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Press Release

For Immediate Release

CENTURY 21 Access America Touts Transaction Technology

Chantilly, VA – October 5, 2004: Today CENTURY 21 Access America announced that they have begun the process of implementing the upgrades to their existing g3Direct™ system to the full g3Enterprise™ capabilities. “Our profitability as a company has increased as we have taken the detailed tasks of transaction management off of the shoulders of our agents and given them to professional transaction coordinators,” says Ken Scala, President of CENTURY 21 Access America. “ Since we have been using the GURUnet technology for our transaction management, we have been able to document all steps in the process, using a team dedicated to keeping our transactions on track and leaving no detail to chance. This is a huge step in risk reduction and also improves customer satisfaction at the same time. All steps are completely documented, with all participants able to see their part of the transactions 24/7 over the web.”

GURU NETWORKS (GURUnet) provides the technology that drives the CENTURY 21 Access America solution. Its g3Enterprise™ Broker Management Solution includes full transaction management using customized Action Plans tailored to the needs of the Broker and the locality. The system is deployed across all 18 of the Access America Offices, giving all the personnel and their customers’ access via a secure password and ID to their own web pages for saving properties and searches as well as viewing all the documents as they are collected during the transaction process. Since these documents remain on line, the customer can return to the Access America site later for tax filing information. CENTURY 21 Access America has one central database that contains all information about all listings, transactions, contacts, leads, services providers and personnel, both employees and co-brokers. This contributes to the timeliness and accuracy of data used in all documents.

Service orders can be delivered to the preferred providers by e-mail, fax or text to voice with the response recorded. These orders are then tracked for timely delivery by the transaction coordinators, to ensure on-time settlements. Consolidated lists of transaction tasks assigned to their preferred partners (Mortgage, Title and Insurance) can be viewed by the transaction coordinator and the preferred provider, allowing them to quickly touch base on open items.

“With the upgrade to the full g3Enterprise™ system, we will now be adding the full Agent Disbursement capability, based on agent pay plans. This will give everyone, from the Agent to the Executive, timely reporting so they can track their performance,” says Ken Scala. “This upgrade will also provide us with the ability to handle Rentals and REOs, as well as New Home Developments. Automated Leads assignment, tracking and management is also being implemented as part of the upgrade process. Leads are one of our most valuable assets and we want to assure that none get lost or are not handled promptly. This new capability will ensure that we meet that goal.”

To find out how the **Enterprise** system can help your brokerage increase productivity, reduce risk, and improve your customers’ experience, contact GURUnet at 1-800-GURUnet (487-8638), press three, or go to the website: <http://www.gurunet.net>.

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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 an 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 look and feel. 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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