



PRESS RELEASE

Real Estate Genius Saves Novice Investors From Themselves

Website empowers real estate investors with free financial analysis tools

Easton, PA – April 18, 2006 – The booming national real estate market has fueled a surging interest in real estate investing. Scores of novice investors have started building their property empires, often quite profitably. However, with increasing signs that the market may be turning, it is these new investors who are most at risk of being burned. Relying on ‘gut feel’ rather than the sophisticated analysis of professionals, small investors are most at risk of making dangerous purchasing decisions.

But now there is a tool to level the playing field for novice investors! **Real Estate Genius, LLC** (www.real-estate-genius.com) has launched a free, easy-to-use, website which allows investors of all skill levels to quickly apply powerful discounted cash flow analysis to prospective investments.

“Real Estate Genius reduces hours of financial computations to 5 minutes of effort,” according to company president Joe Tosolt. *“The site places sophisticated financial analysis within the reach of the novice investor.”* The investor need only input certain facts related to a property, along with his or her performance assumptions – Real Estate Genius instantly provides detailed financial statements, cash flow projections, and a discounted cash flow analysis of the investment.

But Real Estate Genius has further benefits which apply to novices and professionals alike– it saves time. According to Tosolt, *“Our process rescues the user from hours of number crunching. We do the heavy lifting, freeing the user to spend time investigating the assumptions underlying a*

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property purchase decision. We encourage investors to look at best-case and worst-case scenarios. We believe that they are more willing to do this when it does not require spending hours with a spreadsheet."

Subscription to the Real Estate Genius website is free, providing full access to all analysis tools, and allowing a user to perform best-case / worst-case analysis and store results on up to 3 properties simultaneously. Also available is a paid 'professional' membership, which allows unlimited properties to be stored simultaneously.

About Real Estate Genius, LLC

Real Estate Genius develops analytical software to aid real estate investors. The company operates the world's only free property analysis website at www.real-estate-genius.com. Real Estate Genius' mission is to 'Empower investors'.

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