



PRESS RELEASE

Consult Real Estate Genius When Real Estate Market Gets Tough

Smart investors use web-based tool to make profitable buys

Easton, PA – February 3, 2007 – The bubble has popped. Home builders are nervous. Housing prices are flat. Loan defaults are rising. It's a buyer's market... although quick 'flips' can no longer be counted on. In short, it may be a great time for investors to start looking for good deals.

Now there is a website to level the playing field for smaller real estate investors. **Real Estate Genius, LLC** (www.real-estate-genius.com) provides a quick and easy way for investors to generate pro-forma financials and perform discounted cash flow analysis on deals. *"Real Estate Genius can reduce hours of painful financial computations to just 5 minutes of effort,"* according to company president Joe Tosolt. *"We give the small investor tools which in the past have only been available to the Trumps of real estate."*

Under the Real Estate Genius system, the investor inputs basic facts on the deal, along with his or her performance assumptions – Real Estate Genius instantly outputs detailed financial statements, cash flow projections, and a discounted cash flow analysis of the investment.

Best of all, subscription to Real Estate Genius is affordable. Whereas competing financial packages can cost \$100 and more, Real Estate Genius starts at just \$4.95/month, with no long-term commitments.

About Real Estate Genius, LLC

Founded in 2005, Real Estate Genius develops analytical software to 'Empower real estate investors'. Visit the company online at www.real-estate-genius.com.

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