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*For Immediate Release:*

*Wednesday, May 9, 2001*

## **Joint Venture to Deliver Comprehensive Web-Based Brokerage Solution for Residential Real Estate Brokers**

**FAIRFAX, VA--May 9, 2001-- Open Systems Associates, Inc., (OSA) a leading supplier of enterprise software for the residential real estate industry, and NM Management, Inc. (NM), a real estate services corporation whose holdings include CENTURY 21 New Millennium and its affiliated companies, have combined expertise to form GURU NETworks, Inc. (GNI), a joint venture through which the GURU Broker Network Solution (GURU), a comprehensive Web-based brokerage system, will be rapidly delivered to residential real estate brokers nationwide. GURU NETworks, Inc. CEO, Ike Broaddus says, "GURU Networks, Inc. has scheduled immediate staff expansion to provide faster implementation of new functionality for the web-based product."**

**This venture merges the leading edge technology company in the real estate space with the domain knowledge and vision of the most innovative broker in the industry. GURU is a totally integrated system that provides full automation of the many steps involved in residential real estate brokerage, and is delivered as a turnkey package that has been customized to each broker's locality and respective business model. This includes transaction support for both independent contractor and/or salaried agents. The GURU product fully integrates brokers' core functions (including Web site, e-mail, lead generation, Multiple Listing Service(s), transaction management, accounting, and personnel), greatly reducing data input and transaction management costs, while increasing leads optimization, agent and staff productivity, and quality customer service.**

**In order to allow for easy electronic interchange with a Broker's service vendors, GURU is designed to incorporate all of the latest interchange standards and fully accommodates a broker's vendor sources of income. Customers are provided with secure access to information concerning their transaction and its status, and benefit from a variety of other web based services. "We've spent the past six years developing our model and implementing the latest technologies within real estate's unique set of relationships and business designs," said Paul Hill, CTO. "There's no other product on the market that so accurately reflects the true real estate environment, and so precisely addresses the core needs of brokers."**

**CENTURY 21 New Millennium is already a showcase for Version 2 of GURU and will continue to serve as a real world production demonstration of the application's ability to automate enterprise-wide buying and selling activities for the residential real estate industry. Mary Lynn Stone, Principal Broker of CENTURY 21 New Millennium, is**

# GURU NETworks, Inc.

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“excited about the benefits that GURU brings to our customers and agents. GURU will greatly increase our ability to recruit and retain quality agents, and to offer increased value to consumers.”

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## About GURU NETworks, Inc.:

GURU NETworks, Inc. can be reached at [www.gurunet.net](http://www.gurunet.net), by e-mailing [guru@gurunet.net](mailto:guru@gurunet.net), or by calling 1-800-GURUnet.

## About OSA:

OSA was founded in Reston, VA in June 1993, and has been working with the residential real estate industry for six years as it has designed and developed its enterprise-wide broker solution that captures and reuses all information involved in the buying and selling of property. OSA uses object technologies to implement its standards based software solutions. OSA developed the first fully RETS-compliant (.9 version) “pull” interface to Moore Data Systems MLSs, and is active in the AARTT effort to standardize all interfaces in the real estate industry.

## About NM Management, Inc.:

NM Management, Inc. was formed in 1998, the result of combining several successful brokerages in the Washington DC area, and they have expanded steadily into additional markets and ancillary services. They are innovators in successfully developing and implementing business models designed to deal with the changing environment in the residential real estate industry, while continuing strong growth within traditional models, as well.

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