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*Press Release*

*For Immediate Release*

## **NEW GURU PRODUCT RELEASED SWANEPOEL DUBS IT "THE ROLLS ROYCE"**

Chantilly, VA – November 7, 2001-- GURU NETWORKS, Inc. (GURUnet) announced at the National Association of Realtors Conference and Expo in Chicago the release of version 2.3 of its GURU broker management solution. This new version of its totally web-based product just completed extensive beta testing by an installed customer of its previous version and is now ready to be delivered to other brokers nationwide.

Strategy Consultant Stefan Swanepoel, author of the "Real Estate Confronts" series, said recently, "In an industry that is still learning to integrate residential real estate data and master the art of riding a transaction management bicycle, GURU has already created a Rolls Royce software and technology service that is ready to be taken out on the open road."

The original version of GURU was installed in 1998 in a 40 office brokerage in New England. This new release of GURU integrates comprehensive transaction management capability into its broker management product that 11 office CENTURY 21 New Millennium has been using since early this year. "This is another milestone for GURU, the expansion of our comprehensive web-based system that manages every aspect of the residential brokerage business," said Ike Broaddus, CEO of GURUnet. "Brokers now have a comprehensive tool for owners, agents, transaction coordinators and consumers, integrating all aspects of residential brokerage from prospect management to closing. GURU puts it all together."

Delivering on its commitment to both customers and the Executive Committee of AARTT, the standards body for the real estate industry, GURUnet demonstrated the first use of interfaces based on the emerging electronic data transfer standards for the industry. At NAR last week in Chicago, GURUnet gave live demonstrations of its XML-based interface used to electronically deliver all the transaction information needed to order title and establish a closing file at one of its customer's title company partners. Paul Hill, CTO of GURUnet, and chair of the Technology Work Group of AARTT, said, "It is our intention to donate to AARTT the intellectual property and related development created as part of our Title interface project. This contribution is being made to further the development of standards under the auspices of AARTT. We were the first to implement the RETS standard, and plan to be the first implementer of all new AARTT standards as they are approved."

GURUnet delivers two solutions for the real estate industry: its flagship GURU product and its Synteleos TMN transaction management product. Both are available for over-the web demonstration at your convenience. Call GURUnet at 1.800.GURUnet (1.800.487.8638) or go to <http://www.gurunet.net> for more information.

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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 even the smallest brokerage to comprehensive business solutions for large multi-office brokers and franchise organizations. GURUnet is an active member of the Executive Committee of AARTT, working to ensure that industry standards are implemented across all GURUnet's products. 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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