



**A Good Agent**

**Or**

**Consultant**

**Whom do you want to work with?**

**Real Estate Agent/Broker**

**OR**

**Real Estate Consultant?**

At Suvastu, we are Real Estate Consultant. So what's the difference – you may ask. Here are the things which separates us from Agents/Brokers. Pl read carefully.

A real estate Consultant who does things might be described as the man who thinks. A Real Estate Consultant who does things might be described as the man who plans, concentrates his mind on the thing he wills to be done until he has thought his way through to the end, then he directs the plan to be carried out.

A Real Estate Consultant who does things is a Salesman. Is a good sales man, and a successful salesman. The Real Estate Consultant who does things keeps his engagements, and keeps his promises. The Real Estate Consultant who does things advertises. Advertises continuously. Advertises in the Newspapers. Advertises in the street Cars. Advertises on Bill Boards.

Advertises with Bill Posters. Advertises with Electricity. Advertises with Booklets. Advertises with Leaflets. Advertises with Circulars. Advertises with Personal letters and advertises with "Follow Up "letters. The Real Estate Consultant who does things makes personal calls.

- Makes friends.

- Makes customers.
- Makes sales.
- Makes money

The Real Estate Consultant who does things pay his help good wages. And Pays his salesmen liberal commissions. The Real Estate Consultant who does things stays out of politics. Stays out of litigation.' The Real Estate Consultant who does things is ' friendly with his competitor. And, Friendly with everybody. The Real Estate Consultant who does things has his life insured. Has a few enemies, and jealous competitors. The Real Estate Consultant who does things don't go to the races, and don't gamble.

The Real Estate Consultant who does things always secures an exclusive Sale Contract. The Real Estate Consultant who does things always gives value received. The Real Estate Consultant who does things, never promises anything he can't deliver. The Real Estate Consultant who does things is polite, Is truthful, Is courteous, Is punctual, Is energetic, Is ambitious, Is courageous, Is persevering, Is aggressive, Is progressive and is a church member.

The Real estate Consultant who does things works hard, plays hard, and sleeps hard. The Real Estate Consultant who does things forgets the past, and lives in the present. The Real Estate Consultant who does things, has a plan, And ..Works that plan. The Real Estate Consultant who does things makes mistakes and profits by them. The Real Estate Consultant who does things, saves'.

The Real Estate Consultant who does things is economical Is judicious and is unselfish; The Real Estate Consultant who does things keeps a Bank account. and invests his savings in real state. The Real Estate Consultant who does things, takes a day now and then for recreation. The Real Estate Consultant who does things, is strictly temperate and strictly honest.

The Real Estate Consultant who does things knows his business from A to Z, and minds his own business. Valuable suggestions for any real estate salesman. The wish-bone is alright but you cannot substitute it for a back bone. Don't satisfy yourself with pretense, hopes or wishes. Get the confidence of your client. The rest is easy."Familiarity breeds blindness.

"The secret to success is a problem very difficult for most people to solve. If you want to know the value of money-go try to borrow some, Get married. Make your wife your Backer, Own your own home, Take care of your property, be honest, invest your savings. Practice the Golden Rule, Save the pennies, Never borrow, 'Don't gamble, Leave liquor and tobacco alone, Don't endorse notes, Seize opportunities, Keep out of lawsuits, Take care of your health, Live the simple life.

Work as hard to save as to make. Trust in God and keep busy. The Real Estate Consultant who is always complaining that business dull and not what it used to be, is the Consultant who doesn't advertiser believe in advertising. He is dead and doesn't know it. The successful selling of real estate rests on the foundation of confidence. Destroy confidence and you destroy business, Confidence creates Business.

Confidence makes your prospective buyer think as you think. Every Real Estate Salesman should have faith. Consultant's cyclopedia every Real Estate Salesman should have Enthusiasm. Every Real Estate Salesman should have honesty. Every Real Estate Salesman should have industry. Every Real Estate Salesman should have ability. Every Real Estate Salesman should have initiative tact. Every Real Estate Salesman should have sincerity.

Every Real Estate Salesman should have open-mindedness and knowledge of his own particular line of the Real Estate Business. Mr. Real Estate Consultant, if you must take a drink never do so until after your days business is over. A Real Estate Consultant who is not honest is a fool. Knowledge of the

Real estate business means great Power. Ask a successful Real estate Consultant why he succeeds. He will always answer "I defy any man to ask me a question about my business that I cannot answer.

"That is the secret. You can always tell whether a real Estate Consultant is sincere or not by his talk. Young man be sincere. Throw sincere thoughts and your buyer will catch sincere thoughts. If you throw insincere thoughts, how can your Buyer catch sincere thoughts.

If you throw a glass tumbler at a man you can't expect him to catch a wash basin. Be sincere in all your statements. Sincerity wins, Never jolly your prospect, Friends criticize, Enemies jolly, .Be open-minded. Always be willing to take suggestions. The "Know-It-All" stands on slippery places. Be an enthusiast.

What is enthusiasm? It's the steam that makes the pot boil over. Enthusiasm makes you almost irresistible. Enthusiasm is what makes a man boil over for his Business. To be courteous is to be polite at heart. To be courteous is to think of the feelings of the other fellow. Mind your own business, and put others in mind of it. To get what you want, make others want what you've got.

When you get things going keep your head. Simply talk

- Be sincere,
- Make your words ring true.
- Do things.
- Do them right.
- Get ahead.
- Get there.
- Save money.
- Invest it.
- Make it grow.

- Don't be caught napping.
- It's now or never.
- It's up to you.

Power flows to the man who knows how. Do first what the other Consultant does last. A satisfied customer proves to be a permanent customer. Sell property that is proof against criticism.

THE REAL estate it's only a notion that dull seasons must occur in the real estate Business. Real Estate can be sold every day in the year. Be alive. Don't be a dead one. Don't let past disappointment mar your hopes for the future. Despondency is the paralysis of incentive. The loss of hope is the surest passport to failure. Don't let past defeat diminish your efforts toward providing for future contingencies.

The man of sterling worth is he who succeeds by unceasing perseverance. The successful man is he who profits by the experience of hard knocks. The pleasure in life, is to win out. Many men have wish-bones where their back-bones ought to be. Don't be a wisher of wishes. Don't be a dreamer of dreams. Wishing alone never got anybody anything. Be a doer of deeds. Wish for something, then jumping the air, crack your heels and start something.

Wish for a beautiful home, Wish for financial independence, Wish for long life, Wish for good health, Wish for many good friends. Save \$10, \$15, \$20 a month and put yourself on "Easy Street." Let Progress be your watchword. Vigilance in business is the price of success. The word vigilance inspires attention and respect. The word vigilance suggests action. The word vigilance spells "BUSINESS." Eternal vigilance is the price of salvation.

"Imitation is the sincerest form of flattery." Intention is good but accomplishments better. One of the hardest tasks in the world is to make people think. The success of the Real estate Consultant is due to the study or work he puts in his business. Whatsoever you desire of goodies yours. You have but to stretch forth your hand and take it. Learn that the consciousness of dominant power within you is the possession of all things attainable.

Have no fear of any sort or shape, for fear is an adjunct of the minus-entity. If you have skill, apply it. The world must profit by it, and therefore, you. Make a daily and -nightly companion of your plus-entity. Remember, philosophy is an argument. The world, which is your property, is an accumulation of facts. Go therefore, and do that which is within you to do. Take no heed of gestures, which would beckon you aside. Ask of no man permission to perform. The minus-entity grants them. Fortune waits upon every footstep you take. Consultant's cyclopedia Seize her, blind her, hold her, for she is yours, she belongs to you.

Start out now, with these admonitions in your mind. Stretch out your hands, and grasp the plus, which maybe, you have never made use of; save engrave emergencies. Life is an emergency most grave. Your plus-entity is beside you now. Cleanse your brain, and strengthen your will. It will take possession. It waits upon you. Start to-day.

Start now upon this new journey. Be always on your guard. Whichever entity controls you, the other hovers at your side. Beware lest the evil enter, ever for a moment. Enthusiasm will bring good results. Promptness will gain trade. Politeness will attract attention. Faithfulness will be appreciated. Cool -mindedness will avoid trouble. Intelligence will be respected. Honesty will be respected.

Tenacity will make you firm. Energy will bring you success. Cheerfulness will make good spirit. Youth, health, willing hands and an honest heart is sufficient capital for any man to start with. Study your mistakes, Study them carefully, Study mistakes of others, Study how to avoid them, Don't make the same error twice, Profit from experience.

Achieve success through failure. Success comes from hard work. Success comes from frugality. Success comes from the utility of experience. Success comes from safe, shrewd investments. Many times the reading of book has made the man who reedit a fortune. Be your own counselor. Be your own legal advisor. Be your own secret partner. Be your own Silent Salesman.

Many times a single selling phrase has changed the Buyers mind from "NO to YES." If your competitor talks about you put him on your payroll. Never mind what he says soling as he talks. Every successful Real estate Consultant has some special plan to follow. There's no money in kicking about hard times. Don't be afraid to appear at your best all the time. Don't try to be a jack-of-all trades. Try to master your own. Look your afi "airs over occasionally with the eye of an outsider. Treat the man with a subscription paper decently. He doesn't like his job.

Don't look for a fortune in anyone deal. Your health is more to you than fortune. The good books you don't read won't help you any. Even if you do know it all, keep something to yourself. You've made some enemies. Get them back on your side. It easier to do business with amen who feels comfortable.

THE REAL estate every man you meet can tell you something worth knowing. The morning is the best time of day to work.

### **Three things every real estate consultant should never forget**

.1. To know yourself.

2. To know your business.

3. To know the other fellow.

You'll make a conspicuous successive you practice the above . Seek and keep the company olive men. Your unparalleled reputation should stand behind your statements, each and every word. Follow thought with action. Start something, though small. All things are possible to the real estate man who has ambition and persistence. Start and stick to the main line and you'll reach your destination.

The main line has two tracks both lead in the same direction, to a station called In dependence. Use vim and vigor and victory is yours. Stop scheming and dreaming and start into DO. Don't any the Consultant who masters you. Find out the method of your competitor and do it too. The fighter who is fearless will always get through. Planning for the future guarantees prosperity later on.

A smile, it's worth a million dollars, and doesn't cost a cent. The successful Real Estate Consultant pushes for more business in busy seasons, and in dull seasons still pursues. Don't worry over trifles. Keep again'. Keep a-pain'. You are not a Real Estate Consultant if you don't know more today than you did yesterday. Nobody knows what he can do until he tries. Failure is the price of carelessness.

Everything comes to him who hustles while he waits. Promise little and do much. Stand by your convictions. The fortunate Real Estate Consultants the Consultant who sees-who grasps. To do anything you must make a start. Easy victories are mostly cheap. Deal justly. Trade on broad principles. Don't be jealous of your competitor. Cultivate a warm feeling toward all your competitors. A sweet gracious personality is better than a bank account. Keep sweet and saw wood.

The only Real Estate Consultant who never makes a mistake is the one who NEVER does ANYTHING. Don't get cold feet. Its sales that move the wheels of business. The Real Estate Business will not run itself, you must push it along. Success in the Real Estate Businesses like climbing a hickory nut tree, you must always reach for agric higher up.

Consultant's cyclopedia Perseverance laid the Atlantic cable. Every Real Estate Consultant should keep the following printed in big letters on his desk, where he can see it every morning, namely, HARD WORK, PERSISTENCE, and GRIP. Don't be an automaton. Study the methods of other successful Real Estate Consultants.

- The Real Estate Consultant who stands still never gets anywhere. A few maxims which will not hurt any Real Estate Consultant's practice, viz: Keep happy. Drink at least three quarts of water a day-between meals. Sleep eight hours out of twenty four every day.
- Breathe plenty of fresh air.
- Take plenty of exercise.
- Take cold baths.
- Wear few clothes.
- Never wear a heavy overcoat.
- Take long walks.
- Play baseball.
- Don't permit old age.
- Don't drink alcoholic beverages.
- Smoke with moderation if you must smoke
- Get the right start.

It's just as easy to start to get business on Thursday afternoon as it is on Friday morning. Time is capital .Every day wasted is throwing away

commissions. Remember the Japes. The day Russia declared war, the Japes began to fight. Don't sit around the office every morning waiting for some person to come in to do business with. The Real Estate Consultant who waits for things to turn up often turns himself up in the poor-house. Nothing is going to throw itself in your way, unless you go outland start it yourself. The grass on the hill side in the distance always looks greenest, but when you get to the hill side the color turns out to be about the same shade of dull green as the hill from which you left.

It isn't the business that gets the commission, it's the Consultant. Some Consultants can do more business with desk room than others with an elaborate office equipment. Pearls of precious value don't float on top of the water. It takes belief, earnestness, enthusiasm and warm hearted personality to sell Real Estate. Be original, Start a six months, advertising campaign. Advertise, but do it judiciously. Go into the Real Estate Business properly equipped, and you will soon become one of the prosper thousand prominent men in your community.

Remember the word "NO" doesn't always mean "NO" to buyers. Stick to your prospect until he says "YES." It's the continuous pounding that puts the deals through. A great many Real Estate Salesmen move on the principle of old methusala. Some Real Estate Salesmen never move out of a walk. When a Real Estate Consultant goes to his office in the morning.

The Real estate he should immediately go to work. Reading the newspapers every morning in the office don't make sales."Up to the minute" Real estate Consultants never sit in their office chairs with their heels on top of the desk. It's the little things that count. The successful Real Estate Consultant regards every minute of time apart of his capital. No Real Estate Consultant makes a success until he learns the value of time. Genius is inspiration.

An up-to-date farmer does not expect for his land to yield bountiful harvest without cultivating it. Weeds are the only crop that grow of themselves. If a Real Estate Man expects big results he should get into his field of work at sun up and stay there until sun set. Some Real Estate Salesmen are like a switch engine in a freight yard. They never get out on to the main line. Consequently get nowhere.

Every successful Real estate Consultant should think out a plan for every day's work before he turns on the steam. Every Real Estate Consultant should invest in a genial laugh three or four times daily. Good humor is more powerful than anger. To be a good Real Estate Salesman you should have good health. Every time a Real Estate Consultant takes a drop of alcohol he puts mortgage on his success.

A jag occasionally costs several big commissions. A successful Real Estate Consultants a business man. A business man is a man who does business. A successful Real Estate Consultants a man who gets results. Luke-warm water won't make an engine run. A Real Estate Consultant who gets anything is the Consultant who goes after his object. Don't be a lump of dough. Fortunes in Real Estate have been made, and are being made by others. Why not by you?

Something attempted, something done. You cannot be successful in anything these days if you attempt it in a half-hearted way. The Real Estate Consultant who attempts to run his business without advertising, is like the man who attempted to teach his horse to live without eating; just as the horse got used to it he up and died. The Real Estate Consultant who goes after business with a onetime advertising campaign, is like a man who takes a hunting trip with one cartridge. Know your business before you attempt to talk it. Waste no time on dead ones.

The successful Real Estate Consultants always cheerful. The successful Real estate Consultant has a trained mind. Has a trained will. Has trained feelings. and trained action.

### **CONSULTANT'S CYCLOPEDIA**

The successful Real Estate Consultants brief. Is persistent and s always wiser today than he was yesterday. The successful Real Estate Consultant s systematic Is optimistic, Is prompt, Is thorough in his work, Is courteous, Is hones, Is One who never whines, Is never a quitter, Is full of pluck, Is always industrious and doesn't condos end to penuriousness.

### **EVERY REAL ESTATE CONSULTANT TO BE SUCCESSFUL SHOULD BE:**

1. Cheerful
2. Energetic
3. Tenacious
4. Honest
5. Intelligent
6. Cool-headed
7. Faithful
8. Polite
9. Prompt
10. Enthusiastic
11. Persevering
12. Courageous

13. Systematic

14. Optimistic

15. Thorough

16. Trained

17. Brief

18. Persistent

19. Courteous

20. Industrious

21. Dignified.

**Three things to remembering making a sale:**

1. Think

2. Study

3. Work

Some Real Estate Men are dead long before they are buried. A Real Estate Salesman without nerve is like a jelly-fish. The world loves a Real estate Consultant who is a fighter. The world hates a Real estate Consultant who is a quitter.

**Four things every real estate consultant must expect.**

1. Indifference

2. Prejudice

3. Objection

4. Strenuous opposition three

## QUESTIONS.

**Every real estate salesman who fails • to make a sale should ask himself three questions.**

1. Is it the fault of the property?
2. Is it the fault of the prospective buyer?
3. Is it the fault of the Salesman?

Nine Hundred and ninety-nine times out of every thousand the correct answers to the first two questions will be "NO", and to the third, "YES."

**Every real estate consultant should ask himself two questions.**

1. Am I a hustler?
2. Am I a man who does things?

Daily reminders. Have an object in view. Be cheerful. Be systematic. Don't be miserly. The real estate give a square deal. Mind your own business. The unsuccessful real estate consultant. The unsuccessful Real estate Consultant has a cold head and a cold heart. The unsuccessful Real estate Consultant is the Consultant who is satisfied with things as they are, and never makes them any better. The unsuccessful Real estate Consultant usually is an over-anxious sales man.

The unsuccessful Real estate Consultant often is a know-it-all salesman. The unsuccessful Real estate Consultant sometimes is a quick tempered salesman. The unsuccessful Real estate Consultant occasionally is a sky rocket salesman. The unsuccessful Real estate Consultant is the man who sits down and waits for business to come to him.

The successful Real Estate Consultant never cries over his mistakes. Never thinks of failure. Never worries over trifles. Never misrepresents. and never

shirks his duty, opportunity. The successful Real Estate Consultant makes his own opportunities.

Thousands of opportunities are lost just because the salesman fails to act. The lack of opportunity is the excuse only of the weak minded salesman. The life of every Real estate Consultant is full of opportunities. Every newspaper Real Estate advertisement is an opportunity.

Every client is an opportunity. Every customer is an opportunity. Every business transaction is an opportunity. It's the idle, indolent Real estate Consultant who is always complaining. Keep your eyes open and you'll discover opportunities.

Keep your ears open and you'll discover opportunities. An opportunity will only make you ridiculous unless you are prepared for it. Don't wait for your opportunity. Make it yourself. Educate yourself to be master of what you undertake. Educate yourself to be master of your line. Give common sense the right of way.

The interrogation of the real estate business is what you can do and not what you know. Put your brains in your business. Put energy in your business. Broaden your business with original methods. Extend your business by enterprise. Extend your business by industry. Learn everything that is to be known about the Real Estate business. Concentrate your faculties upon your business. Get to the bottom of your business. Nothing is small which concerns your own business.

Never bother yourself about what you can't help. Never bother yourself about circumstances that you did not decree.

The young man going into the real Estate business should:

1st Get something to sell.

2nd Keep his own counsel.

3rd Be observing.

4th Be faithful.

5th Make your client think that he would be lost in a fog without you.

6th Be polite.

7th Close application.

8th Integrity.

9th Attention to details.

10th Judicious advertising.

Go-at-a-give-nests is the first requisite of success in the Real Estate business. Stick-to-a-give-ness is the second requisite to make the Real Estate business a success. Don't wait for bigger deals. Don't wait for bigger commissions. Make the deal at hand big or little. Put originality of method into it. Be more prompt than your competitor. Be more energetic than your competitor. Be more thorough than your competitor. Be more polite than your competitor. Study your business. Devise new methods of operation.

Educate your hand to be graceful, steady and strong. Educate your eye to be alert, discriminating and microscopic. Educate your heart to be tender, sympathetic and true. Educate your memory to be accurate. Educate your memory to be retentive.

Educate your memory to be comprehensive. Give your business your mind. Give your business your heart. Give your business your soul. Give your business your body. Then stick to it. Don't try to be a lawyer and a real Estate Consultant. One business supremely, is the demand of the hour. It's not the amount of work done.

It's the amount of work intelligently done. Grasp circumstances and turn them into opportunities. Turn honest defeats into telling victories. Concentrate your energy. Specialize your energy. Saturation is the curse of any business. What can you do? Is the question of today. Indecision is a disease. Procrastination is the forerunner of indecision. Do instantly whatever is to be done. Take your recreation after business hours. Get the habit of early rising. Late rising is one of the first signs of family degeneracy. Eight hours sleep is enough for any Real Estate Salesman.

The Real estate punctuality is the soul of business. Punctuality is said to be the politeness of Kings. Promptness is the mother of confidence. Promptness is the mother of credit. The punctual man can be counted on as keeping his word. Better find one of your own faults than ten of your competitors."

Common sense bows to the inevitable, and makes use of it."Tact is the open eye. Tact is the quick ear. Tact is the judging taste. Tact is the keen smell. Tact is the lively touch. Tact is the surmounted of all difficulties. Tact is the remover of all obstacles. Tact is a national trait. Tact is a child of necessity. Every Salesman stamps his own value upon himself, and shouldn't expect to pass for more. Self-confidence indicates reserve power. It's safe to trust those who can trust themselves.

#### **TRAINING IS EVERYTHING.**

The peach was once a bitter almond. The Cauliflower is cabbage withal college education.

#### **KEEP A STIFF UPPER LIP.**

A brave man faces defeat intrepidly. A brave man faces defeat with mastiff upper lip. Headlong retreat is a shameful confession. A brave man defies adversity. A brave man baffles adversity. If things have gone astray bury

them. Let the dead past bury its dead. Blot out all bitterness of its memory. Face today's battle with hope. Face today's battle with a resolute will. Face today's battle with a stiff upper lip. You'll win. Prefer simplicity. Abhor shame. It isn't always the biggest steamboat in the biggest lake that makes the biggest noise.

You are as good as you think you are. But you have to prove it. The Salesman who brings in the shekels is the only Salesman sure of his job. Some Salesmen think big thoughts and then stop.

### THE HUNT FOR BUYERS.

The Real Estate Consultant age business centers in the search for buyers. Any number of people can be found who wish to sell. But the main object of the real estate Salesman is to secure a way of CONNECTING with "parties of the second part.

"Every Consultant has his own method. From an abstract view-point, all the methods are the same. They are based primarily on advertising. Putting up a sign on the property is ONE kind of advertising. Usually the LEAST effective kind a Consultant can use. The card in the window is another variety (obsolete). Telling half a dozen other Consultants what you have for sale is still another (hardly ever productive). Would if gone after earnestly. Would if Consultants would co-operate.

The wise, progressive Real instate Consultant realizes and knows it is necessary to REACH Outreach out into a broader field. He knows he must GO after them. He knows also that the only successful way is by advertising. Advertise every day in the year. Buy newspaper space. Buy it daily. Fill that space with words and phrases that will TALK. Fill that space with words and phrases that will PULL. Fill that space with words and phrases that will SELL. If you are selling farms.

Secure photographs, Get cuts made, Use folders, Use circulars, Use "follow up" letters. But use the newspaper daily (If but two lines a day.) Get a PHOTOGRAPH (if possible) of every piece of property you take for sale. NEVER SAY CAN'T. You never can tell till you try. What is impossible for one real estate Consultant is easy for another. Everything is possible to the man who knows how. Tact is the act of keeping quiet at the right time. Tact is the act of being agreeable with yourself.

THERE ARE FOUR STEPS TO SUCCESS. Decide what you are going to do. Start immediately doing it's. Stick to it if it takes 24 hours a day. 4. Finish it if it takes a lifetime.

SOME REAL ESTATE CONSULTANTS: Are brilliant. Know a great deal. Are well educated. but they lack sand. They lack staying power. They can't stand by a proposition through thick and thin, to the end. They lack Bull-dog-grit. They lack the clinging ability. They work well when things go smoothly. They are fair weather sailors. They are terrified in a storm. They are paralyzed in an emergency. Hang on until you triumph oldie, is the motto of a Bull-dog. A good motto for Real estate Consultants also.

The largest business assets any real Estate Consultant can have are satisfied clients. WHY HE SUCCEEDS. A Real Estate Consultant succeeds not because he advertises but because he lives it. Because he eats it. Because he dreams it. Because he builds air castles about it. The Real Estate Consultant who THE REAL estate never built an air castle never builds castles of any kind. Watch the rut. A business that doesn't move up, moves down. Keep out of the rut. As soon as a Real Estate Consultant gets into a rut, the spiders begin spinning cobwebs before his door.

A Real Estate So, lesman does business and sells property on the same plane on which he thinks. If a Real Estate Consultant thinks of the Real Estate Business as small business, he will certainly doe small

business. Think. Think hard. Think big business. Do big business. Don't allow your gray matter to become hardened and difficult to cultivate. Raise a crop of new ideas every year. Sow service. Sow excellence. Sow honor. Sow progress.

**TO BE SUCCESSFUL.** Your mind should be unfettered. Your mind should be imaginative. Your mind should be creative. Exchange ideas. Relax occasionally. Secure a change of thought. Do things.

#### **WHAT IT TAKES.**

It takes brains. It takes pluck. It takes foresight. It takes perseverance. It takes capital. To establish a Real Estate Business and keep it moving success ward.,

#### **WHAT YOU MUST DO.**

Advertise judiciously. Advertise continuously.

#### **BRAIN POWER.**

Brain power wins. This is the age of brains. Brain power is not inherited. Brain power is acquired. Every Real Estate Consultant is the builder of his own career. Plod is the history of the wage-earner who never aspires to rise above wages.