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## **ERA Boston Real Estate Group Names Anthony Segrich Chief Operating Officer**

**Boston, Ma – (December 27, 2004)** – ERA Boston Real Estate Group, a full service residential real estate brokerage serving Greater Boston, announced that Anthony Segrich has been named chief operating officer (COO). In his new role, Mr. Segrich will be responsible for the company's day-to-day operations and management as well as advising the president/CEO on the company's strategic direction.

“Anthony has been an integral part of our success and growth since he joined the firm,” said ERA Boston Real Estate Group President/CEO, Michael Carucci. “He has dramatically improved our customer service and our lead response time through his incorporation of innovative technologies into our business model. The combination of his technological expertise and keen business sense make him an ideal choice for COO. We look forward to further growth opportunities under his guidance.”

Working directly with President/CEO Michael Carucci, Segrich will be responsible for increasing operational efficiencies and will continue to manage the company's technology programs, which include the development and deployment of the company's portfolio of innovative web-based sales and marketing tools for its customers and agents, and guiding the company's interactive online marketing initiatives. In addition, Segrich will manage the operations of three ERA Boston Real Estate Group offices in Boston and Cambridge, overseeing a workforce of 40 sales agents within the company's franchise network.

“I am excited to begin my tenure as chief operating officer at ERA Boston Real Estate Group,” explains Segrich. “This company has already demonstrated impressive growth through technology innovation and strategic acquisitions and, as COO, I will continue to refine our business model as we expand our footprint in the Massachusetts real estate market.”

Segrich previously served as ERA Boston Real Estate Group's CIO where he developed and implemented a variety of cutting edge technology programs which has placed ERA Boston Real Estate Group at the forefront of information technology and internet marketing in the Greater Boston real estate market. Under his direction, ERA Boston Real Estate Group interactive marketing programs have generated 40% growth in qualified leads. Segrich was also responsible for the design and integration of ERA Boston Real Estate Group's innovative and award winning MLS and LINK search engine systems. Through his development efforts since joining ERA Boston Real Estate Group, Segrich has helped the firm increase its corporate sales 118% over the previous year.

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Prior to joining ERA Boston Real Estate Group, Segrich was chief technology officer at BiT Group Inc., a Boston based internet consulting and development firm. During his tenure as CTO, Segrich worked with senior management to set company direction and strategy and the lead architect, designing mission critical applications clients including Fidelity Investments, EMC<sup>2</sup> BJ's Wholesale, IDX Systems, and IBEX Process Technologies. He also managed four main functional areas of operation for BiT Group, which included information architecture, IT consulting, engineering, and database/system architecture.

Segrich also held senior technology positions at Internet Transaction Facilitator Holdings Inc., CSS LAN Services – John Hancock, and Cyber Spider Designs.

Segrich is a graduate of Boston College with a degree in computer science and an attendee of the MIT Sloan School of Management. Segrich also has written for several publications in the fields of Artificial Intelligence, Distributed Business Modeling, and Computational Molecular Biology.

**About ERA Boston Real Estate Group**

ERA Boston Real Estate Group is a full service real estate agency providing home buyers, sellers, and renters with a comprehensive suite of brokerage services that includes housing sales, brokering, for sale by owner, rentals, relocation services, and online listing tools. Throughout its 20 year history, the company has generated more than \$500 million in real estate sales in Greater Boston and established itself as one of Boston's premier firms due to its relentless commitment to customer service, tier one house and apartment listings and innovative use of cutting edge internet technology. The combination of personable sales agents and specialized technology has enabled ERA Boston Real Estate to help thousands of homebuyers find the right place to live. To find out more visit [www.bostonrealestate.net](http://www.bostonrealestate.net) or call 617-262-1900.

**About ERA Franchise Systems, Inc.**

ERA Franchise Systems, Inc. is a global leader in the residential real estate industry with more than 30 years experience in developing consumer-oriented products and services. It is a subsidiary of Cendant Corporation (NYSE: CD) and part of its Real Estate Franchise Group. The ERA® real estate network includes approximately 32,250 brokers and sales associates throughout the United States and 30 other countries and territories. Each office is independently owned and operated except offices owned and operated by NRT Incorporated.

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