

Greg Daniele Releases Looking Through The Windshield, A New Vision for Digital Transformation of Development Accounting

A practical guide for real estate developers to replace rearview mirror financial reporting with real time visibility, and more predictable project outcomes.

ARDMORE, PA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Real estate development accounting expert and Certified Public Accountant Greg Daniele today announced the release of his new book, "Looking Through the Windshield: The Ultimate Guide to Real Estate Development Accounting Software", now available in print and digital formats.



Drawing on nearly four decades of experience as a CPA at PricewaterhouseCoopers, corporate controller, consultant, software executive, and president of a company focused exclusively on real estate development accounting, Daniele delivers a practical guide for development firms looking to move beyond spreadsheets and disconnected financial systems.



Building better outcomes
starts with better visibility"
Greg Daniele

The book challenges the way many developers manage their businesses today.

"If your real estate development business is still relying on spreadsheets, disconnected systems, and outdated reports to make critical decisions, you are driving while looking in

the rearview mirror," said Daniele.

Rather than focusing on accounting theory alone, Looking Through The Windshield demonstrates how purpose-built accounting software, standardized processes, and modern

financial architecture can help organizations gain real time visibility into project performance before problems occur.

Readers will learn how to:

- Improve project cost tracking and forecasting
- Replace disconnected spreadsheets with integrated financial systems
- Simplify complex multi-entity accounting
- Strengthen cash flow management
- Improve collaboration between finance and operations
- Build scalable accounting processes that support company growth
- Prepare their organizations for automation and artificial intelligence

Throughout his career, Daniele has advised development companies ranging from entrepreneurial firms to organizations managing multi-billion-dollar real estate portfolios. His experience provides readers with practical insights into the operational challenges that emerge as companies grow and the systems required to overcome them.

The book emphasizes that successful development organizations are built on three essential foundations:

People, Process, and Platform. "The problem is not the people. The people are talented, experienced, and working hard. The problem is the architecture underneath them: systems that were never designed for the complexity of what they are trying to do," said Daniele.

Daniele argues that accounting should no longer function as a historical reporting system but instead become a strategic management platform that empowers executives with timely, accurate information for proactive decision making.

Whether readers are modernizing existing financial operations or preparing their organizations for future growth, *Looking Through The Windshield* provides a blueprint for creating the financial infrastructure that transforms data into insight, insight into action, and action into lasting competitive advantage.

"The most successful developers do not just build great projects," Daniele writes. "They build great systems."

About Greg Daniele

Greg Daniele, CPA, is a recognized thought leader in real estate development accounting with nearly forty years of industry experience. His career includes serving as a CPA with PricewaterhouseCoopers, corporate controller, consultant, software executive, and president of a software company dedicated exclusively to real estate development accounting. He has helped organizations ranging from emerging development firms to enterprises managing multi-billion-dollar portfolios implement financial systems that improve visibility, operational efficiency, and long-term profitability.

Book Information

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