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Alan Barich Joins Partner Susan Barich, forming Barich Homes,
a Real-Estate Venture in affiliations with Keller Williams Realty Santa Cruz
Barich's bring vast business background to the business of real estate

Barich Business Group (<http://www.BarichBiz.com>), a San-Francisco-Bay and Monterey-Bay regional economic-development enterprise, today announced that Alan Barich joins his partner, Susan Barich, to create Barich Homes (<http://www.BarichHomes.com>) and focus on real-estate sales and investment as the next step in the company's evolution.

"Barich Homes allows us to offer to home buyers and other real-estate investors the same level of professionalism and business acumen that we brought to Project 17 Regional Innovation Cluster; Joint Venture: Silicon Valley Network; the California Energy Commission; Mission College; the NASA Incubator and the Marina Technology Cluster," said Susan Barich.

"Ensuring that client needs are satisfied in an ever-changing environment has always been paramount in our work," adds Alan Barich.

For Barich Homes' real-estate clients, ensuring client needs are satisfied means being on time, communicating often and clearly, understanding the details of the real-estate contract and, above all else, being honest and forthright in all business dealings.

"I have worked with Susan and Alan in various projects over the past six years," says former CSU Monterey Bay Small Business Development Center Director Andrea Nield. "They are among the most passionate, caring and ethical individuals I've had the pleasure of working with. I would trust Susan and Alan to help me in any real estate transaction."

BACKGROUND

Both Barich's have spent the last 30 years working in and consulting to business and training entrepreneurs to grow their own companies.

Alan earned a degree in mechanical engineering from Cal Poly at San Luis Obispo and worked in the energy and power-electronics industry at Enterprise Engine Company in Oakland before being wooed to Houston to start and manage TurboCare for Imo Industries, a \$75 million per year aftermarket business.

Susan's degree is in journalism with an emphasis on public relations from the renowned journalism program at San José State. She operated her own public-relations and marketing-consulting business.

Upon returning to California in 1993, both Barich's looked to economic development, Susan at Joint Venture: Silicon Valley Network as associate director of the group's environmental initiative, and Alan turning around failing businesses and consulting with numerous energy-focused companies.

The Barich's operated the Marina Technology Cluster, a technology and agricultural-business incubator on the former Fort Ord for ten years. They also started the Monterey Regional Business Plan Competition, which now operates under the auspices of the School of Business at Cal State University at Monterey Bay. And in 2010, they were awarded a \$1.2 million contract from the U.S. Small Business Administration to create a regional cluster dovetailing technology and agri-business.

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