

## Case Study

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# WealthMakerCalculator Created an All-in-One Solution to Educate Everyone in Investing and Real Estate Analysis

### The Challenge

The path to riches requires meticulous planning and careful execution of investments. One very important part of every diversified portfolio is real estate, because this industry differs in how it reacts to daily news and other factors than the stock market and other investment tools.

Wealthmakercalculator is a company that aims to educate people of all ages in real estate investing. Real estate investments almost always involve large sums of money, and making the right decisions in such big investments can mean a big difference in how much wealth individuals can accumulate. For this, Salvatore Cavalieri and his team at Wealthmakercalculator has built an elaborate, all-in-one tool that points investors in the right direction. With this, it is possible to compare US neighborhoods in over 15,000 ZIP codes, run in-depth analyses, and find out whether your investment decisions are sound.

*“We internally created an Excel workbook that we’ve been using for years, which consists of macros and a complicated calculation logic. We use this tool on a daily basis, and we wanted to make it available to other people, but Excel really is not the best tool for distribution.”* Says Salvator Cavalieri, the owner of Wealthmakercalculator, and continues *“It comes natural to us to use Excel, since we use it frequently to save data and run calculations, as well as in analysis and projections. On the other hand, Excel is actually not that easy to use for everyone. At the end of the day, we didn’t want to code the entire calculation logic in web languages, and wanted the tool to be as closely tied to Excel as possible because of its flexibility, but on a web environment.”*

### The Solution

Wealthmakercalculator had already built their tool in Excel, and needed to find a secure, streamlined, and centralized way to distribute this tool to their clients.

*“We contacted several companies. When they saw our Excel workbook, they were intimidated by it. They wanted to take the challenge, but they were going to be learning on us. The lead time from the moment we would give them the project and going into production was going to be upwards of 6 to 8 months.”* Says Salvatore, and adds, *“Seeing what can be done on the SpreadsheetWEB website with robust Excel models - when translated into web applications - was eye-opening. We quickly contacted SpreadsheetWEB, and got a call from them right away. With SpreadsheetWEB, the approach was different. I had the Excel file in front of me, and I could make changes to the web application very easily, like when I thought a formula was off, or a label needed changing. Working on an environment without the ability to build the application with Excel’s flexibility would have meant doing this in a vacuum, completely relying on a development team. This also could’ve proven even more challenging if the developers lacked the required Excel knowledge.”*

The Wealthmakercalculator team has over 500 closings worth of real estate experience under their belt, and they are providing consultancy services to numerous clients. They aim to educate people as early as possible in the process of investing for the long term, rather than the short term. However, they are not coding experts. Since they frequently use Excel on a daily basis, they’ve decided to build this tool on Excel.

They would have to hire a team of developers and testers for developing this tool as a web application, and maintaining it in the long term. This would have proven to

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be a very costly and time-consuming endeavor. SpreadsheetWEB's modular, easy-to-build, and user-friendly platform ticked all the boxes.

*"In terms of formulas and calculations, this was going to be a relatively complex project, and we needed a team that wouldn't get bogged down by this. The SpreadsheetWEB project team was very involved and on top of our requirements and business challenge." Says Salvatore.*

### The Results

The Wealthmakercalculator was transformed into a web application that can be accessed from any device with a web browser, and can now help everyone make educated decisions with their money.

To summarize their experience, Salvatore says, *"This was like going to the right doctor and getting prescribed the right medicine. The time value of money was the best return I've*

*seen in terms of web development for this kind of a project. The Excel expertise, knowledge in web technologies, and flexibility of the SpreadsheetWEB team was extremely valuable. The speed at which the project was deployed and went live was impressive." And he continues, "Custom coding this application would've taken months to do this and required someone to work on this fulltime, just to manage the application code. This is not our business – we are in the business of real estate and real estate education. With SpreadsheetWEB, we can maintain and even modify the application on our own, as the platform is fairly easy to use. We're very satisfied with the results."*

The end product is a web application that allows users to save their analysis, and compare their results with the rest of their portfolio. They can take pictures directly from their mobile devices and attach them in the tool on the fly.

The Wealthmakercalculator tool can compare the data from thousands of neighborhoods, but naturally, this information is always changing, just like the real estate

**WEALTH MAKER  
CALCULATOR**

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**COMPARE ZIP**

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**INVESTMENT  
ANALYSIS**



### ZIP CODE HISTORICAL PERFORMANCE COMPARISON

10/04/2019

Zip Code	77568	45345	32124	10023	2142
City:	La Marque	New Lebanon	Daytona Beach	New York	Cambridge
County:	Galveston County	Montgomery County	Volusia County	New York County	Middlesex County
State:	TX	OH	FL	NY	MA

**Historic Equity Performance**

Last Month	7.1%	0.0%	8.6%	-3.1%	8.1%
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landscape. Since the web application is based on the Excel model, Wealthmakercalculator can make any changes to the underlying data with ease, and modify the application look-and-feel however they like as the tool matures even further.

The Excel tool became a fully functional web application within the span of a couple weeks.

Salvatore further explains the idea behind this approach, *“This calculator is a tool that needs to grow. These types of projects can’t start with a healthy growth when you’ve already spent hundreds of thousands of dollars invested in. Some business concepts might still have to be proven, and as we do that and get back feedback from our customers, it’s been very beneficial to have a tool that is cost effective. If the price would’ve been higher, like custom coding the application, it wouldn’t have made sense, because the time*

*it would take to get our money back would have been very high. Now, we can concentrate on marketing and promoting our tool instead.”*

The Wealthmakercalculator team decided to host SpreadsheetWEB on their end and purchased a server license. The tool can now be updated from one centralized location, and their intellectual property is completely safe.

[Find out more about the Wealthmakercalculator here.](#)

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