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*Press Release*

*For Immediate Release*

## **Alaska Association of Realtors® Launches New Services**

Chantilly, VA – December 2, 2004 – The Alaska Association of Realtors® announced today that they have chosen GURU NETworks (GURUnet) to provide a new suite of services available to all of its members.

This suite includes a new State Association website and the GURUnet Transaction Management platform. Features such as advanced property search capabilities, community and demographic information, and a REALTOR® directory with customized REALTOR® pages, empower consumers to easily find their next home. The Transaction Management platform increases REALTOR® and consumer visibility over their transactions while providing real time status.

“Our Members can now use technology to differentiate themselves and provide a greater level of service to their customers” said Sandy Eherenman. “By making these tools available to our members, we plan to increase enrollment and retention.”

The Alaska Association of Realtors® recognizes technology is a key factor in delivering a greater experience to real estate consumers. By partnering with GURUnet, they continue to distinguish themselves as an industry leader, embracing the future of real estate.

To find out how GURUnet can help improve your customer’s experience, contact GURUnet at 1-800-GURUnet (487-8638) or go to their website: <http://www.gurunet.net>.

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### About GURU NETworks, Inc.:

GURU NETworks, Inc provides web-based software to the 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](http://www.gurunet.net), by e-mailing [info@gurunet.net](mailto:info@gurunet.net), or by calling 1-800-GURUnet. To request a demo on any of its products, contact [guru@gurunet.net](mailto:guru@gurunet.net).

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