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*Press Release*

*For Immediate Release*

## **GURU NETworks New Functionality Accelerates Broker Growth in a Slow Market**

Reston VA- March 7, 2007- GURU NETworks has released two new modules specifically designed to enhance long-term profitability and accelerate the growth of Brokerage firms who use its **g4Enterprise™** systems. "Our Broker clients have found that the best time to grow their companies is in a slow market," says Ike Broaddus, CEO. "When times get tough, weak companies fail and strong ones flourish." According to Broaddus, GURU has "responded to the market demand for tools that recruit agents and improve lead conversion. To that end, we've developed new modules for recruiting and relocation."

Richard Goe, GURU's Chief Operating Officer, explains that the new relocation module "builds on the foundation of our existing leads management module. It gives brokers the ability to design, implement, and enforce a defined process for managing relocation leads. Relocation Directors can now give precise updates to the relocation company, exceeding ERC standards."

The new recruiting module allows Brokers to manage prospective agents like any other lead, with automated follow up reminders, tracking candidates through every step of the process from initial interview all the way to completion. Customizable reports included in the recruiting module allow Brokers to compare lead conversion ratios for various agents and managers, as well as for different lead sources.

To find out how the **g4Enterprise™** system can help your brokerage increase productivity, reduce risk, and improve your customer's experience, contact GURUnet at 1-888-GURUnet (487-8638), or go to the website: <http://www.gurunet.net>.

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### About GURU NETworks, Inc.:

GURU NETworks, Inc has provided web-based software and services to the residential real estate industry since 1994. Its **g4Enterprise™** system was first introduced in 1998 and has evolved steadily since then. The current version is available with more than a dozen modules ranging from leads management to back office. Systems are custom configured to enforce each broker's unique business rules, then rolled out in manageable phases at a pace established by the Broker.

GURUnet can be reached at [www.gurunet.net](http://www.gurunet.net), by e-mailing [info@gurunet.net](mailto:info@gurunet.net), or by calling 1-888-GURUnet (487-8638). To request a demo of any of its products, contact [guru@gurunet.net](mailto:guru@gurunet.net).

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