



## PRESS RELEASE

### **Real Estate Genius Announces Upgraded Blog Discussion and insight on topics of interest to smart investors accompanies web-based investment property calculator**

**Easton, PA – February 18, 2007** – Small investors have an ally in their corner. **Real Estate Genius, LLC** ([www.real-estate-genius.com](http://www.real-estate-genius.com)) levels the playing field for novice real estate investors by providing a fast yet powerful investment property calculator. Investors can quickly generate generate pro-forma financials as well as sophisticated metrics such as net present value on their prospective deals.

Now Real Estate Genius adds an upgraded blog, available at [blog.real-estate-genius.com](http://blog.real-estate-genius.com). The blog presents a forum for education and discussion of topics of interest to real estate investors. Recent posts have covered such topics as real estate pricing trends, deal analysis, and the forecasting accuracy of popular site Zillow.

*“Real Estate Genius already provides a valuable and affordable service which puts sophisticated forecasting tools within the reach of the individual investor,”* according to company president Joe Tosolt. *“Now we are glad to add a Blog which can further educate and inform our users.”*

Access to the Real Estate Genius blog is free. Subscription to the Real Estate Genius forecasting service is available for just \$4.95/month, with no long-term commitments required.

#### **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](http://www.real-estate-genius.com).

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