



The S.E.C. Education Foundation
Proudly presents:
“Real Estate: Outside the Box”
Robert W. Steele, S.E.C.

Robert W. Steele, S.E.C., has won numerous local and national awards, including S.E.C. Counselor of the Year in 1969; he was awarded Lifetime Membership, the Society’s highest honor in 2001 and in 2008 he was selected as one of six people as a legend of the Society. Bob was also inducted into the Real Estate Exchange’s Hall of Fame. His practice today involves primarily working with major clients, individual and corporate, with serious real estate problems. Bob has lived in places many of us only dream of or read about in National Geographic Magazine. Places like Oaxaca, Mexico; Costa del Sol in Spain; London and Marlow, England.

Bob has personally taught over 100 seminars, on the subject of real estate exchanging and related fields, throughout the United States and some other countries for a seminar company which he owned, and the Reno and the Chatham Educational Foundations. He has written books and educated in this field for over 40 years and firmly believes that “with a knowledgeable and counseled client any problem can be resolved.” Two magazines were started by Bob; the Real Estate News Observer (in concert with Richard Reno and Cliff Weaver) which is now Creative Real Estate and Global Wealth, published from Spain. With two partners, Richard Reno and Cliff Weaver, Bob originated and ran Real Estate Expo, the largest private enterprise real estate exchange convention in the United States. The Real Estate Expo convention was held annually in Las Vegas each year and grew to approximately 3,000 attendees in size, and after ten years, Bob sold the operation. He has authored seven books including the classic: *100 Ways to Make Real Estate Deals without Using Cash*. For every person or company with one million in cash to invest, Bob can show you 100 that have a million dollars in equity wanting a reinvestment.

Hotel & Travel Information

Marines’ Memorial Club & Hotel
609 Sutter Street
San Francisco, CA 94102

The special single/double room rate for meeting attendees is \$155 for a standard room, \$170 for a deluxe room, and suites range from \$199 to \$349. The room rate includes a full American Breakfast, entrance to the fitness center, evening cocktails, and high speed Internet access in all guest rooms. **Call for reservations (800) 562-7463. The local number is (415) 673-6672, and the fax number is (415) 441-3649. Make your hotel reservations early; we have a limited number of rooms available. The cut off day for reservations is October 27, 2008.**

Visit www.marineclub.com to learn about the hotel, and visit www.onlyinsanfrancisco.com/ to learn about the area. If you need a rental car, call AVIS, (800) 331-1600 and give our AWD# D833386 for special rates.

“Real Estate: Outside the Box”

Sunday, November 16, 2008
9:00 a.m. – 5:00 p.m.

Introduction

As creatures of habit, we do what is comfortable for us to do and leave the stretching to others. Attendees of this course will learn what some of the personal rewards might be for giving thought to doing things other than that to which they are accustomed, and by getting “outside the box.”

Boxes – getting the minds open to the concept and where we are going
Geography - and formulas and strategies that substantiate it
Philosophy - and formulas and strategies that substantiate it

Boxes

Falling Dollar - the formulas and strategies that circumvent or neutralize the problem and then lead to profits.

CPI & M3 and the formulas and strategies that circumvent or neutralize the problems and also lead to real estate profits.

International Real Estate : Neutralize the problems, taking away the fear and looking at the world opportunities and benefits.

Barter and the formulas and strategies that foster this program into major real estate deals.

Counter Trade and the formulas and strategies that foster this program

Class - Creating new formulas and strategies that work outside the box. Bob will present a mini version of “The Art of Brainstorming,” extracted from his previous class, and based on the teachings of Dr. Parnes and Dr. Osborn. The main strategy used in Real Estate that almost always works is the forced relationship technique. The class will participate in creating new formulas and strategies that work outside the box.

Mini Marketing Session - A variety of international opportunities will be presented in a mini marketing session. Properties and international situations that are in need of solutions will be presented.

COST:

\$129.00 (Includes course materials & continental breakfast)

Education Only: Register online www.secounselors.com for “Real Estate: Outside the Box” and click the **Education Only** menu tab to register for this course. You may pay your fee via credit card online, or by mailing a check to the S.E.C. Office.

OR:

Meeting Attendees: Register online www.secounselors.com for “Real Estate: Outside the Box” when you register for the marketing session. The education fee will be added to your meeting fee, and can be paid with a credit card online, or by mailing a check to the S.E.C.

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