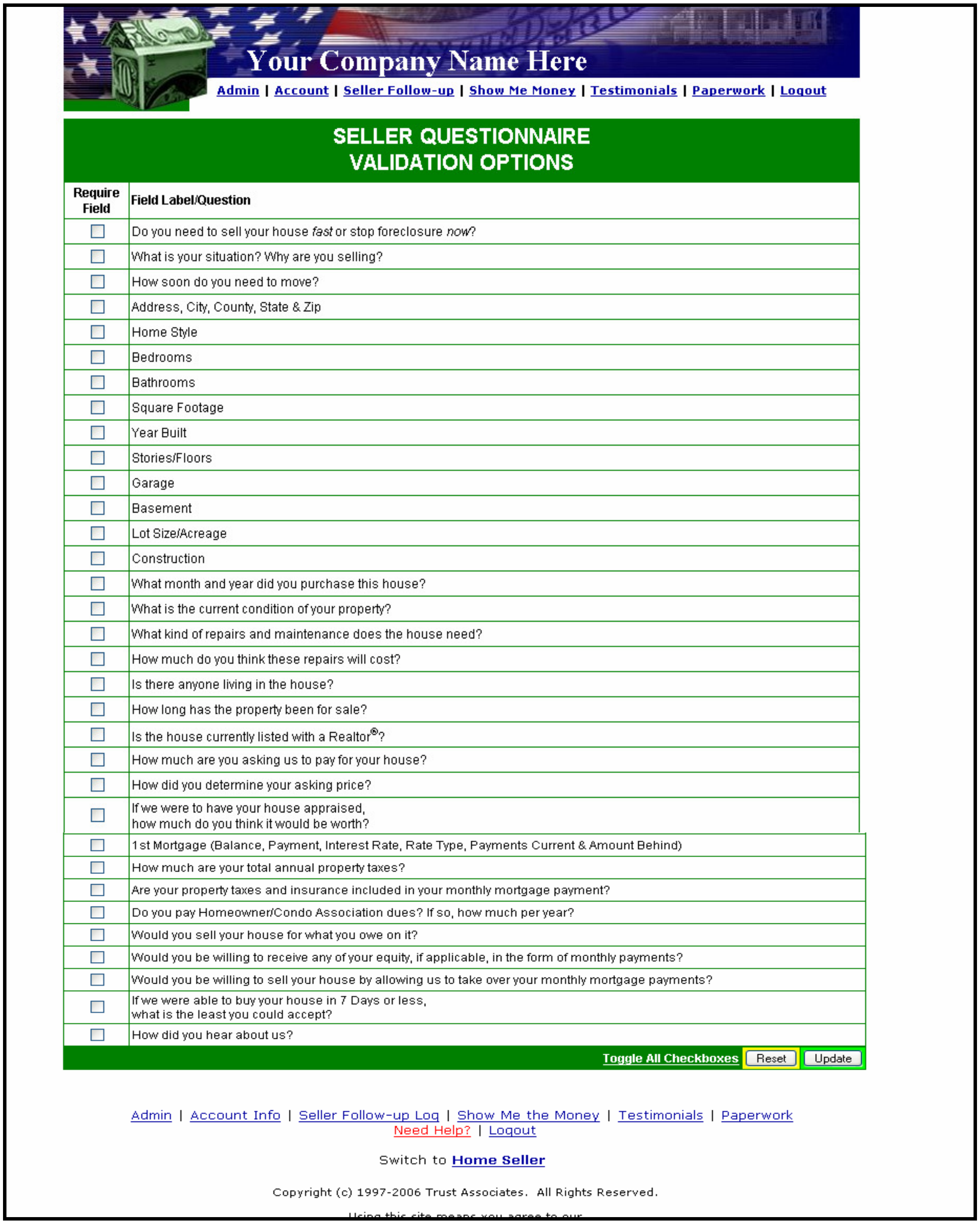
Using this site means you agree to our
Terms of Use and Privacy Policy.

Please report any problems to our Help Desk

This is where your leads will be kept. Once someone fills out and submits a questionnaire on the public side the lead will appear here. You will be able to sort your leads alphabetically, by property, by potential profit, or by follow up. Just click on the appropriate word to sort. Notice that some of the names are highlighted in gold and some in green. The green stripe means you previously set your follow up and today is the day for follow up. Green means "Go". The Gold indicates that it has passed your selected follow up date. The "Gold" is in the follow up! Don't let that lead go! Also set follow ups thereafter until you get the deal or it gets sold.

****Note**- When you get your first few leads; there is a good chance that the email will be caught by your spam filter. You will need to white list the email address: noreply@streetsmartinvestor.biz to insure you will get your leads emailed to you.

Also on this screen, you will see “**Set Form Validation**”. When that is clicked you’ll see this:



Your Company Name Here

Admin | Account | Seller Follow-up | Show Me Money | Testimonials | Paperwork | Logout

SELLER QUESTIONNAIRE
VALIDATION OPTIONS

Require Field	Field Label/Question
☐	Do you need to sell your house *fast* or stop foreclosure *now*?
☐	What is your situation? Why are you selling?
☐	How soon do you need to move?
☐	Address, City, County, State & Zip
☐	Home Style
☐	Bedrooms
☐	Bathrooms
☐	Square Footage
☐	Year Built
☐	Stories/Floors
☐	Garage
☐	Basement
☐	Lot Size/Acreage
☐	Construction
☐	What month and year did you purchase this house?
☐	What is the current condition of your property?
☐	What kind of repairs and maintenance does the house need?
☐	How much do you think these repairs will cost?
☐	Is there anyone living in the house?
☐	How long has the property been for sale?
☐	Is the house currently listed with a Realtor®?
☐	How much are you asking us to pay for your house?
☐	How did you determine your asking price?
☐	If we were to have your house appraised, how much do you think it would be worth?
☐	1st Mortgage (Balance, Payment, Interest Rate, Rate Type, Payments Current & Amount Behind)
☐	How much are your total annual property taxes?
☐	Are your property taxes and insurance included in your monthly mortgage payment?
☐	Do you pay Homeowner/Condo Association dues? If so, how much per year?
☐	Would you sell your house for what you owe on it?
☐	Would you be willing to receive any of your equity, if applicable, in the form of monthly payments?
☐	Would you be willing to sell your house by allowing us to take over your monthly mortgage payments?
☐	If we were able to buy your house in 7 Days or less, what is the least you could accept?
☐	How did you hear about us?

Toggle All Checkboxes Reset Update

Admin | Account Info | Seller Follow-up Log | Show Me the Money | Testimonials | Paperwork
Need Help? | Logout

Switch to **Home Seller**

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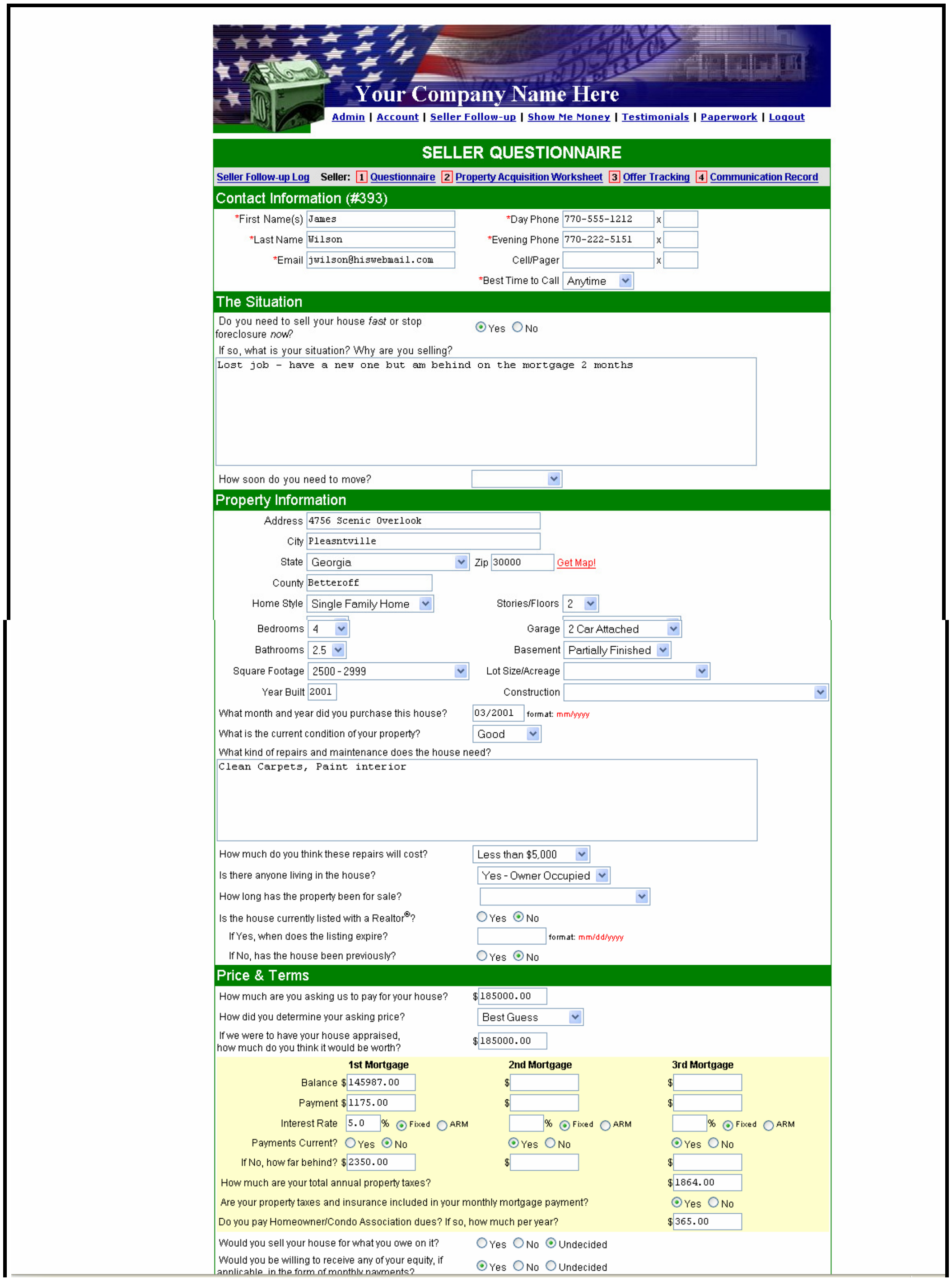
On the “Validation Options” form you’ll find all the questions from the Seller Questionnaire. You can choose which questions you wish to be required before the seller submits the form. This is one way to screen out the tire kickers. Sellers who are serious about selling are more likely to give the information you will need.

Now when you go back to the "Seller Follow-Up Log" and click on any lead name or property address, you will see that specific questionnaire and their answers:



Your Company Name Here

Admin | Account | Seller Follow-up | Show Me Money | Testimonials | Paperwork | Logout

SELLER QUESTIONNAIRE

Seller Follow-up Log Seller: 1 Questionnaire 2 Property Acquisition Worksheet 3 Offer Tracking 4 Communication Record

Contact Information (#393)

*First Name(s) James
*Last Name Wilson
*Email jwilson@hiswebmail.com
*Day Phone 770-555-1212 x
*Evening Phone 770-222-5151 x
Cell/Pager x
*Best Time to Call Anytime

The Situation

Do you need to sell your house *fast* or stop foreclosure *now*? Yes (selected) No

If so, what is your situation? Why are you selling?
Lost job - have a new one but am behind on the mortgage 2 months

How soon do you need to move?

Property Information

Address 4756 Scenic Overlook
City Pleasntville
State Georgia Zip 30000 Get Map!
County Betteroff
Home Style Single Family Home
Stories/Floors 2
Bedrooms 4
Garage 2 Car Attached
Bathrooms 2.5
Basement Partially Finished
Square Footage 2500 - 2999
Lot Size/Acreage
Year Built 2001
Construction

What month and year did you purchase this house? 03/2001 format: mm/yyyy
What is the current condition of your property? Good
What kind of repairs and maintenance does the house need?
Clean Carpets, Paint interior

How much do you think these repairs will cost? Less than $5,000
Is there anyone living in the house? Yes - Owner Occupied
How long has the property been for sale?
Is the house currently listed with a Realtor®? Yes No (selected)
If Yes, when does the listing expire? format: mm/dd/yyyy
If No, has the house been previously? Yes No (selected)

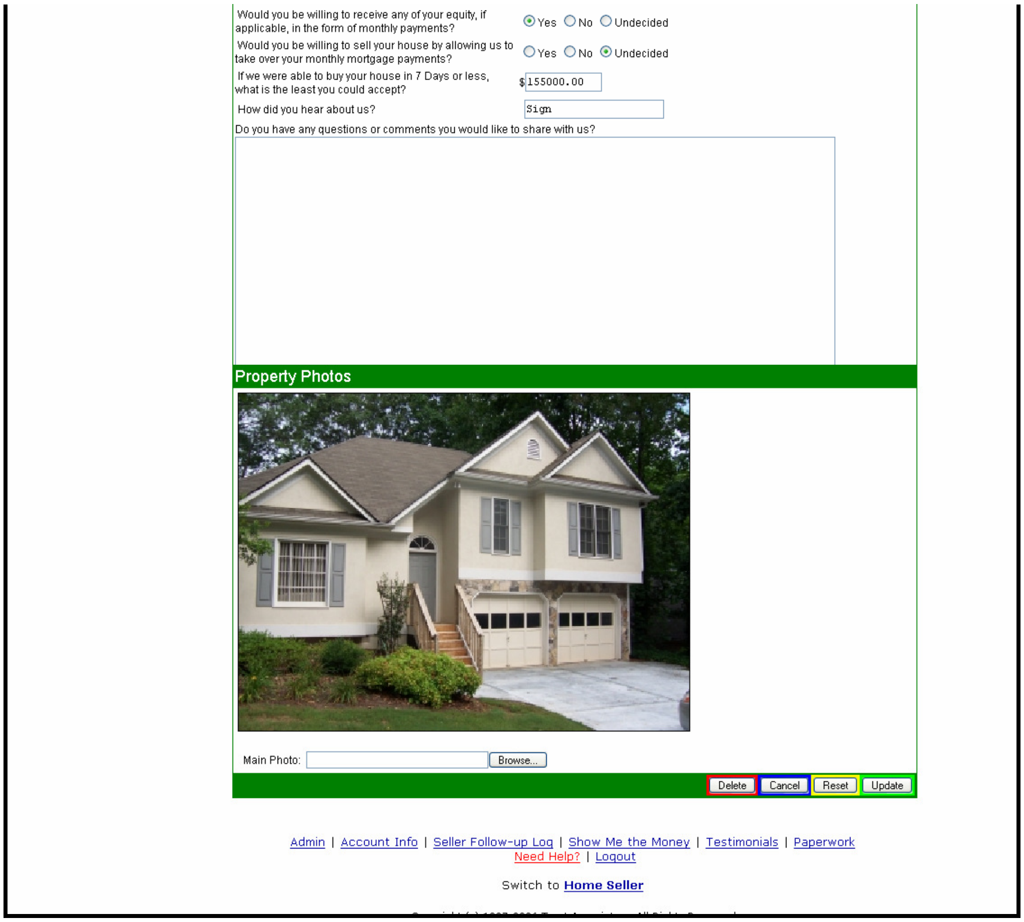
Price & Terms

How much are you asking us to pay for your house? $185000.00
How did you determine your asking price? Best Guess
If we were to have your house appraised, how much do you think it would be worth? $185000.00

	1st Mortgage	2nd Mortgage	3rd Mortgage
Balance	$145987.00	$	$
Payment	$1175.00	$	$
Interest Rate	5.0 % Fixed (selected) ARM	% Fixed (selected) ARM	% Fixed (selected) ARM
Payments Current?	Yes No (selected)	Yes (selected) No	Yes (selected) No
If No, how far behind?	$2350.00	$	$

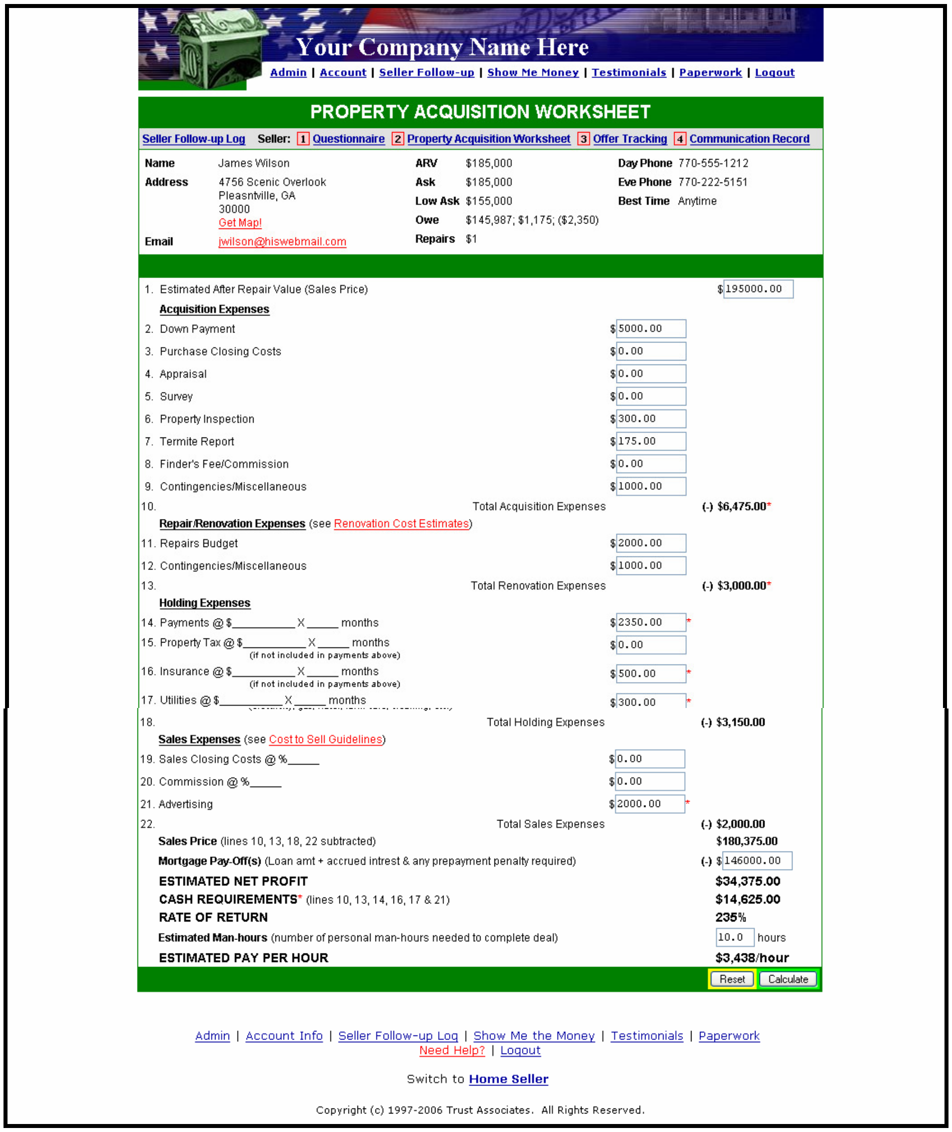
How much are your total annual property taxes? $1864.00
Are your property taxes and insurance included in your monthly mortgage payment? Yes (selected) No
Do you pay Homeowner/Condo Association dues? If so, how much per year? $365.00

Would you sell your house for what you owe on it? Yes No Undecided (selected)
Would you be willing to receive any of your equity, if applicable, in the form of monthly payments? Yes (selected) No Undecided



This page contains all of the seller's information. If they didn't answer every question, as you are talking with them, you can finish filling this out and save the new information by clicking **"Update"**. You can also add a picture of the property to the lead to help you remember what it looks like. This is quite handy when you have to follow up over a period of time.

You can go to the **"Property Acquisition Worksheet"** by clicking the link at the top of the page by the pink number two "2". Your page should look like this:



At the top you'll see some information from the questionnaire is automatically preloaded to save you time so you can see details at a glance. This means you won't constantly be going back and forth for reference. Is that a time saver or what? The rest of the page is your worksheet calculator. This helps you determine how much profit you will make on the property and if you should go for it. Just fill out all the boxes and click **"Calculate"**. Once you click **Calculate**, you won't have to fill out this information again. This is saved to this property. Your estimated profit will now appear in the Seller Follow-up Log under the money sign **"$"** column. This property will now show up under the **"Show Me the Money"** link. We'll visit this a little later.

The next page helps you keep track of your offers, or potential offers related to this property. Please click the **"Offer Tracking"** link to see this:

Just write your offers and exit strategies in the corresponding box and click **"Submit"**. Beneath those two boxes you can create and view multiple scenarios for this particular property. Again you should notice the property information at the top. You should craft several potential offers before visiting the seller.

To keep track of your communications with the seller, you'll click the **"Communication Record"** link at the top. The page should look like this:

This page really allows you to have a paperless office. Here you or your staff can recap any phone conversations or cut and paste email conversations here. In addition, this is where you set your follow up dates. You can also *send* and email directly from this page by checking the box between the CC field and the Subject field. As you will notice, your communications are saved right below this field. This also allows you to make a note and set no follow up date. It's a great way to keep all of your conversation notes in one place and you can access them any time, any where, from any computer. If you run an office with employees, this is a great way to see how they are progressing on a deal if you are not directly working on it yourself.

Now, let's visit the **"Show Me the Money"** page. When you click the link, you will be taken here:

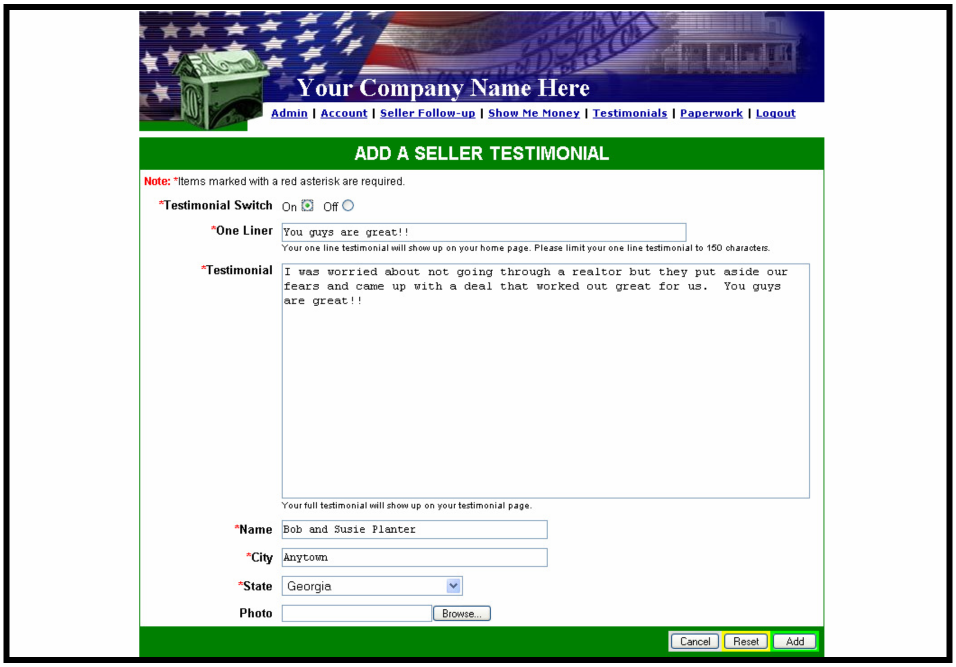
Here is another way to prioritize your deals without the clutter of the other leads. These are specific leads that you have already worked the numbers on. It has some other neat features such as allowing you to estimate the number of hours the deal will take and it calculates your earnings per hour. It also shows your Rate of Return (ROR).

Testimonials

Next click on the **"Testimonials Link"** and you should see this:

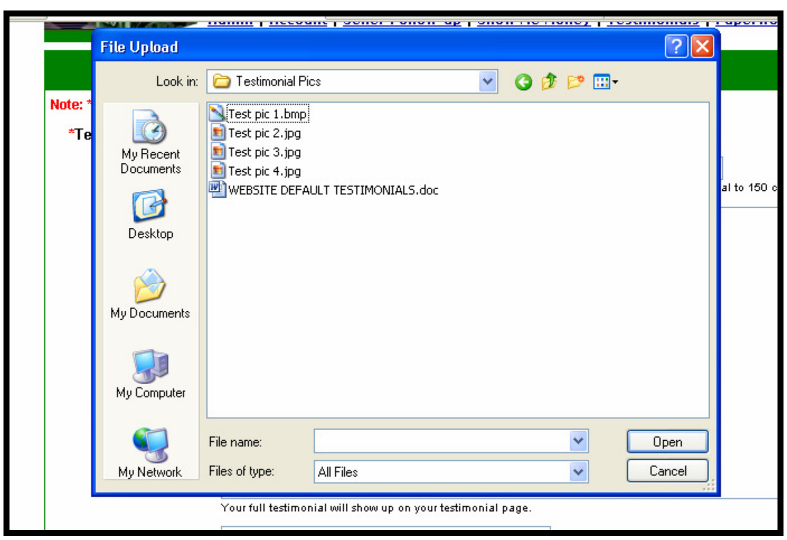
Once you have added a testimonial, your page should look like this. If you have more than one testimonial, then they will all be listed here.

To add a Testimonial, click on "**Add a Seller Testimonial**".



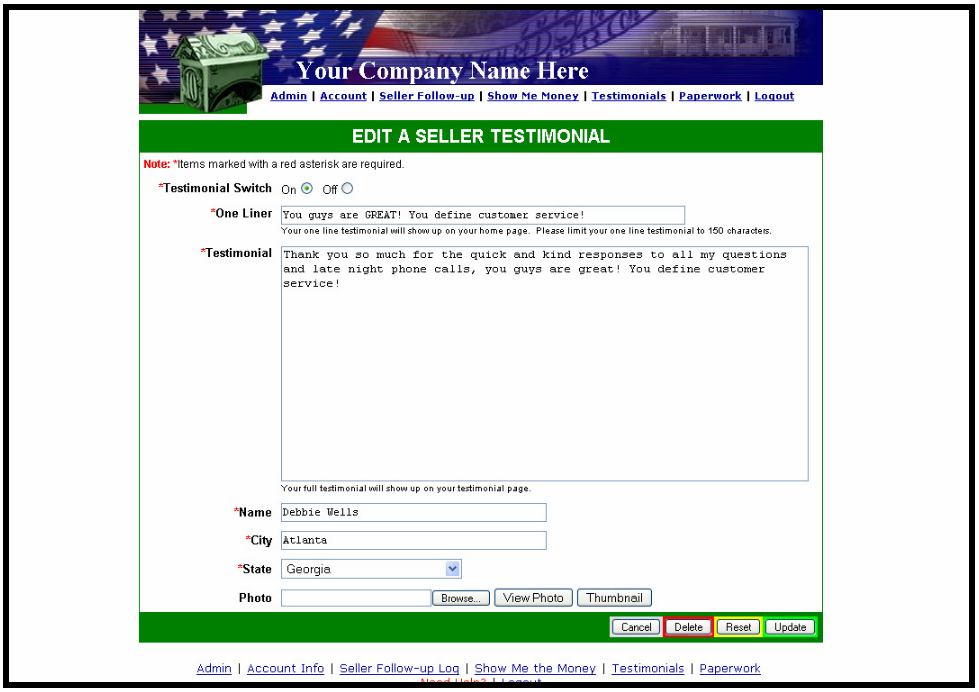
After getting to this screen, the first thing you want to do is click the "Testimonial Switch" to "ON". If this is not clicked on, then your testimonial will not show on the public side of your site. In the One Liner field, just pull a great line from the testimonial to make viewers want to read the rest of it. In the main box named "Testimonial", just type what your clients wrote about you then put their name and city in the fields below. You can also upload a photo of the property or of your clients. Photos of the people are very powerful.

To upload your testimonial photo, you will first need to save your photo to your computer. When you are ready to post it to your testimonial page, just click **"Browse"** to see this screen:



Just click on the files that you saved your picture as on your computer and click **Open**. The file name automatically appears in the photo field. When you click **Add**, the photo automatically loads. Just confirm that the photo is saved as a **JPEG format and is under 1MB in size**.

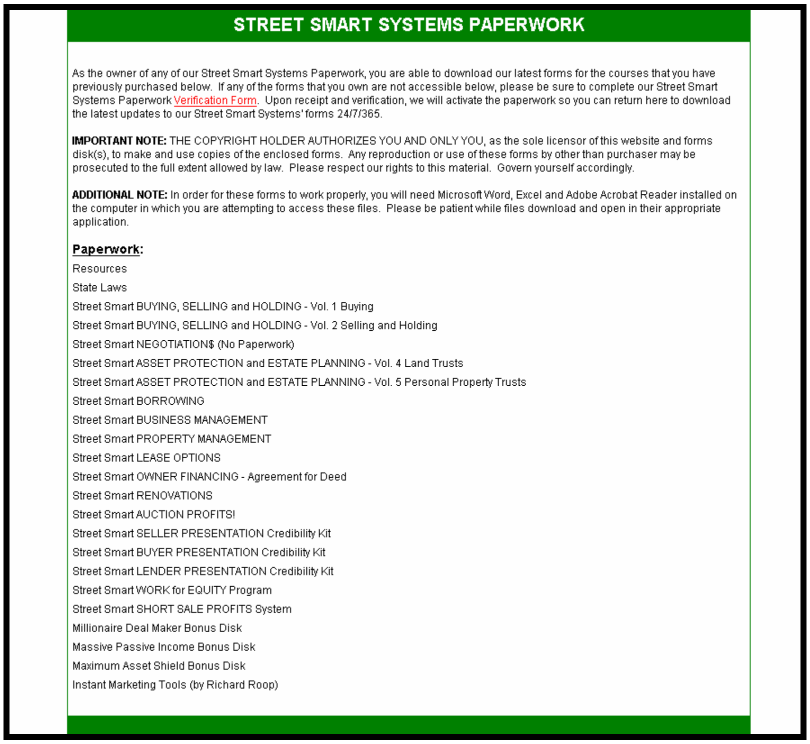
Anytime you want to edit a testimonial that you already created, just click the "**Edit Testimonial**" link located under the photo. This looks exactly like the Add a Testimonial field with a few exceptions.



You can now view the photo that you uploaded and you are welcome to change it if you like. There is also a **Delete** button if you wish to discard your testimonial, but we don't advise that. The more testimonials you have, the better. If you don't want to delete your testimonial, but want to take it off your site, just click the **Testimonial Switch** to off. This will switch off the particular testimonial, but not the rest of them.

Paperwork

Here is another GREAT benefit of having these websites. LOU'S FAMOUS REAL ESTATE PAPERWORK!!!! It's all right here, available when you need it - accessible any time from any where in the world. Just login to your ***WebWiz***™ Back Office and click the **"Paperwork"** link.



STREET SMART SYSTEMS PAPERWORK

As the owner of any of our Street Smart Systems Paperwork, you are able to download our latest forms for the courses that you have previously purchased below. If any of the forms that you own are not accessible below, please be sure to complete our Street Smart Systems Paperwork Verification Form. Upon receipt and verification, we will activate the paperwork so you can return here to download the latest updates to our Street Smart Systems' forms 24/7/365.

IMPORTANT NOTE: THE COPYRIGHT HOLDER AUTHORIZES YOU AND ONLY YOU, as the sole licensor of this website and forms disk(s), to make and use copies of the enclosed forms. Any reproduction or use of these forms by other than purchaser may be prosecuted to the full extent allowed by law. Please respect our rights to this material. Govern yourself accordingly.

ADDITIONAL NOTE: In order for these forms to work properly, you will need Microsoft Word, Excel and Adobe Acrobat Reader installed on the computer in which you are attempting to access these files. Please be patient while files download and open in their appropriate application.

Paperwork:

Resources
State Laws
Street Smart BUYING, SELLING and HOLDING - Vol. 1 Buying
Street Smart BUYING, SELLING and HOLDING - Vol. 2 Selling and Holding
Street Smart NEGOTIATION$ (No Paperwork)
Street Smart ASSET PROTECTION and ESTATE PLANNING - Vol. 4 Land Trusts
Street Smart ASSET PROTECTION and ESTATE PLANNING - Vol. 5 Personal Property Trusts
Street Smart BORROWING
Street Smart BUSINESS MANAGEMENT
Street Smart PROPERTY MANAGEMENT
Street Smart LEASE OPTIONS
Street Smart OWNER FINANCING - Agreement for Deed
Street Smart RENOVATIONS
Street Smart AUCTION PROFITS!
Street Smart SELLER PRESENTATION Credibility Kit
Street Smart BUYER PRESENTATION Credibility Kit
Street Smart LENDER PRESENTATION Credibility Kit
Street Smart WORK for EQUITY Program
Street Smart SHORT SALE PROFITS System
Millionaire Deal Maker Bonus Disk
Massive Passive Income Bonus Disk
Maximum Asset Shield Bonus Disk
Instant Marketing Tools (by Richard Roop)

All the volumes that *you own* will be turned on for access. They will appear as red links and you will be connected so you can download the form that you need. As you attend the different boot camps, those links will be activated as well. If you have purchased a few volumes since you bought the website(s), to get the corresponding links activated, just click the **Verification Form** link and select the links you would like activated. If you are missing any of these systems, you need them! This is all part of our franchise approach to assure your success in this business. Just email StreetSmartWeb@LouisBrown.com or call 1-800-578-8580 for special pricing to complete your success system.

Free Report

The Free Report is also available for your Selling website. Please reference page 35 for details on this feature.

Other Bonuses

On your ***WebWiz***™ Admin page (the opening page to your website), you will find some other links: **Renovation Cost, Cost to Sell, Offers & Deals, and Statistics**. These links are reference pages to help you calculate the costs to do a deal as well as some of Lou's suggested deals and exit strategies. A quick reference guide if you will. The Statistics page is for those who like to know how many visitors their site has had and discover the most popular page visited. While statistics are nice, they don't tell the whole story. Primarily your websites are a credibility and management tool. Statistics should be analyzed when you do specific lead generation marketing campaigns.

Help Desk

Please reference page 37 for details on this feature.

Your *Street Smart*® Investor Selling Website

In order to check leads and do administration to your selling ***WebWiz***™ Back Office do the following:

If you are already in the ***WebWiz***™ Back Office of your buyer site, just click on the **"Home Seller"** link you'll find at the top or bottom on any page. If you are just logging in and see the welcome screen, click on **"Click to Sell Houses".** You should see this:

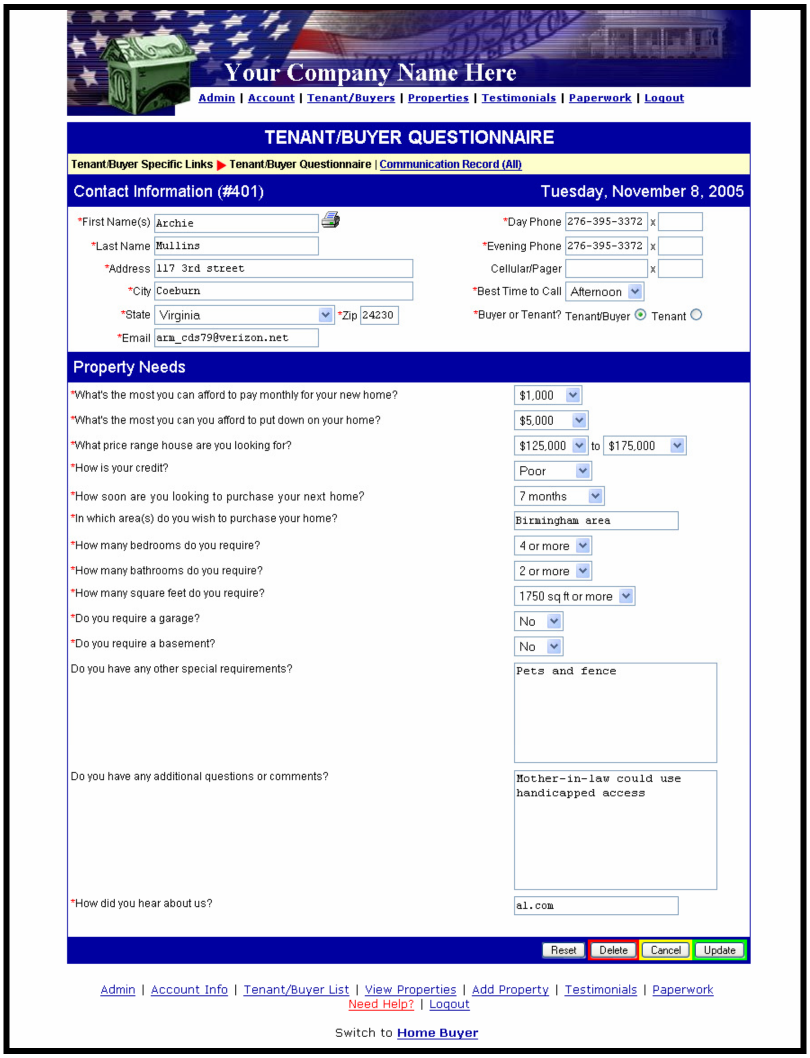
It looks familiar, doesn't it? That's one of our best features – you don't have to learn a whole new system for your selling back office. It is set up in a similar way as your Buying websites.

The **"Account Info"** is the exact same as the buy site (reference pg 6), just make sure you change the information on each site because changes on one do not affect your other sites.

If you click the **"Tenant/Buyer"** link, you should see this screen:

The system allows you to maintain a database of Buyers or Renters specific to renting apartments or renting or buying houses. Those who submit an application to buy or rent appear here. So now you are collecting information on the kind of house or apartment they are looking for and what they can afford. The numbers on this screen show the highest amount they say they can afford.

When you click on their name, you will see the detailed Tenant/Buyer Questionnaire form with all their answers:


Your Company Name Here

Admin | Account | Tenant/Buyers | Properties | Testimonials | Paperwork | Logout

TENANT/BUYER QUESTIONNAIRE

Tenant/Buyer Specific Links ▶ Tenant/Buyer Questionnaire | Communication Record (All)

Contact Information (#401) Tuesday, November 8, 2005

*First Name(s) Archie
*Last Name Mullins
*Address 117 3rd street
*City Coeburn
*State Virginia *Zip 24230
*Email arm_cds79@verizon.net
*Day Phone 276-395-3372 x
*Evening Phone 276-395-3372 x
Cellular/Pager x
*Best Time to Call Afternoon
*Buyer or Tenant? Tenant/Buyer Tenant

Property Needs

*What's the most you can afford to pay monthly for your new home?	$1,000
*What's the most you can you afford to put down on your home?	$5,000
*What price range house are you looking for?	$125,000 to $175,000
*How is your credit?	Poor
*How soon are you looking to purchase your next home?	7 months
*In which area(s) do you wish to purchase your home?	Birmingham area
*How many bedrooms do you require?	4 or more
*How many bathrooms do you require?	2 or more
*How many square feet do you require?	1750 sq ft or more
*Do you require a garage?	No
*Do you require a basement?	No
Do you have any other special requirements?	Pets and fence
Do you have any additional questions or comments?	Mother-in-law could use handicapped access
*How did you hear about us?	al.com

Reset Delete Cancel Update

Admin | Account Info | Tenant/Buyer List | View Properties | Add Property | Testimonials | Paperwork
Need Help? | Logout

Switch to Home Buyer

As with the seller questionnaire, when talking with these prospects you can adjust the numbers accordingly and click **“Update”** to save the changes.

From the Questionnaire form you can click **"Communications Record"** and you'll see:

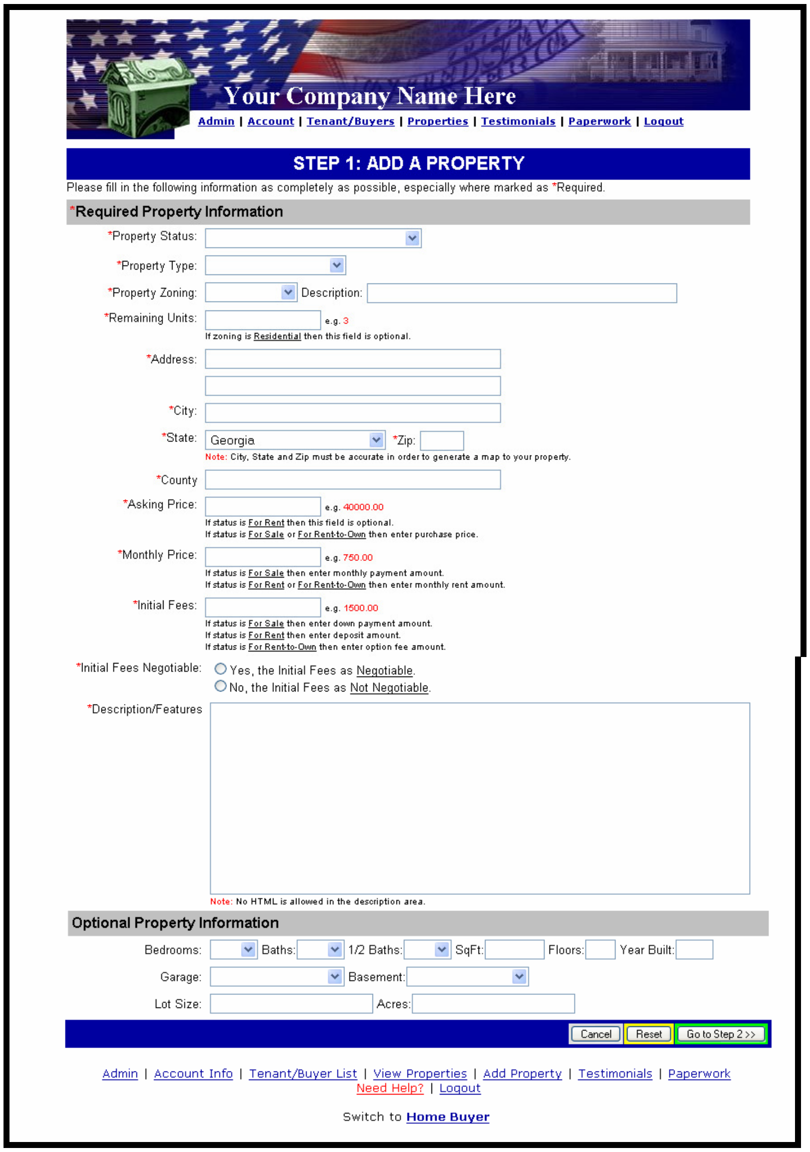
As you can see, you have the Buyer's information at the top of the screen which has been automatically loaded by your system. This feature allows you to track communications and set follow-up dates. As in the Buy Site, you can send email directly from this screen by checking the box between the BCC and Subject fields. This allows you to follow up 24/7 with all your prospects.

Imagine having office staff who can do this for you. This will allow them to be much more efficient in handling this important income producing part of your business. In the MPI (Massive Passive Income) training we show you how to market to build a buyers list. Imagine already having buyers and renters lined up before you buy. This will allow you to buy with confidence because you won't have the fear of holding the property.

Properties

Next its time to load the details of any of your vacancies. You'll also do this when you place any property under contract to buy or after you close on it.

To Add a Property, just click "**Add a Property**" from anywhere on your ***WebWiz***™ Back Office. You should see this screen:



Just fill out the information and click "**Go to Step 2 >>**" as you see at the bottom right corner of your screen. Before clicking to Step 2, make sure you have no dollar signs or commas in the numbers field when filling out the numbers; otherwise the system protects you from making a mistake and won't allow you to move on.

Step 2 takes you to a page where you are allowed to upload up to 12 photos of each of your properties. ****NOTE – the photos must be in JPEG format and under 1MB in order to work properly.**

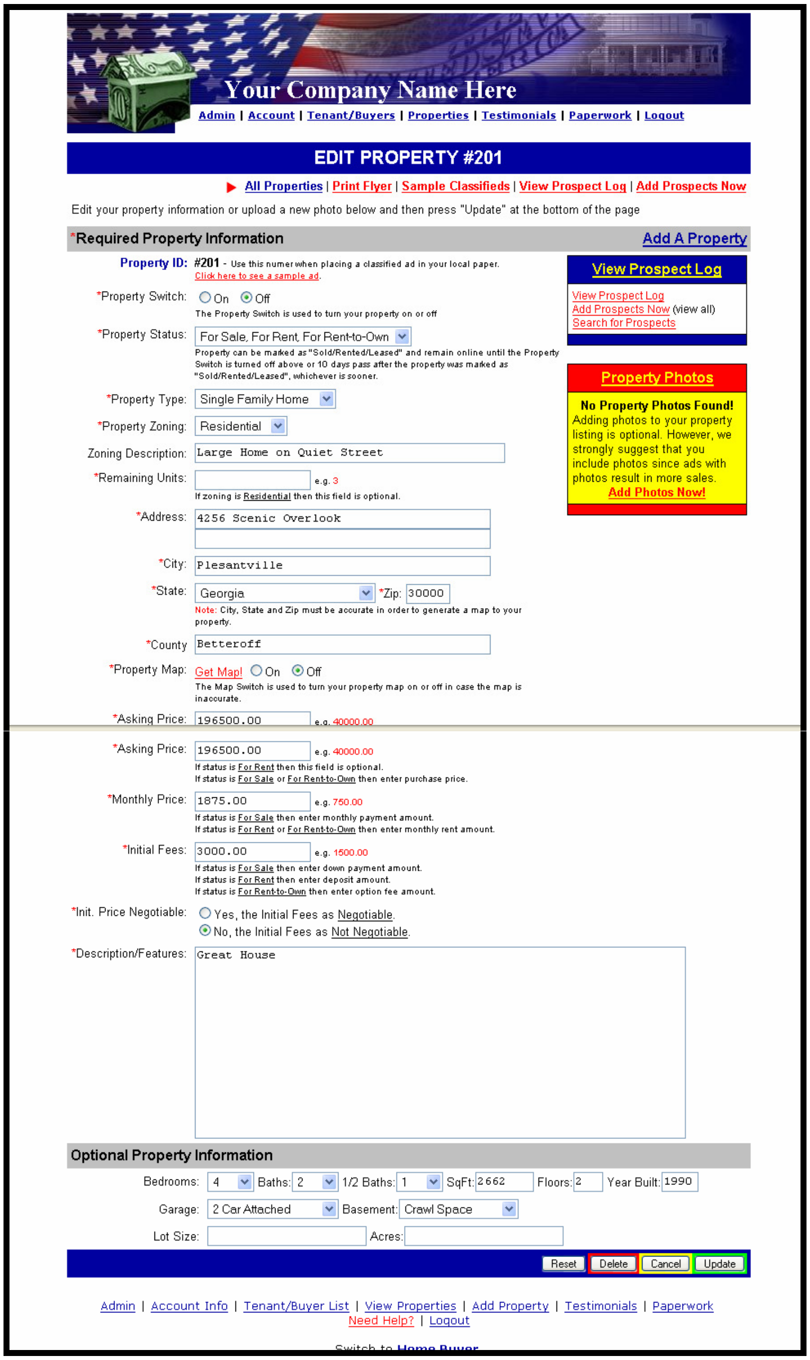
The instructions on this page are self explanatory; however we'll take a moment to go over them. To upload your digital photos you'll first need to upload them to your computer. Once that's done, just click the **"Browse"** button on this page to locate the photo file on your computer. If you don't have any photos at this time, or you are going to put more up but haven't taken them yet, that's okay. You can always add more photos later. If you don't load any photos the website simply shows "no photo available" until you upload photos.

From here, click **"View Properties"** at the bottom of the page, or you can click **"View Properties"** from anywhere on the site to get to the same page that will look like this:

Since we just added a property, you will find it under the **"Archived Properties"** tab. These are the properties loaded to the system that are not activated live on your public selling/renting website.

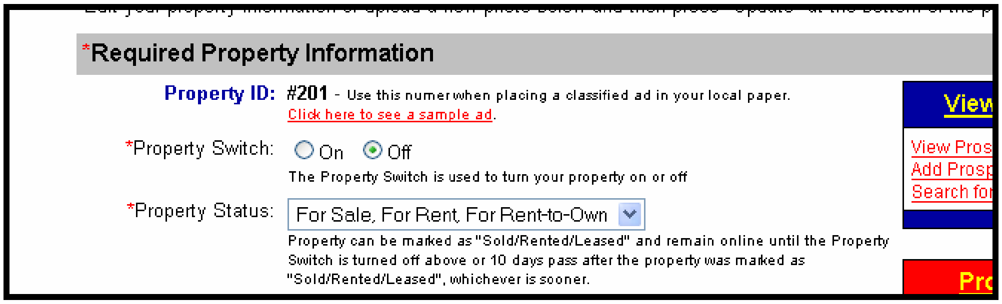
This is a great feature as it allows you to store all of your rental, lease option and owner financing (agreement for deed) properties. When your active properties are rented or sold or lease optioned or sold with owner financing you will merely click the **"Property Switch"** to **"Off"** and the property information will disappear from your active selling/renting website, but will be stored until the property comes available again. When it does, you'll merely click the **"Property Switch"** to **"On"**, change the details such as price and terms and it will once again be active on your site, allowing you to compare it to your buyers list, send emails, make calls, etc and "put it to bed" again real soon. Are you starting to feel like you've got a silent partner who is going to make your life a lot easier? You should because that's what this will do for you.

*****To make a property live on the public selling/renting website**, click on the **"Edit Property"** link. You should see this:



Let's take a look at how to edit our properties. First, if you want to create marketing for a particular property you may want to include a property ID code so prospects can go directly to details about that property rather than navigate the entire site.

The **“Property Switch”** is located right under the **“Property ID”**.



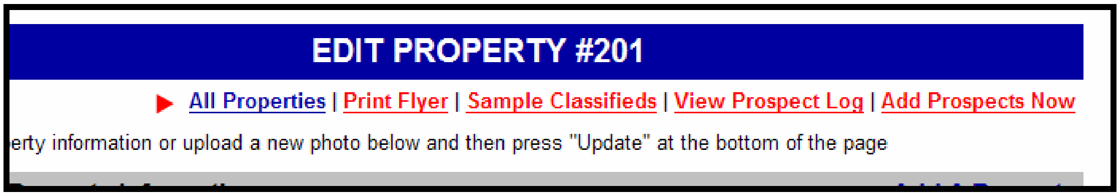
Turn the switch “ON” to have your property show on your public website.

While on this page, you will notice a red box with yellow filler. That box has a link to upload photos if you have not already done so, or would like to add more. This takes you back to the **Step 2** screen.

(This is when you have no photos)

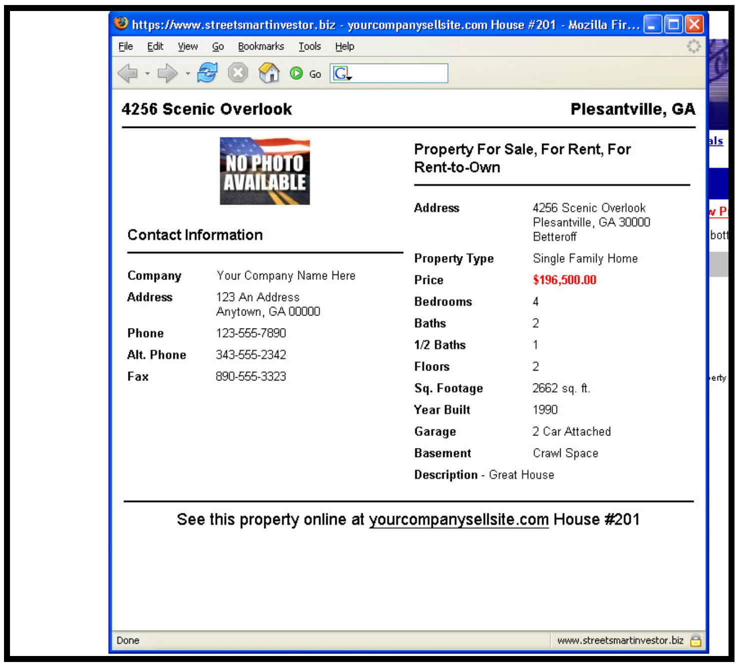
(When you already have photos)

On the **Edit Property** page, beneath the thick blue line that says Edit Property #201, you will see a blinking red triangle.



On this line are several links to help you with your property. We'll explore them below.

Let's take a look at the **"Print Flyer"** link first:



WOW. The website actually creates a detail flyer for your house using the information you previously uploaded. No need to spend time formatting and designing your grab and go flyer. All you have to do is print one out and run to Kinko's, or print out the quantity right in your office! Is that a time saver or what?

When you close that window, on the same line, click **"Sample Classifieds"**.

Here are six sample ads already designed for your property. All you have to do is copy and paste into an email to your local newspaper. How great is that? You are spending minimal time on figuring out what your ad should say. Once you paste the ad, of course you can alter the ad if you choose.

Another great feature is the **"Prospect Log"**. Here is where you can attach certain buyers/tenants to a particular property. Click on the **"View Prospect Log"** to begin.

You see that your property information stays at the top of the screen. This helps if you choose the manual selection of buyers/tenants as you can see there are two ways to add people to this particular property:

1. View Your Entire Tenant Buyer/List - You can view all tenant/buyers in your Tenant/Buyer List, sort through the list and add prospects to this log.

2. Search for Tenant/Buyers Based on Property Criteria – This is a special auto search to make moving your properties effortless and quick. Simply click the "Search Tenant/Buyers" button. That will show all the Tenant/Buyers in your Tenant/Buyers List whose desired search criteria match your property the best. From this list of Tenant/Buyers, you can choose which prospects to add to this property's log. This is your "target market" to offer the subject property to.

If you chose the first method to view the entire list, your screen should look like this:


Your Company Name Here
Admin | Account | Tenant/Buyers | Properties | Testimonials | Paperwork | Logout

TENANT/BUYERS LIST

Add Tenant/Buyers to Prospect Log

Add Prospects to 4256 Scenic Overlook, Plesantville Prospect Log

How-to Add Prospects: To add Prospects to the 4256 Scenic Overlook, Plesantville Prospect Log, check the boxes in the ADD column next to the Prospects you wish to add and then press the "ADD" button at the bottom of the page. If you wish to navigate through multiple pages as you add prospects, be sure you press the "ADD" button before going to another page or sorting the data.

How-to Delete Prospects: Unchecking the boxes of Prospects that have already been added will not remove them from the Prospect Log. Prospects can only be removed by returning to the 4256 Scenic Overlook, Plesantville Prospect Log and using the delete feature there.

Property Specific Links Edit Property | View Property Prospect Log | Add Tenant/Buyers to Prospect Log | Search for Tenant/Buyers

NO PHOTO AVAILABLE

4256 Scenic Overlook
Plesantville, GA 30000
Property ID 201

Status For Sale, For Rent, For Rent-to-Own
Type Single Family Home
Price $196,500.00
Beds 4
Baths 2
SqFt 2662
Garage 2 Car Attached
Basement Crawl Space

5 Tenant/Buyers found
Now displaying 1 - 5.

Toggle Checkboxes

	Tenant/Buyer All	Location	Price	Down	Month	Bd	Ba	SqFt	G	B	Age	Add
1.	Mullins, Archie	Birmingham area	$175,000	$5,000	$1,000	4	2	1750	N	N	266	☐
2.	Mullins, Archie	Birmingham area	$175,000	$5,000	$1,000	4	2	1750	N	N	266	☐
3.	Mullins, Archie	Birmingham Alabama	$175,000	$5,000	$1,000	4	2	1750	N	N	266	☐
4.	Black, Dennis	Gwinnett	$5,000	$500	$250	0	0	500	Y	Y	130	☐
5.	Jones, Brad	Gwinnett	$5,000	$500	$250	0	1	500	Y	Y	130	☐

Toggle All Checkboxes ADD

Admin | Account Info | Tenant/Buyer List | View Properties | Add Property | Testimonials | Paperwork

As you can see, by clicking on "**View Your Entire Tenant/Buyer List**", this brings up your entire list. All you have to do is check the names on the far right and click "**Add**". Once this occurs you now have created your target list.

When you chose the auto-search feature by clicking the **"Search for Tenant/Buyers"** button, then you should see this:

Any buyers who fall within your specified price range, would now appear. As with the prior screen, all you need to do is check the name on the far right and click **"Add"**.

Whichever method you used, after clicking **"Add"**, click the **"View Property Prospect Log"** link in the yellow bar located right above the property information. You should now see this:

Here you can see who from your entire list appears to be a good match and follow up with communication. Be sure to log these communications in your Tenant/Buyer Communications Log discussed earlier. If you accidentally added someone that you didn't mean to, just click the box on the far right and click **"Delete"**.

One of the most favorite features on this website is on this page. Click the **"Mass Email Prospects"** link on the far right above the Next and Del columns.

Here you'll be able to send a general email blast to everyone. It can be a blast with this specific property listing attached, or it can be a blast with all your property listings. You can exclude any emails already attached to this property and/or add emails to include that will be sent to everyone at the same time. No more individual emails are necessary. They are all saved right here on the site for you! The best part is, no one can see who else you emailed your open house information to. What a time saver! This will help you build your business faster and better allowing you to get a profitable transaction right away.

Testimonials

Please reference page 17 for details on this feature.

Paperwork

Please reference page 20 for details on this feature.

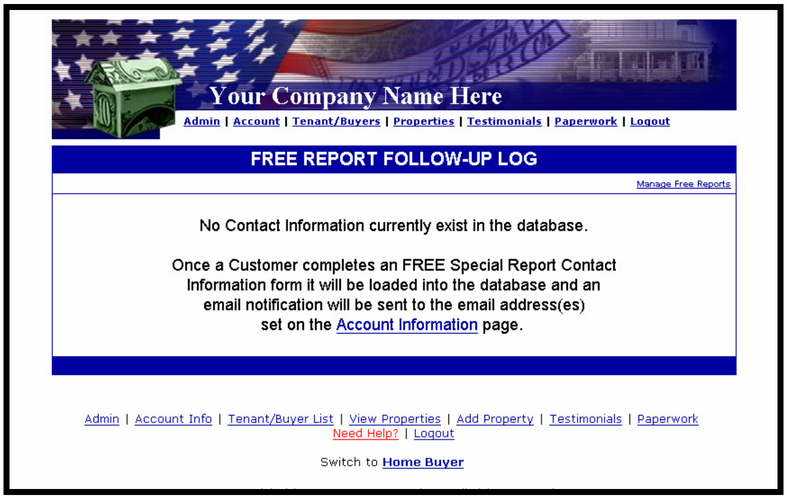
Statistics

Please see **"Other Bonuses"** on page 21 for details on this feature.

Free Report

Some of you want the added feature of further marketing your company or more detail about particular programs you offer so we created the Free Report option just for that.

On the ***WebWiz***™ Admin page of either site is a link called **"Free Report Follow-up"**. If you have not already added a free report, your page should look like this:



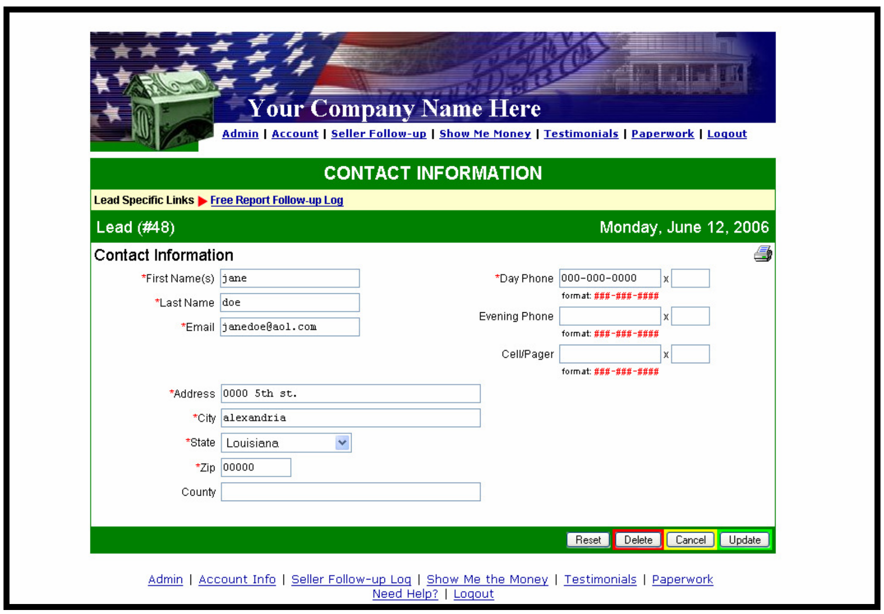
On the far right you should see a link in a small font saying **"Manage Free Reports"**. Click that link to upload and manage your reports. Here's how:

Write or find your special report. Give the Report a short title on your computer and then click **"Browse"** to find the file to upload. Once you have located the file and clicked **"Open"**, click **"Add"**. You should now see the report. Check the box on the far left and click **"Assign"** to allow public users access to see your special report.

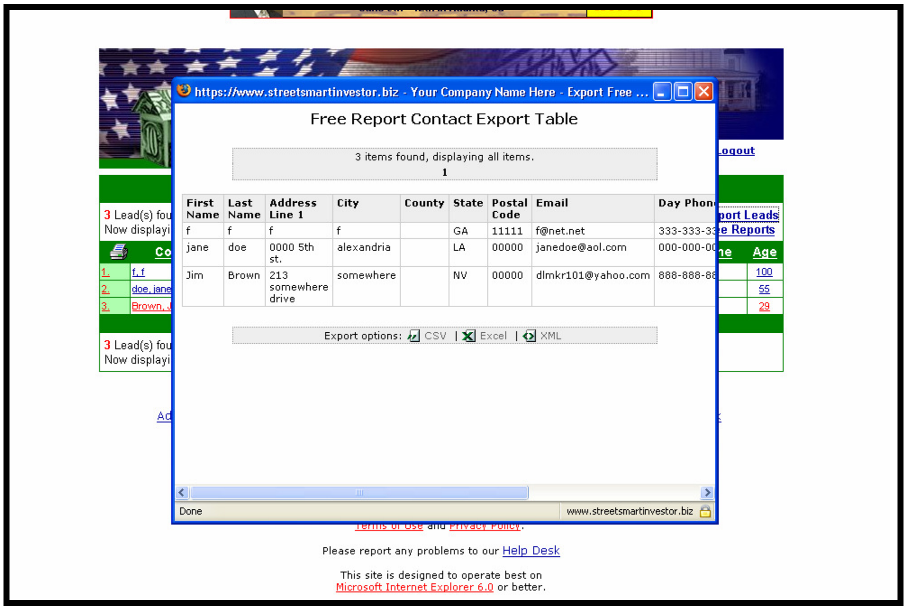
If you have Richard Roop's Instant Marketing Tools you can access and upload his report from your ***Street Smart***® **Documents, Forms, and Resources** area as all of his materials have been stored there. If you do not have his product, contact us at 1-800-578-8580 and we can get it for you instantly and turn on your website access at the same time.

Once prospects download your free report, you have a special database to use to follow up with these important new additions to your buyers/renters list as well as your sellers list. The **"Free Report"** follow up will look like this:

When you click on their name, you will see the prospects contact information they provided when ordering the report:



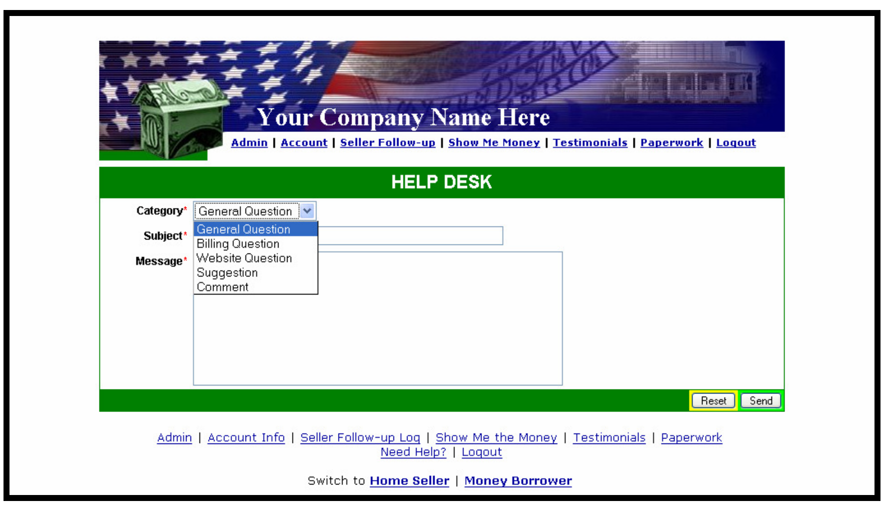
You also have the option export your leads if you want to keep a paper log or if you have a different system to keep track of this. Just click the **"Export Leads"** link in the Follow -Up Log and you will see this screen:



You have 3 options of where to export these leads to: Excel, CSV, and XML. Just follow the on screen prompts to complete the process for which ever program you use.

Help Desk

If you have any questions, or need help with something, you can email us directly at StreetSmartWeb@LouisBrown.com or you can click the **"Help Desk"** or **"Need Help?"** link from anywhere on your ***WebWiz***™ site. This will take you to this screen:



You can choose your question category and then fill out the rest of the form as if you where writing an email. Just click **Send** and we will respond promptly with your answer.

Congratulations! You're ready to profit with your *Street Smart*® Investor Websites!

As we're sure you'll agree, these business tools are well thought through and are very user friendly. Designed by investors for investors, these sites use the copyrighted system of Louis "Lou" Brown. You've probably recognized that many of the paper systems included in your written volumes have come to life in these Buying and Selling Websites.

As you can see, we've helped you use your Tools in conjunction with our Technology to help you build your business faster, safer and for much less cost than if you tried to design it on your own.

But we didn't stop there. ***SpanishWiz***™ – We've also translated your Buyer site and your Selling/Renting site into **Spanish**. Once you pay a small one-time fee, any of your prospects can press one button and instantly see the entire site converted into Spanish! Finally a way to tap into a very lucrative market for you that your competition is ignoring!

But we didn't stop there. Many of you recognize the need for private money for your business. We brought your **"Lender Presentation Kit"** to life by developing a website where you can send prospective lenders to check you out and see more about possible plans you have to offer.

But we didn't stop there. ***VoiceWiz***™ ***Automated*** was added to provide an automated voice answering solution that allows you to capture telephone numbers of callers and do many other features such as receiving faxes. It provides your own 1-800 **toll free number with zero cost per call or per minute, unlimited** for ***Street Smart***® clients. We also offer prerecorded scripts and a pre designed voicemail box layout with an unlimited number of voicemail boxes all automated.

But we didn't stop there. ***VoiceWiz***™***Live*** – after getting questions answered by the automated system your lead can click anytime to go to a trained live operator who can go to your website and fill out your questionnaire immediately. Instantly emailing the lead to you or contacting you directly depending on your wishes. Imagine having an office assistant without hiring an employee.

But we didn't stop there. ***CompWiz***™ **–** Finally you have at your fingertips a solution to determining the value of your property lead. Use what the pros, such as appraisers use. Find out the courthouse data, square footage, proximity to your subject property, hazardous waste sites, flood plain, and all the sold comparables, pricing, values per square foot, and a lot more. For a low monthly fee you can comp as many properties as you need to, and just about anywhere in the country. Just click the **"CompWiz"** button for more details.

But we didn't stop there. ***MailWiz***™ – You don't want to obtain mail lists, choose marketing material, get stamps, handwrite envelopes, or deal with the post office. So, we'll do it for you! That's right! You'll be able to have your letters, post cards, flyers, and newsletters done for you. You can even take advantage of our copyrighted marketing material available through our service. You can pay by the piece or by the package. Just click the **"MailWiz"** button for more details.

But we didn't stop there. ***SignWiz™*** **–** All your off site marketing is handled by ***MailWiz™***. Your onsite marketing is handled by ***SignWiz™*** . Signs, Banners, Door Hangers, Post It Notes, Business Cards. You name it, one stop shopping, and for a fantastic price you can order small quantities or order a package for the best deal. Check out our distinctive copyrighted designs that get results. Just click the **"SignWiz"** button for more details.

But we didn't stop there. ***FindWiz™*** – When you find a house, but can't find the owner, don't let these great no competition deals slip away. Our Private Eye firm can help for just pennies vs. what you would spend to do it yourself. Just click the **"FindWiz"** button for more details.

But we didn't stop there. ***CashWiz™*** – Money for your deals. Whether you need a partner, a private money loan, or traditional financing we've got your connection right here. Just click on the **"CashWiz"** button for more details.

But we didn't stop there. ***WarrantyWiz™*** – Create comfort for your buyers by offering a Home Owner's Warranty or selling it to them. Free for your vacant properties- you only pay when either you or your client buy the extended coverage.

But we didn't stop there. ***InsuranceWiz™*** – Solve your vacancy and builder's risk headaches with this affordable source that offers what you need for all your projects.

But we didn't stop there. ***LockWiz™*** – No need to change the entire doorknob when you can use a specially designed key that allows you to change just the cylinder. Once you've changed over to these super strong locks your lock worries are over. You'll be able to have a master key for all your properties. You'll also need lock boxes for your properties to follow the *Street Smart®* system of low headache property management. All at prices well below retail. Click ***LockWiz™*** for details on this unmatched sanity tool.

But we didn't stop there. ***CreditWiz™*** – Imagine being able to clean foreclosures, bankruptcies, and other derogatory entries off your credit report. You'll also be able to use this service to clean the credit of your sellers and your buyers. The sellers get a real reason to work with you. With credit repair your buyers can qualify to buy your property putting money in your pocket a lot quicker. Click ***CreditWiz™*** to order this vital service.

But we didn't stop there. ***ShortWiz™*** – Avoid the pain and suffering of doing Short Sales yourself with this great service. You'll have a law firm who specializes in doing short sales and workouts at a very affordable price. Focus on your core business and let pros handle the hassles of follow up, negotiating, and getting agreement on your Short Sales. Click ***ShortWiz™*** for all the details.

To upgrade your system to add **Spanish** translation, your own lender presentation website, and our ***CompWiz™, VoiceWiz™, MailWiz™, SignWiz™, FindWiz™, CashWiz™, WarrantyWiz™, InsuranceWiz™, LockWiz™, CreditWiz™, or ShortWiz™*** call 1-800-578-8580 or email us at StreetSmartWeb@LouisBrown.com.

Oh, and we haven't stopped there either. Continue to watch in the weeks and months ahead as we tweak and refine your websites to make them easier and more convenient to use. Many of these upgrades won't cost you anything additional. Major upgrades that you'll love will be offered to you at preferred pricing.

Our goal is to provide you with a totally automated solution for your great real estate business all at a very affordable price. We intend to earn your respect, support, referrals, and loyalty as we continue to partner with you in the development of your business. Thank you for your business!

Your feedback is always welcome and much appreciated. We appreciate your testimonial in how the sites have worked for you as well.

To your wealth!

Lou

Louis "Lou" Brown and the entire team at *Street Smart*® Investor Websites