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WHEELHOUSE LAUNCHES FREE INVESTMENT ANALYSIS SOFTWARE

Online Analysis Tool Gives Investors Deep Insight Into Bay Area Multi-Family Real Estate

SAN FRANCISCO, August 2009 - Wheelhouse Brokerage, <http://www.wheelhousebrokerage.com>, today launched a new software analysis tool for real estate investors navigating the vast sea of multifamily listings. The online software allows investors to freely change assumptions about listed properties, including price, income, expenses, and financing scenarios to run their own analysis. Wheelhouse already hosts all bay area MLS multifamily listings on their web site, and this new analysis software provides a direct way to manipulate each investment opportunity.

“Previously, investors would have to resort to the back of an envelope to figure out cash-on-cash returns. With this new analysis software, opportunities are clear from the start,” said Wheelhouse co-founder, Justin Shreve. “In addition, the analysis software inherently pushes listing brokers to step up the accuracy of their listings by making the mechanics behind pricing more accessible.” Brokers at other firms have already taken note of this increased transparency. Keith Manson of Arroyo & Coates admits, “This is scary for agents who don’t price their deals well!”

The new analysis tool works by taking data posted on the MLS and running various algorithms to extract income and expense information, contrary to a mortgage calculator. When coupled with price, interest rates and loan durations, investors can accurately estimate yearly cash flow and a cash-on-cash return. The analysis tool will also make assumptions when data is missing from a listing based on industry averages, thus ensuring that an analysis can be quickly started with any MLS listed property.

“I frequently get calls from investors wondering how a certain listing looks at different price points or with adjusted income and expenses,” said Wheelhouse co-founder, Michael Thomas. “The analysis tool empowers real estate investors by giving them an enormous amount of control and by eliminating unnecessary drudgery.”

Wheelhouse was founded in 2007, and is manned by an eleven person workforce focused on brokering the sale of investment real estate in the San Francisco Bay Area.

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