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**Running The Numbers - Real Estate Investors Learn To Make Sense Of The Metrics**

*Real estate investing expert and author Frank Gallinelli teaches essential formulas, concepts and methods in his latest book, "Mastering Real Estate Investment - Examples, Metrics and Case Studies."*

SOUTHPORT, CT, October 09, 2008 **/24-7PressRelease/** -- Financial software entrepreneur and best-selling author Frank Gallinelli has published a new book, "Mastering Real Estate Investment - Examples, Metrics and Case Studies," to help real estate investors understand the financial dynamics that underlie income-producing property.

"Mastering Real Estate Investment" picks up on the lessons taught in his popular book, "What Every Real Estate Investor Needs to Know About Cash Flow...." He revisits the 37 key real estate metrics and formulas he introduced in the earlier book and guides the reader through numerous examples, leading to mastery of those concepts.

He then goes beyond the formulas, with comprehensive case studies of four different kinds of property:

- \* Single-Family Rental
- \* Renovation Project
- \* Apartment Building
- \* Strip Shopping Center

You analyze these properties with him and learn to look behind the numbers, to think like a successful investor and to recognize both the opportunities and the perils you might encounter when you invest in real estate.

"Mastering Real Estate Investment" (ISBN 0981813801) and "What Ever Real Estate Investor Needs to Know About Cash Flow..." (newly released in a second edition, ISBN 0071603271) are available on Amazon.

Frank Gallinelli is the founder and President of RealData Inc., one of the real estate industry's leading software firms since 1982. [www.realdatal.com](http://www.realdatal.com) provides analysis software for real estate investors and developers.

Gallinelli has written numerous articles on real estate investing, and teaches income-property analysis in Columbia University's Master of Science in Real Estate Development program.

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