



## Lone Wolf Adds Instant Property Analysis Solution to Real Estate Web Site Platform for Brokers and Agents



*Strategic partnership formed with eRealInvestor and acquires minority ownership interest*

**Cambridge, ON and San Francisco, CA** – January 26, 2010. Lone Wolf Real Estate Technologies announced the launch of a strategic partnership with eRealInvestor to address the needs of investment-minded buyers for residential and commercial properties. Lone Wolf will immediately integrate and re-sell eRealInvestor’s products and services as part of their Global Wolf real estate web site platform and has also acquired a minority interest in eRealInvestor.

The first application to be offered is eRealAnalyzer™, a unique, browser-based investment analysis solution, integrated with for sale property listings, that quickly computes important financial metrics to help real estate buyers and their professional advisors zero in on attractive investment opportunities. eRealAnalyzer puts control and numbers in the hands of investors and homebuyers. For investors, it demonstrates current and future monthly cash-flow potential based on easily modified offer price and other figures. For homebuyers, eRealInvestor shows pre-tax minimum monthly payment and future equity growth estimates for that home.

“We are very excited and proud to be partnering with eRealInvestor. We believe in the product and feel it brings even more value to the suite of products and services that we offer,” said Lorne C. Wallace, C.A., President of Lone Wolf. “Investors are a significant share of the market and eRealInvestor’s solution will enhance their experience, thereby increasing the value proposition of our clients’ web-sites.”

An example of a brokerage leveraging eRealInvestor on the Global Wolf platform is RE/MAX Marquee Partners of Los Angeles ([www.realestatelosangeles.com](http://www.realestatelosangeles.com)). On any of the property details pages on that site, a user can click the “Investment Analysis” button. The button launches a new window that allows the user to interact with multiple “what-if” scenarios and is given different purchase prices, rents, appreciation, and other key financial factors. eRealAnalyzer provides market data from multiple sources so a buyer or their agent can quickly determine if a property meets their investment criteria.

“We’ve been working closely with Lone Wolf for quite some time now and have identified the strong connection between our products and what they can do for brokers and agents,” said Mike Genstil, Founder and CEO of eRealInvestor. “This partnership was the obvious choice for integration as Lone Wolf has been on the forefront of real estate technology for over 20 years and their ethics, values, and goals are that of a true leader. The combination of eRealAnalyzer for websites, and eRealAdvantage for agents and brokers who want to be associated with the best deals in local markets, will present an enriched experience for agents and their clients.”

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## Lone Wolf Adds Instant Property Analysis Solution to Real Estate Web Site Platform for Brokers and Agents (continued)



**About Lone Wolf:** Lone Wolf Real Estate Technologies is North America's #1 industry technology leader with over 7,800 offices utilizing their fully integrated solutions. Their product suite includes; Wolf EX as their front office system integrated with 150+ MLS boards and includes showing solutions, lead and contact management, event coordination and drip marketing. Their flagship program, the Realty Management System (RMS), along with the DPN and Lucero product lines, is their complete back office accounting system and Global Wolf offers leading edge web site solutions. Wolf Watch is a division offering bookkeeping services from pro-active reconciling to damage control for those offices who find themselves in need of an accounting clean-up. Rounding off their product line is a comprehensive membership management program called Wolf Tracks and they also have Mobile Marketing and Agent bookkeeping solutions coming soon!

For more information contact Sarah Spooner, Marketing Manager, at 866-CRY-WOLF or via email at [sales@lwolf.com](mailto:sales@lwolf.com). Also check out their website at [www.lwolf.com](http://www.lwolf.com).

**About eRealInvestor:** eRealInvestor, Inc. is a San Francisco-based firm that offers a leading web-based suite of software solutions for investment-minded buyers and the professionals who serve them. The company's products are found on thousands of real estate, media, and investor-focused web sites. Led by executives with decades of real estate investment and software development expertise, the firm is partnering with leading real estate and financial organizations to deliver the most compelling online financially driven search and analysis experience in the real estate business.

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