



**PRESS RELEASE**

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### **Real Estate Software Company Supplies Programs and Lecturer to Columbia**

**SOUTHPORT, CT.** — RealData, Inc., a commercial real estate software company based in Southport, CT, announced that founder and company president, Frank Gallinelli will be a Guest Lecturer at Columbia University this fall.

Mr. Gallinelli will conduct an "Investment Analysis Primer" class for the Master of Science in Real Estate Development Program (MSRED) students during the Fall 2003 orientation session. The incoming students were supplied with financial analysis software programs, case studies and e-learning tools donated by RealData.

"I consider education to be an integral part of our mission. A customer who purchases one of our software products does so with an objective in mind. That objective may be to make an investment decision, to develop a property or to demonstrate a project's viability to a mortgage lender or to a buyer," says Mr. Gallinelli. "We have to recognize that our software is a means to an end, not the end itself. If we care about the customer's purpose, then it's important to provide and to sponsor educational resources – not just software training, but materials like our articles and e-course and events like the Columbia lecture – to help the user understand the principles that underlie income-property analysis."

RealData offers academic software licensing to colleges, universities and real estate schools for classroom use and for student competition purposes.

Frank Gallinelli is the president and founder of RealData, Inc., a software company specializing in financial analysis programs for investment real estate. In addition, he is a real estate investor and the author of a book on real estate investment analysis to be published later this year by McGraw-Hill. He can be contacted through his website [www.realdata.com](http://www.realdata.com) or at [realperson@realdata.com](mailto:realperson@realdata.com).

RealData, Inc. is a privately held corporation that has been creating financial analysis software for the commercial real estate market since 1981. Taking advantage of technology themselves, they have been marketing their products online at [www.realdata.com](http://www.realdata.com) since 1996.

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