ascendRE Created a Cloud-Based Sales Acceleration Platform without any Coding

The Challenge

ascendRE is a sales acceleration platform that helps real estate professionals guide their clients through a range of ownership and investment scenarios. By comparing opportunities side by side, the platform gives buyers the clarity they need to make more informed real estate decisions and to move conversations forward with confidence.

Cesar Angulo is the Founder and President of ascendRE, and he built the platform out of his own experience as a working realtor. Preparing the numbers for a single property, including mortgage payments, cash flow at different down payments, CAP rate, ROI, NOI, and equity upside, could take hours of manual spreadsheet work ahead of every client meeting. Cesar had already built a powerful Excel model to run those calculations, but a desktop spreadsheet could not scale into the product he envisioned.

He explains what he set out to do: *“I built my model in Excel because it is a platform I know how to use fairly well. But I needed a platform that could take my spreadsheet solution to a cloud-based solution, so I could put it in front of customers as a real web application that realtors everywhere could use on demand.”*

The Solution

Before settling on an approach, Cesar weighed building the application from scratch with custom code. The cost made that path a non-starter for a business at his stage. *“I looked into custom coding, but it was too expensive of a solution,”* he says, adding that custom development simply would not have been financially feasible for his business at this stage.

After an online search and reading through a range of alternatives, he found SpreadsheetWeb. *“I read about many other options, but I felt SpreadsheetWeb was the best fit for my needs,”* Cesar recalls. *“The main things that made me choose it were that it is easy, simple, no coding, the customer service, and the cost.”*

The SpreadsheetWeb team converted Cesar’s existing Excel model into a secure, browser-based application without requiring him to rewrite his logic or learn to code. A new user first acknowledges a disclaimer screen, then works from a Manual Input page that captures the economic criteria driving every calculation, including estimated annual market rent growth, developer incentives, estimated closing costs, down payment, and interest rate. Those inputs feed a set of polished output views: a Client Custom Summary in two formats, an Investor Summary tailored to buyers evaluating returns, and a Rent Simulator for testing rental scenarios.

Each report can be tailored to the audience by selecting from dozens of available parameters, ranging from core metrics such as estimated NOI, CAP rate, cash on cash, cash on cash with appreciation, and IRR, to granular line items like list price, square footage, prepaid HOA months, developer incentive, year-by-year cash flow projections, and annual taxes and insurance. A built-in Definitions page explains each metric in plain language so that agents and their clients can interpret the numbers with confidence.

To turn the tool into a true product, the project also included payment processing built on Stripe, so new subscribers can purchase access by credit or debit card and be provisioned automatically. Visitors to ascendRE can choose from monthly, three-month, six-month, and twelve-month access licenses and check out directly through Stripe, with the payment connector embedded right inside the application.

Using SpreadsheetWeb Hub’s portal capabilities, each user can name and save their scenarios and return to them later, picking up exactly where they left off instead of rebuilding an analysis from scratch. Every saved scenario is tied to that user’s account, so a realtor can maintain a running library of property analyses, revisit a past comparison when a client circles back, and refine the numbers over time.

Just as important is how easily the application evolves. Because it is generated directly from Cesar's Excel workbook, he can adjust the business logic and calculations whenever the market or his methodology changes by editing the underlying spreadsheet and republishing it to the app, with no code and no waiting on a developer. The platform also lets him spin up custom copies of the application for individual developers who have specific requirements and hundreds of units to manage, so ascendRE can serve a solo realtor and a large development project from the same core model.

The Results

ascendRE went from an Excel file to a live web application, complete with Stripe-powered subscription billing, in about four weeks. Cesar describes the build as *"very easy, fast … four weeks from start to finish,"* and the impact on day-to-day work mirrors what the platform now delivers for its users. An analysis that used to take hours per instance is completed in minutes. As Cesar puts it, the tool took him *"from an hour per instance to five minutes."*

The financial upside is larger still. Because ascendRE is now packaged as a subscription product rather than a personal spreadsheet, the return on investment scales with every new user who signs up. *"It is too hard to express the ROI in numbers,"* Cesar says, *"because if I am able to monetize my application the way I plan to, the return could be 1,000X or more."*

ascendRE now has a cloud platform that runs complex investment calculations, produces tailored client and investor reports, saves and revisits scenarios, processes payments, and scales to new users and developer partners, all generated from an Excel model with zero coding. Custom coding the same application would not have been financially feasible at this stage, which is what makes the no-code path more than a convenience. It is what made the product possible at all.

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