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Press Release

For Immediate Release

GURUnet the Choice of Professional Virtual Assistants

Chantilly, VA – September 17, 2003-- GURU NETWORKS, Inc, (GURUnet) today announced that its **g3Transaction Management Network™** (TMN™) has exceeded all growth expectations since its launch. Ten companies, representing Virtual Assistants all over the country, have now signed up to use **g3Direct™** to handle transactions for their REALTOR® Customers.

As Michael J. Russer, President of RUSSEr Communications and well known Industry Speaker said recently, "Real estate technology solution providers are finally waking up to the fact that their main customer, REALTORS®, will never be techno-wizards. **GURUnet** has trained highly competent Virtual Assistants to deliver the benefit of their services. This is a 'win-win' for all parties involved."

Virtual Assistants (VAs) are typically experienced in many tools used in assisting REALTORS® in all phases of their business, including not only transaction management, but many marketing tasks and other time consuming projects, allowing the REALTORS® more time to sell. Current members of GURUnet's Network include: **Classic Real Estate VA, Deb's Desk, Expert REVAs, Global Connection Virtual Office, Inet Office VA, 1st Choice Online Transaction Management, Real Estate Network Services, Source for Sources, Transaction Connection** and **Virtual Connection**. You can learn more about these companies at www.gurunet.net, under Services/Coordinator Locator.

Several brokers who have seen the value of transaction management but have dealt with training a coordinator "from scratch" have opted to outsource to a professional Virtual Assistant rather than training another company employee. This gives them total access to all the data collected by the VA during the transaction in their own company's online database. They can hire additional Coordinators (in-house or Virtual) as their business grows, since they still own all their own data, action plans, and customized documents. They also can use and reuse this data as they grow into a **g3Enterprise™** solution by adding modules to the core transaction services that automate all the functions needed to run their companies.

Some of the **TMN™** members also specialize in training Coordinators so that they can become highly proficient in their job, using leading edge tools. Typically the people who become Coordinators are detail oriented and feel that **g3Direct™** was designed with their needs in mind. They can keep all the participants, including their REALTOR® client, aware of the status of the transaction 24/7 over the web, wherever they are, since the service is totally web-based and requires only a browser on the user's PC.

Here's what some of these professional VAs have to say about **g3Direct™**:

"The Agents who hire Virtual Assistants for our services are those who enjoy selling, but hate paperwork and telephone tag. Most of us are Professional Real Estate Virtual Assistants, fully trained to manage for the

REALTOR®, among our many other offerings, transaction management. The PREVA designation is earned by REVAs through training and experience”, says Janet Jordan, MVA and PREVA”.

As Professional Transaction Coordinator Bev King of GLOBALVO said of **g3Direct™**, “ I just signed up a new customer who was with GURU but lost her Transaction Coordinator. I can step right in and take over where her employee left off. Since all the agents and providers are already there, and the action plans have been personalized for their company, there is no “ramp up” time. I can be immediately productive, and use the same logon I use servicing all my other customers. It’s the Best Transaction Management System Available Today” .

As Karen Drebes, Source for Sources, said, "When I first started using **g3Direct™**, I was so pleased to discover that GURU really understood the process. I was amazed at how comprehensive the product was. It can handle the most complex deal with ease. I especially like the clean, quick interface; support and tech help are outstanding."

GURUnet is the proud sponsor of the annual conventions of both IAVOA and IVAA, the Professional Associations to which the Professional Virtual Assistants belong. Realtors, Brokers and VAs can contact GURUnet at 1-800-487-8638, press 3 or go to <http://www.gurunet.net> to learn more about our products or services..

About GURU NETWORKS, Inc.:

GURU NETWORKS, Inc provides web-based software and services to the residential real estate industry. Its products range from an on-line transaction management system easily used by and agent or team to comprehensive business solutions for large multi-office brokers and franchise organizations. All are built upon the same code base to ensure a consistent user experience. GURUnet is active in implementing Industry standards across all GURUnet products. GURUnet can be reached at www.gurunet.net, by e-mailing info@gurunet.net, or by calling 1-800-GURUnet. To request a demo on any of its products, contact guru@gurunet.net.

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